



Kinesiology is
movement

move

Energy, progress, positive change.

In all of its definitions, the word movement describes the dynamic state of kinesiology today.

Movement encompasses the scientific study of human motion, the importance of activity on growth and development, the role of sport in society, the exploration of new directions, and emerging trends.

movement brings you research findings and thoughtful insights on developments in kinesiology, as well as continuing updates on faculty, students, and your fellow alumni.



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Sport Business Industry (See page 4)

SAVE THE DATES

Details to Follow

Kinesiology Alumni Reunion
Friday, October 17, 2003
Michigan Union

Movement for Life Golf Outing
August 11, 2003
University of Michigan Golf Course

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Greetings, to our alumni and friends of Kinesiology,

It is always a pleasure to take a few moments to introduce our latest edition of *Movement* to you and draw your attention to some of the exciting things happening here in Ann Arbor. By the time this magazine reaches you it will be spring. This is the time of year when many of us recall the New Year's resolutions we made and then promptly ignored, such as to lose weight and exercise more. The thought of wearing shorts and bathing suits is enough to resurrect them. And so, it seems fitting that we focus in this issue on two areas in which our faculty and students in Kinesiology work that are dedicated to building the skills and behavior patterns that support the maintenance of an active lifestyle and the business that surrounds the marketing and management of sport and physical activity.

It is sad, but true, that as a state, Michigan continues to rank among those with the highest rates of obesity in the nation. Adults, at least, seem to recognize the core function of physical activity in controlling body weight and managing associated problems, like diabetes, heart problems, fatigue, and so on. But too many people simply fail to act on this knowledge. In Kinesiology, our Physical Education faculty focuses on ways to improve people's willingness and ability to act on this information. They prepare future teachers to help schoolchildren develop exercise and sport skills, build self confidence, and acquire habits—behavior patterns that persist—even when a teacher or coach isn't prompting them to keep moving. In this edition of *Movement* you will read about James Walton, a graduate of our Physical Education program, who has devoted his career to helping children in the Lake Forest Schools develop these skills. In his role as director of physical education and principal he has been able to excite an entire school district with a new approach to building fitness skills and motivation. (Check out the article on page 2.)

An interesting paradox is that while as a nation we grow fatter every year, we also spend more money annually on the sport industry. The impact on our economy of the businesses that surround sport continues to grow and encompasses a wide variety of elements, from advertising via sports, to sport franchises, sales of sporting equipment and club memberships. This growing industry creates a wealth of jobs for students graduating from our Sport Management program who want to enter this aspect of the business world. Like sport itself, it's a competitive market. The entry-level opportunities are broad and, for those who are truly dedicated to working their way up in the field, the chances for promotion to jobs with significant responsibilities and commensurate salaries are also high. On page 4, you'll read more about this fascinating field and hear comments from some of our alumni about their experiences as members of this growing industry.

In conclusion, I wish you a happy, healthy, active spring. Use what you learned in the PE classroom or invest in a sport skill or fitness lessons to enhance your own well-being, join with us in our efforts to reverse the trend of our overweight society, and support our Sport Management majors who are working in the industry!

I hope you enjoy *Movement*.

Best wishes,

Beverly D. Ulrich
Professor and Dean

KINESIOLOGY ALUMNUS PIONEERS WELLNESS PROGRAM

Obesity among children has doubled in the last decade, according to the Center for Disease Control. Diabetes and high blood pressure are also on the rise. Dr. Vincent Bufalino, in a study of several children in the Chicago area, found that 40% of them had high cholesterol readings, which was attributed to frequent fast food meals and lack of exercise.

*(Detroit Public Television, *The News Hour with Jim Lehrer*, January 1, 2003).*



UM Photo Services, Martin Vloet

James Walton, director of physical education and principal of Lake Forest Schools

James Walton (BS '70, MS '81), director of the Physical Education Program and principal of the Sheridan School in Lake Forest Illinois School District 67, spearheaded a movement to educate the teachers and students in ways to combat such bleak health statistics as mentioned above. He refers to the new program, not as physical education, but as a wellness program that emphasizes fitness and health. "Starting early with the children gets them in the mindset to understand and enjoy exercise, and makes a difference in their lifestyle," said Walton.

Lake Forest students participate in health and fitness activities up to forty minutes a day, two to three times a week. The K-4 students use individual fitness equipment and they are taught how to use pedometers as a way of measuring their activity.

Middle school students have access to a state-of-the-art workout facility with over \$50,000 worth of equipment. The fitness center was funded through school budgets, foundation

donations and grants. "Our school has a foundation, and without that support, the fitness center would still just be in the planning stages," said Walton. Walton and his teachers arranged for teacher training through a partnership with the Lake Forest Health and Fitness Center, which is run by Lake Forest Hospital. The center staff also reviewed the planned physical activities to make sure they were appropriate for each age level, and they made suggestions about how to set up appropriate circuits for elementary students.

The equipment includes several Schwinn stationary bicycles, and twenty-five fitness stations with strength and endurance areas. Steppers equipped with handles are placed at intervals throughout the room so that target heart rates can be maintained during a session. An automatic timer and synchronized music add to the active environment. "Our facility is a miniature fitness center that is comparable to many in the private domain," said Walton. "The kids love it – they know

they are doing the same thing as their parents are doing at the clubs."

The students check their pedometers periodically during each activity period to make a before and after comparison. Once the children understood the concept that 200 steps are better than 150 steps, they began to take smaller steps to produce a higher pedometer reading. "At first we thought that they were trying to get around the system, but then we realized that the smaller steps required more effort and that those children were actually working harder than the others," said Walton.

A computer program helps track measurable results, with an individual fitness growth record for each student. The latest innovation for the program is the use of Polar Personal Digital Assistants that allow the teachers to immediately input data and later download it into the students' electronic records. The data evaluation revealed information about children who are not in the best physical shape. Those students were shown to exert a level of

effort for a lower numerical reading that equaled the level of effort by those students who were in better physical shape with higher numerical readings. This important discovery was made because of the technology, and because the measurements track individual progress rather than comparing each child with other students.



UM Photo Services, Martin Vloet

Lake Forest students use the Fitness Center

Many parents have commented that children who previously dreaded attending physical education classes now look forward to the exercise in this program. During a parent visit Walton said that he overheard a father asking his first grade daughter if the fitness center was where she came to play. “No daddy, this is where we come to work out,” she said.

The fitness classes may be fun, but they are definitely not all play. The educational component is stringent. The students are taught concepts such as heart rate, endurance versus strength, and the association between exercise and good health. They learn about basic kinesiological principles that help them understand muscles and their movement. They make those associations with every activity. The goal is that by the end of the eighth grade year students will be able to use the data to identify, develop and actualize their own fitness program.

Walton served as the researcher, motivator, and spokesperson for the

wellness program, and he credits his Michigan education for giving him an excellent foundation. “There was so much science and research involved at Michigan, it was great, and it helped me think of developing a new curriculum as an opportunity,” he said.

As part of his research, Walton met with Phil Lawler, department head of the Naperville, Illinois Physical Education Program. Lawler is a consultant for the National Heart Association, and he is the trendsetter who began the move toward fitness training in the public schools. Lawler maintains that, in addition to improved health and fitness, it has been noted that students have better brain function after exercise.

Another research step involved collecting data. Walton and his teachers noted improved heart rate changes in fifth and sixth graders who exercised. Once they were sure of the statistics, Walton presented the findings to the principals and administrators in charge of the curriculum. He wrote summaries and proposals for presentation at the school board meetings. “I told them what we needed, and I showed them how and why,” he said.

The result was a series of changes, which have been evolving over approximately an eight-year period. The first major change involved the combination of the physical education program and the health program, and the program changed to a fitness-based focus. “Over the last three years we have developed standards and benchmarks for what will be taught at each level and they were implemented throughout the district,” said Walton.

Many people deserve recognition for helping to make the Lake Forest wellness program into what it is today, according to Walton. “The teachers have been so enthusiastic, and the biggest thing I had to do was to get out of their way,” he said. “The superintendent provided enthusiastic support,

and the school board and the parents have always been very positive about the direction of our program.”

Walton has had a challenging and satisfying career at Lake Forest, but he never expected to work in the elementary school environment. He took extra courses and became certified at the K-12 level when he was at Michigan, but concentrated in high school education. He did his student teaching at Huron High School in Ann Arbor.

“Michigan’s School of Education encouraged us to set up practice interview sessions, and my first was at Lake Forest,” said Walton. He arrived at the interview straight from a gross anatomy lab, dressed in jeans and carrying his lab coat. Before they even sat down, the interviewer said, “We are not looking for a coach.” Walton did not want to miss his opportunity for a practice interview, and so he continued.

Lake Forest was looking for a person interested in pursuing new directions in physical education. Those areas included psychomotor development, perceptual motor development, movement training, and sensory development, which at that time were all in the beginning stages of development. “When I heard the challenge of the position, I decided that this interview could really be meaningful. I ended up working in one of the kindergarten through fourth grade buildings, and I have been here ever since,” said Walton.

Although he has made his mark at Lake Forest, Walton will soon move on to new endeavors. He plans to retire at the end of the 2003 school year. He has made no specific plans as yet, but whatever he does, it is a safe assumption that he will again prove himself to be a leader.

Walton has two children, CJ and Courtney. His son, CJ, played high school and college football. His daughter, Courtney, has been involved in many dance activities and, as a senior in high school, is in the process of looking at potential colleges, including, of course, the University of Michigan.

—Cheryl Israel

Sport Business Industry Continues to Grow

Dasher Board Advertisements at the UM Yost Ice Arena

Why does sport business revenue continue to be such an important element of the economy, even in difficult economic times? Kinesiology alumni working in the industry today offer many insights into this seeming paradox.

“The sport business industry is unique and tied to one very basic psychological principle, that people get involved because they love it,” said Todd Gershwin, BA '97, executive vice president for STS Partners, a New York City marketing and communications firm in the sport industry.

Sports lovers show their support by spending an estimated \$26.17 billion for concessions and tickets to a variety of sporting events.² The viewing audience statistics are also impressive. For example, CNN reported that an estimated 113 million people tuned in to watch the 2003 Super Bowl. It is estimated that the USA contributed 187 million viewers to the 2002 winter Olympics.³ On a smaller scale, even the 2002 FIFA World Cup claimed a national audience of 4.16 million, despite the fact that the soccer event played live at 2:15 a.m. EST.⁴

Companies and organizations, eager to have a presence in front of large audiences, spend an estimated \$27.43 billion annually to advertise at a variety of sporting events.⁵

Seth Ader, BA '94, marketing manager of the ESPN Consumer Marketing Department, describes sports as the ulti-

The sport business industry is one of the largest and fastest growing industries in the United States, with an estimated annual \$213 billion in revenue.¹

mate getaway from depressing national and international news. Consequently, ESPN provides coverage 24 hours a day, seven days a week to people in over 85 million homes nationwide. Cable companies with the ESPN signal pay a monthly fee based on the number of homes that are wired in to view the popular international sports network.

The stakes for air time are higher for certain events. For example, NBC paid \$1.27 billion for the right to televise the 2000 summer and 2002 winter Olympics games. Four major networks paid over \$21 billion to broadcast the NFL games from 1998-2005, even though the likelihood of recovering their investment with advertisements was minimal.⁶ They did this for a number of reasons: because they wanted to maintain a large viewing audience and their “major network” status and because they were afraid that without football programming their affiliates and marketers would take their business to other networks.

When analysts evaluate the success or failure of products and services they look at several elements in the business and marketing environment. Following are some of the social, cultural, legal, advertising and promotional aspects.

Social

The social aspect of the sport business industry brings a secondary audience to the forefront. Even people who are not interested in the games may be interested in attending the various parties and other events associated with them. The plush seating areas and food offerings that are often enjoyed in stadium boxes or suites can make game time enjoyable, whether or not one watches the game. Those same people may purchase sporting goods or apparel for themselves or as gifts for others.

Cultural

The cultural aspect includes the desire to “fit in” by going to the same games, cheering the same team, or wearing apparel with the same logo as others in the neighborhood or workplace. Tina Bucciarelli, BA '96, director of marketing for the New York Mets, said, “The more people wear our merchandise, the more our brand gets out in the market.”

Sports video games have exploded to the point where they are almost a home appliance, according to Brian Movolson, BA '90, brand manager for Electronic Arts (EA) Sports, a \$1.8 billion

UM Photo Services, Martin Vloet

company, and the largest interactive software-maker in the world. "Video games are like the microwaves were in the 1970s—every kid wants a Playstation II, or XBOX," he said.

Legal

As the sport business industry has grown, so too has the need for sophisticated contractual agreements. Steve Weinreich, BA '93, is the associate counsel for Sports-Loop, a full service marketing and events company located in Chicago. Weinrich is involved in drawing up contracts for sporting events, and he also assists athletes in negotiating contracts, to make sure that people are represented equitably.

The complexity of the sport business industry brings the potential for many "legal firsts." For example, CNN reported that in a recent case a basketball player had to take legal action against the team management for the right to use his own name in the address of his personal web site.

Advertising

Advertising in the area of sports is another competitive arena. For example, *The Wall Street Journal* reported that the 2003 Super Bowl ads sold at a cost of \$2.2 million for a thirty second spot. The televised Super Bowl advertisements are nothing short of a phenomenon, with many people watching the ad spots as intensely as the game.

Pepsi gave an early release of its 2002 Super Bowl advertisement with celebrity pop star Britney Spears in order to take advantage of the intense pre-game publicity, which Pepsi spokesman Dave DeCecco said more than paid for the advertisement cost. The Super Bowl post-game publicity is just as intense, with ad analyses on the morning shows, on the Internet, and in many written publications for five to ten days following the event. DeCecco refers to the goal of "creating a buzz" to take advantage of "the water cooler factor," when company products become the subject of discussion in public meeting places.

Arena/Stadium Advertising

Many other forms of advertising are used at sports events to increase brand recognition. The dasher boards at ice arenas are filled with corporate names and logos.

Public Relations

DeCecco said that Pepsi product sales at a large stadium are only equivalent to a small convenience store, but building the rapport is worth much more. "The consumers see our presence, and they have the opportunity to taste and feel the product while doing something they enjoy," he said.

Sponsorships

Sponsorships are another way in which companies gain product visibility when they pay for a direct association with a sports event or team. Movolson said that EA Sports sponsors approximately twelve sports events annually, such as the EA Sports 500 car race and the Sports Maui invitational, where the nation's top intercollegiate basketball teams are invited to play. Nine out of twelve of the events are broadcast on ESPN.

Buccarelli said that the New York Mets think of their sponsors as partners. "We worked with Pepsi to develop a commemorative can for our 40th anniversary logo," said Bucciarelli. "When Verizon became a Mets sponsor, I negotiated with them to place a Mets schedule at their counters."

Image Matching

Michigan faculty is currently conducting research on the image matching aspect of sponsorships, looking at the extent to which a sponsored sport property and a sponsoring corporation project consistent images. A second important focus is the development of an approach which prospective sponsors could use to determine what sport properties provide appropriate image matches. Kinesiology faculty Richard Wolfe and David Moore are collaborating on this project with Jay

Gladden, associate professor of sport management at the University of Massachusetts.

Venue Marketing

Venue marketing has become more prevalent in the last several years, where companies provide construction funding in exchange for a sponsorship for their name to be linked to a physical site. For example, Federal Express committed \$205 million to rename the home of the Washington Redskins to the FedEx Field. "Comerica Park went up in Detroit, and the Lions played at Ford Field for the first time this year," said Craig Wotta, BA '91, UM Yost Ice Arena manager.

Sport Management (SM) faculty is studying the justification for investing public funds in facilities for professional sports. The objective is to compare the rationale for and the effects of such an investment. SM faculty members Richard Wolfe, David Moore, and Keith Harrison are involved in this research, along with faculty member Michael Johnson of the Michigan Business School.

In summary, the sport business industry crosses state lines, product lines, and legal lines to touch almost every area of the economy. Many Kinesiology and other UM alumni have careers in the industry, and we are thus connected to the sport business network. Faculty remain current with ongoing research using state-of-the-art methods. Through research publications, Kinesiology has a national and international voice in this significant part of the economy.

1. *Street & Smith's Sports Business Journal*, <<http://www.sportsbusinessjournal.com/page.cms?featureId=13x>>

2. Ibid.

3. Thalman, James. "To buy Games publicity would cost \$22.9 million," *Deseret News*, 25 April, 2002, p. 1.

4. Fédération Internationale de Football Web site: <AssociationFIFAworldcup.yahoo.com/en/020624/2/17xw.html>

5. *Street & Smith's Sports Business Journal*

6. Harris, Richard Jackson. *A Cognitive Psychology of Mass Communication*. (Mahwah, NJ: L. Erlbaum Associates, 2001), 19.

Down Syndrome Center Continues to Grow

The Center for Motor Behavior in Down Syndrome in the Division of Kinesiology has been very successful in securing federal funding for research and training doctoral and post-doctoral students for careers as university faculty.

Dr. Dale Ulrich and Dr. Rosa Angulo-Barroso received funding from the U.S. Department of Education, Office of Special Education and Rehabilitation Services to conduct a four-year clinical trial involving treadmill training with infants with Down syndrome to reduce the delay in onset of walking. They are evaluating the long-term effects of the training on the children's ability to walk, to negotiate obstacles in their pathway, on their level of physical activity, and on their cognitive development.

Dr. Dale Ulrich received a four-year grant to train four doctoral and four post-doctoral students to conduct research with infants and children with disabilities. Trainees must have experience in pediatric, physical therapy, occupational therapy or adapted physical education.



Infant with Down syndrome participates in early intervention study

In total, there are more than 20 undergraduate students assisting faculty in their projects conducted at the Down Syndrome Center. Many of them are preparing for careers in medicine or pediatric physical and occupational therapy.

Dr. Beverly Ulrich has received funding from the National Institutes of Health to conduct a four-year study. In

her project, she is studying the walking gait patterns of new walkers, pre-adolescents, and elderly adults with Down syndrome in an attempt to derive a model of walking gait in this population. The results of her project will provide information needed to help solve some of the common orthopaedic problems experienced by people with Down Syndrome as they age.

Dr. Rosa Angulo-Barroso is conducting a project involving very young infants with Down syndrome. In her project, she is studying how infants learn to kick and control their legs in preparation for walking. The results will provide valuable information to help design very early motor interventions.

With state and federal funds being cut for special education services, parents are desperately seeking help in learning what they can do at home to help their child develop motor, cognitive, language, and social skills. The Down Syndrome Center has made a commitment to play a major role in helping parents locate information by organizing an annual parent training

conference and by disseminating current information on the Down Syndrome Center web page. The page can be accessed through the Kinesiology website:

www.kines.umich.edu/research/cmbds/cmbdsindex.htm

With the high number of undergraduate and graduate students involved at the Down Syndrome Center, Kinesiology is seeking to rent a larger space to house the center. It is estimated that the yearly cost to rent new space close to the Kinesiology building will be approximately \$40,000. We are seeking to raise the funds needed for rental of space and parent training activities through private and corporate donations.

If you are interested in making a donation or would like to learn more about CMBDS, please contact Jeff Freshcorn at (734) 615-4272 or Dale Ulrich at (734) 936-2607.

SUPPORTING KINESIOLOGY

Undesignated giving is one of the most important ways you can support Kinesiology. This type of Annual Fund support allows the Dean to use funds where they are needed most. Kinesiology knows how to stretch a dollar, but costs for higher education continue to rise. The support of alumni and friends is vital to our growth. Because of your generous contributions, we are able to continue offering the education and facilities our students need to be the "leaders and best." We ask that you consider giving a gift to Kinesiology before the end of 2003. Please use the form below. You may also contact Jeff Freshcorn at (734) 615-4272 or by email at freshco@umich.edu for information about other giving opportunities.

YES, I/we would like to make a gift to the Division of Kinesiology Annual Fund in the amount of: \$ _____

By check enclosed, payable to "University of Michigan"

By Credit Card: Visa Mastercard Discover American Express

Account Number: _____ Expiration Date: _____

Signature: _____

Name: _____

Address: _____

Class Year: _____

I am interested in learning more about planned-giving opportunities for Kinesiology.

Please mail to: University of Michigan • Division of Kinesiology • Attn: Jeff Freshcorn
401 Washtenaw Ave. • Ann Arbor, MI 48109-2214

DEVELOPMENT NEWS



We are pleased to bring to your attention the new Kinesiology logo. Our logo incorporates an image of the traditional “block M” with unique aspects for our unit. The logo was designed to symbolize what Kinesiology is all about—the study of movement. The logo will increase the visibility of Kinesiology and give a distinct personality to our publications and other distributed materials.

Gift Announcements

American Diabetes Association:

Jeff Horowitz was awarded \$410,000 over the next three years from the American Diabetes Association. He will conduct studies on the effect of adding endurance exercise training to a weight-loss program on factors that regulate lipid metabolism and how these alterations in lipid metabolism may affect insulin sensitivity, which is the primary symptom of Type II diabetes.

Michigan Diabetes Association:

Jeff Horowitz received a \$35,000 grant from the Michigan Diabetes Research Training Center to examine the effect of fat and carbohydrate availability on fuel metabolism.

Other Announcements

The next Kinesiology Campaign Council meeting is scheduled for August 10, 2003, to discuss the ongoing campaign efforts.

A golf outing, entitled “Movement for Life,” is planned for August 11, 2003 at the University of Michigan Golf Course. Details will follow closer to the event.

Lucile M. Swift (BS '39) passed away on January 30, 2003 at the age of eighty-six. Ms. Swift was a pioneer in the advancement of girls athletics. She was a physical educator, physical therapist and humanitarian. Her contributions to the field of Physical Education spanned teaching, coaching and administration. In Bloomington, IN; North Chicago, IL; and Lapeer, MI, she initiated new school athletics programs or improved existing ones. Her athletic skills surfaced early—she is known in Hillsdale, MI, for her ability to pitch softball both right and left handed. She earned her way through the University of Michigan with the help of loans from service organizations and by working in the cafeteria. After completing her degree she took a job with the Works Progress Administration, developing and running recreational programs. She trained as a physical therapist at Walter Reed Hospital during World War II, and she was assigned to Camp Atterbury, IN, directing the paraplegic program at a 3,000 bed hospital. She was a member of the UM Alumni Association, and following retirement she enjoyed her volunteer work, golf and aqua aerobics.

(Excerpts from *The Herald-Times*, Bloomington, IN, January 31, 2003)

Ms. Swift established a scholarship in Kinesiology which recognizes one graduate and one undergraduate student annually for superior scholarship and professional promise. Undergraduate student awardees have maintained a GPA of 3.0 or better in the Sophomore and Junior years. Graduate student awardees have maintained a graduate school GPA of 6.75 or better.

Thirty Kinesiology students have benefited from her generous contribution since 1989:

- 1989: Leslie O. Brandt, Timothy Lee Uhl
- 1990: Suzanne E. Spellios, Nancy V. Rhoades
- 1991: Rebecca Richardson, Edgar Burch
- 1992: Alisa Stewart, MaryBeth Reardon
- 1993: Joseph Lajoie, Kimberly Ann Clover
- 1994: Amy Nygard, Sue Dunaway
- 1995: Micheal G. Krauss, Donna Fry-Welch
- 1996: Jennifer Lupinski, Huei-Ming Chai
- 1997: Erin Flansburg, Kristen Meyer
- 1998: Jackie LaNew, Steve Bigelow
- 1999: Elizabeth Crane, Russell Rae
- 2000: Gregory Dairyko, Antony Scalia
- 2001: Teerin Meckmongkol, Amy Teunis
- 2002: Terri Sanders, Alicia Valdez
- 2003: Keith Gordon, Elizabeth Heyn

LET US HEAR FROM YOU!

Send this form to: Cheryl Israel • University of Michigan • Division of Kinesiology
401 Washtenaw Avenue • Ann Arbor, MI 48109-2214 • cisrael@umich.edu

Name: _____

Title of Major: _____

Home Address: _____

Home Telephone () _____ Work Telephone () _____

Place of Business: _____

Business Address: _____

Email Address: _____ Class Year: _____

Please tell us about yourself—events in your life and career:

FROM THE ALUMNI SOCIETY BOARD



Back row, left to right: Sheryl Szady, Catherine Serrin Niekro (vice chair), Pete Kempf (chair), Carol Cross, Caryl Powell. Front row, left to right: Pat Bubel, Patty Donahue-Ebach, Scott Jeffer. Alumni Board members missing from picture: Connie Jo Atia-Abrens, Karen Craven, Dana LaKritz, Mike LeMirande, Kathy Gilbert Marsh, Jerry Meter, Christian Parker, David Ralston, Leigh Smoker, Gail Tait

TO FELLOW KINESIOLOGY ALUMNI...

Do you realize that you are a member of the Kinesiology Alumni Society? You automatically became a member when you graduated from Kinesiology—no dues to pay, no forms to complete. As the chair of the Kinesiology Alumni Society Board, I am writing this letter to ask for your help, and hope that you will support Kinesiology in any manner that works for you.

A great number of individuals have supported both the Division of Kinesiology and the University of Michigan over the years. It is this support that has made the University of Michigan a major, world-class institution. We have all benefited from this support, somewhere along the line. That is the past.

What about the future? The future depends on our alumni—our current alumni, and the young adults who will become our future alumni and supporters of the University of Michigan and the Division of Kinesiology. We look for our alumni to donate to the University of Michigan and the Division of Kinesiology. Scholarships are needed to sponsor future students and endowments are needed to provide for future professorships.

We also look for alumni to mentor current students through mentoring

programs. Such programs need the support and participation from all of our alumni. They provide the means for Kinesiology students to discover themselves, and gives them a glimpse of the real world and their fields of interest.

The Kinesiology Alumni Society Board is another area where alumni can make a difference. We look for you to become a part of Kinesiology by volunteering to serve on the committees.

Through any or all of these efforts you can help take Kinesiology into the future.

Please keep in touch and let us know where you are and what you are doing. We hope to see you at the 2003 alumni reunion on October 17, 2003 at the Michigan Union. The details will be mailed closer to the event.

Sincerely,
Pete Kempf
Chair, Kinesiology Alumni Society Board

For additional information or to pass along comments, you can contact: Pete Kempf at gonavy@umich.edu, Catherine Serrin-Niekro, Vice Chairperson of KAS at cbsum@umich.edu, Shelly Kovacs at skovacs@umich.edu, or Cheryl Israel at cisrael@umich.edu.

ALUMNI 2003 HOMECOMING ACTIVITIES A SUCCESS

Career Networking

The Kinesiology alumni homecoming activities began with a career networking session and a concurrent tour of the Kinesiology Building and laboratory facilities. Pictured at right are the alumni who participated in the networking session. Over 100 students attended, giving them the opportunity to meet and learn from alumni who have been working in the field.

Alumni Award Ceremony

Over 130 people attended the alumni dinner and award ceremony at the Michigan Union last October. The evening was particularly festive, since the alumni award ceremony included both the 2001 and 2002 award winners.

Achievement within Ten Years of Graduation

Given to Kinesiology alumni who have excelled in a field related to Kinesiology.
2001: Roger Harvey, CFO of Crunch Fitness
2002: Dr. Pam Davis, University of Michigan Medical School

Career Achievement

Given to Kinesiology alumni who have shown outstanding professional and personal achievement in their chosen field and/or public service in any field.
2001: Carrie Meek, Congresswoman
Dr. David Lohrmann, Professor, Indiana University
2002: Ken Burnley, CEO, Detroit Public Schools
William Hardy, Principal, Roosevelt Middle School

Lifetime Achievement

Given to individuals whose service to the Division of Kinesiology has enhanced and changed Kinesiology over their lifetime.
2001: Pat Materka, former Assistant Director of Development and Alumni Relations



Pictured are Kinesiology alumni who participated in the career networking session in October. Front, left to right: Dana LaKritz, Pam Davis, Scott Jeffer, Patty Donohue-Ebach, John Phoney, Jennifer Sutherland, Jose Kotoor. Second row, left to right: Elmo Morales, Ken Burnley, Betsy Carny, Shawn Truax, Drew Pudduck, Gail Tait. Last row, left to right: Jeff Bush, William Hardy, Pete Kempf, Tom Cecchini, Judy Renfrew Hart, Steve Molnar, Griz Zimmerman, Roger Harvey



Pictured left to right: Alumni Award winners Dr. David Lohrmann, William Hardy, Roger Harvey, Pam Davis, Pat Materka, and Ken Burnley



Pictured left to right: Pam Davis, Gail Tait, Patty Donahue-Ebach, and Pat Van Volkinburg enjoy the 2003 Alumni Reunion.

All photos on this page by Peter Smith



ALUMNI NOTES

Ben Abramson (BS '60, MA '62) is enjoying retirement. He is living in Boynton Beach, Florida for six months, then he will go back to Yonkers, New York for six months. He still coaches girls basketball in the MacCabee games, and he will travel with the team to Houston and New Jersey in August.

Seth Ader (BS '94) Marketing Manager of the ESPN Consumer Marketing Department, recently completed a suc-

cessful promotion of ESPN's Original Motion Picture, "The Junction Boys." He is currently focused on the launch of ESPNHD, ESPN's High Definition network. He is also in the process of launching ESPN Deportes, a Spanish sports network that will run fourteen hours a day, seven days a week.

Steve Basmajian (BS '98) is working for the UM Emergency Department. "It is an excellent career opportunity for me,"

he said, “with a great learning experience for physician assistants and residents.”

Jodi Berris (BA '01) is a program associate at Hillel in Ann Arbor. She advises student groups, works with donor gifts, and she works with the website and other forms of publicity. Jodi has traveled extensively. She went to Cape Town, and to Robben Island where Nelson Mandela was imprisoned, and to Paris. (See picture below.)

Haley Berger (BA '99) is the Associate Producer at ESPN in Bristol, CT. She works on “Sportscenter,” “Baseball Tonight,” and other studio-based shows.

Jim Berry (BS '89) is the Director of Sports Medicine at Myrtle Beach High School in Myrtle Beach, South Carolina. He and his wife, Becky, welcomed Cooper Anderson Berry into the world last April. Cooper joins his big brother, Carson Andrew, who is six-years-old.

Mikerra Bostic (BS '99) is in her second semester of grad school at Eastern in the Masters program for Educational Leadership with a cognate in student affairs. She also works in the Academic Advising Department as a graduate assistant.

Michael Briguglio (BS '81, MA '82) teaches Honors World History at Fountain Hills High School in Fountain Hills, Arizona. He was twice named the State Coach of the Year. He also serves as the varsity baseball coach, and his teams have won the past two 3A State Championships. Michael lives with his two daughters—eight-year-old Samantha, and five-year-old Madeline.

Susan Carter (BS '99, M.Ed. '00) graduated in 2000 with an M.Ed. in adapted physical education from the University of Virginia. She is teaching special education at a middle school in Highland Park, IL, and recently became engaged to another UM alum.

Thomas A. Cecchini (BSED '66) is the Director of Western Region Sales at Async Associates. Async specializes in Citrix Application server computing solutions for general business, health care, financial, government and educational markets. They work with leading vendors such as Microsoft, Citrix, Sun, Novell, Watchguard, Checkpoint, RSA, Compaq, DELL and HP.

Mary Bennett Drake (BS '58) enjoyed the UM alumni trip to France last fall.

Christina Eyers (Chapski) (BS '97) began a temporary faculty position at Central Michigan University last fall. She teaches athletic training classes and coordinates the clinical education program. Last April, she and her husband welcomed their daughter, Rileigh Johanna Eyers, into the world.

Jessica Cohen (BA '99) graduated from Fordham University School of Law and and she is now practicing law in New York City at Proskauer Rose, LLP in the Labor & Employment department.

Dr. Pamela Davis (MA '92, MD '99) is currently in the last year of her four-year residency at the University of Michigan Combined Internal Medicine and Pediatrics program.

John R. Ghindia (BS '86) is the President of the University of Michigan Club of Greater Detroit.

Brian Glick (BA '96, MBA '01) completed an MBA in Computer Information Systems at Baker College. He is the Project Manager for Information Technology at Alro Group in Jackson, Michigan. Brian is married and has a five-month-old son.

Doug Gross (BA '99) is the men's assistant golf coach at the University of Michigan. Prior to this he worked with the American Junior Golf Association as the tournament director, where he was responsible for the planning of several national golf tournaments each season. “Through the Kinesiology movement science classes, I learned how the body moves and works, which helps tremendously as a coach when players have injuries and need advice for stretching or strengthening,” said Gross.

Helen Johnson Harding (BA '94) is celebrating her fourth anniversary at the Detroit Zoo. She is the Membership Services Manager. She and her husband, Andre, have a seventeen-month-old daughter, Haley Harding.

Pete Kempf (SOA '76, MA '95) is a Senior Research Scientist with Breed Technologies Inc. He develops new technologies for occupant restraint systems (seatbelts and air bags) for the transportation industry. Pete is currently chair of the Kinesiology Alumni Society Board.

Jim Kielbaso (MS '95) is the Strength and Conditioning Coach at the University of Detroit. He recently opened the Total Performance Training Center, a training facility for athletes, in Wixom, Michigan.

Jose Kottoor (MS '94) is the Director of Physical Therapy and Occupational Therapy at the University of Michigan Hospital, Mott Children's Hospital, Med Rehab and Spine Program.



Jodi Berris, BA '01, and a University of Utah student with several South African dancers

Sheri Esrock

Dana LaKritz (BA '96) obtained her law degree from Wayne State University Law School in 1999. She joined the law firm of Butzel Long, P.C., a Detroit-based firm of 204 attorneys with offices in Michigan and Florida. Her practice concentrates on the area of commercial litigation, primarily contract disputes and police misconduct cases. Dana was recently elected to the Kinesiology Alumni Society Board.

Dr. David Lohrmann (BS '70, MA '75, Ph.D. '81) is an Associate Professor at Indiana University in the Department of Applied Health Science. He was installed as President-Elect of the American School Health Association for 2002-2003, and he will be President for 2003-2005.

Sharon Lowen (MA '73) wrote two introductory books on Odissi, a classical dance of India and continues performing concerts around India and teaching Modern Dance at the American Embassy School, New Delhi.

Dr. S. James Manilla (BS '49) is in his sixteenth year as Vice President of Development at the University of Arizona Foundation. In the past he has served as President of three community colleges (Harrisburg, Penn Valley, and Kansas City/Pima), and he was at Oakland Community College for ten years.

Steve Molnar (BA '00) is a copywriter at Perich and Partners Ltd., an advertising firm in Ann Arbor. He is involved in conceptualization for all media types: print, web, outdoor, radio, and television. He also writes radio and television scripts, headlines and body copy for print, billboard, and web banner ads. He has worked with such clients as Carhartt, Harman Kardon, Grand Hotel, Liberty Sports Complex, and the Health Alliance Plan.

Eric Namesnik (BS '94) continues as the Assistant Head Coach for the University of Michigan Men's Swimming Team.

He and his wife, Kris, are expecting their second child this summer (July).

Judy Oppenheim (BS '68, MS '73) joined Front Range Orthopaedics in Colorado Springs, CO, and she is enjoying a new home, new colleagues and new friends. Trauma is the mainstay of her practice. She is also considering a team physician position for one of the local schools.

Jonathan Paley (BA '95) has been promoted to the head of the New York-based advertising agency DCODE. Among others, Jon's firm handles the ABC Sports and ESPN accounts.

Sarah Plum (Roach) (BA '97, BS '97) graduated with dual degrees in Physical Education and Sport Management Communication. She is an elementary PE teacher with the Livonia Public Schools in Livonia, MI, and she is currently working on a master's of education in health education at Wayne State University.

Andrew Pudduck (BA '96) launched a sports and entertainment consulting firm, esp, which conceives and executes strategic, innovative, consumer-based promotions for the athletic world.

Monroe K. Rowland (Sticks) (BS '52, MA '55, Ph.D. '60) is still actively participating in sports at the age of seventy-two. He ran the Nick Katsounis Memorial 10K last June, and finished fifth of thirteen. Congratulations!

Justin Schulman (BA '96) joined Athletes First last July as the Director of Business Operations. Athletes First is a sports agency with over fifty NFL clients, and is an industry leader in contract negotiation, player marketing and client servicing.

Michelle Segar (BA '89, MS '95, MPH '97) conducts research on women and physical activity. She was published in *Women's Health Issues*, (Vol. 12, November/December, 2002) about the intervention she developed after she

received her M.S. and M.P.H. entitled *Fitting in Fitness for Life!*®. She and her work were also featured in a new magazine to help women become more organized entitled *Balance*.

Jeffrey Singer (BA '00) is the Assistant General Manager for the Vero Beach Dodgers in Arizona.

Jen Sutherland (BA '97) is the Manager of Corporate Communications for Suburban Sports & Entertainment. She is responsible for the marketing and public relations in all areas. She is also responsible for marketing and designing the layout of *Michigan Hockey*, a hockey newspaper with the largest distribution in the Great Lakes region and *Chalk Talk*, a hockey coaches newsletter.

Gail Tait (MS '86) is an Assistant Professor and Assistant Director of Physical Education at the College of DuPage in the Chicago area. She was recently elected to the Kinesiology Alumni Society Board.

Shawn Truax (BS '02) is an associate producer at NFL Films, in charge of the playbook segment on the ESPN Sunday Countdown Show. He is currently conducting research for a profile on former San Francisco 49'er head coach Bill Walsh, which will air on the flagship show, "NFL Presents."

Kelly Vaughn (BA '01) was promoted to Director of Ticket Operations for the Flint Generals Hockey Team, and she is involved in community and public relations. She is responsible for group and game night ticket operations, as well as most graphic design and advertising for the team. She also coaches "Cheer Extreme," an All-Star cheerleading team.

Philip Welch (BS '99) is the Program Coordinator for MFit, the Health Promotion Division of the University of Michigan Hospital System. He is also a Personal Trainer at the One-on-One Athletic Club in Ann Arbor.

Kathy Babiak joined the Kinesiology Sport Management faculty in January. She will teach Human Resource Management and Organizational Behavior beginning in the fall of 2003. She comes to Kinesiology from the Department of Leisure and Sport Management



at the University of British Columbia in Vancouver, Canada, and she will soon defend her doctoral thesis in sport management from there. She received her master's degree in sport administration in 1994 from the University of Ottawa, Canada and her undergraduate degree in physical education and biology in 1991 from Queen's University in Kingston, Ontario.

Her research interests include inter-organizational relationships, Olympic sport, relationship marketing and organizational theory. Babiak's doctoral research focuses on inter-organizational partnerships in Canadian Olympic level amateur sport organizations, and it was supported by a prestigious national doctoral fellowship from the Social Sciences and Humanities Research Council of Canada.

Her research interests have extended into studying the relationship marketing practices in professional sport organizations such as the National Basketball Association, and the International Olympic Committee. Future research plans include conducting research on inter-organizational partnerships in American Olympic level sport organizations.

Kathy has been active in her professional work, and she has served as a consultant and employee for various sport organizations and world class sporting events. Those events include the Vancouver 2001 Olympic Bid Committee, the 2001 Freestyle Ski World Championships in Whistler, BC, and the 2000, 2001, and 2002 Freestyle World Cup in Whistler, BC. She served

on the board of the Kitsilano Community Center, and she was the lead consultant for a research project on recreational center usage patterns. She also worked as the research and promotions coordinator for the Ontario Physical and Health Education Association—an organization whose mandate is to lobby for physical edu-

cation in elementary and high schools, and promote physical activity and healthy living to children, youth and special population groups.

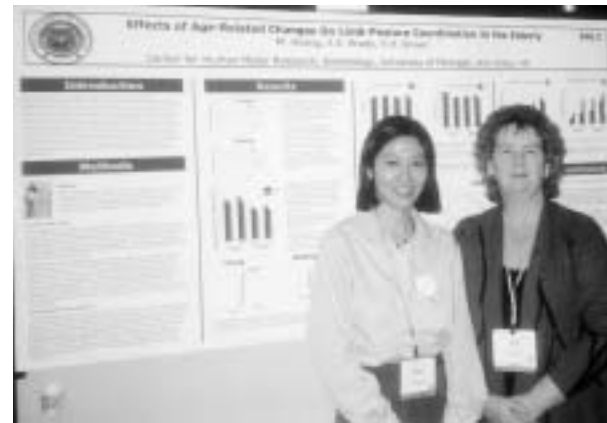
She has published articles in several peer-reviewed journals, such as the *International Journal of Sport Marketing and Sponsorship*, the *European Sport Management Quarterly*, and in the *Proceedings of the International Olympic Academy*. She was invited to present at numerous academic conferences, including the 2001 International Olympic Academy Post Graduate Seminar in Olympia, Greece; the European Association for Sport Management in San Marino, Italy; and, at several North American Society for Sport Management conferences that were held throughout Canada and the United States.

Kathy and her husband Mark live in Ann Arbor.

Kinesiology welcomes **Brian Czajka** to the Athletic Training Department as lecturer and Clinical Coordinator. Brian comes to Kinesiology from Millikin University in Decatur, IL, where he served as the Program Director for the Athletic Training Education Program and as the Head Athletic Trainer. He previously served as an Athletic Trainer for the Gary Gray Physical Therapy and Sports Medicine clinic, where he provided athletic train-



ing services in clinic and high school settings. He also served as a Kinesiotherapist and Athletic Trainer at the Central Park West Rehabilitation Center in Toledo, OH. Czajka has a B.S. in Exercise Science from the University of Toledo and an M.S. in Health and Physical Education, with an Athletic Training Concentration, from Illinois State University. Brian and his wife, Kelly, have a ten-month-old daughter, Madeline.



Dr. Susan Brown, Associate Dean for Research, and graduate student Min Huang with the Center for Human Motor Research poster at the Society for Neuroscience meeting in Orlando, Florida last November.



Dr. Rosa Angulo Barroso, graduate student Jake Streepey and an attendee with a Center for Human Motor Research poster at the Society for Neuroscience meeting in Orlando, Florida last November.

Jay Basten (MS '93, Ph.D. '02), successfully defended his dissertation and earned a Ph.D. from the University of Michigan's Center for the Study of Higher and Postsecondary Education. The title of his dissertation is "The Influence of Institutional Success in Big-Time Intercollegiate Athletics on College Choice: An Organizational Identity-Based Study of Students' Enrollment Decisions."

Katarina Borer was published in the *American Journal of Hypertension*. The article was entitled "Circadian blood pressure overswinging in a physically fit, normotensive African American Woman." She is currently conducting research on appetite suppression by exercise, which is producing interesting preliminary results. She will present preliminary findings at the Society for Neuroscience annual meeting and at the meeting of the Society for the Study of Ingestive Behavior that will be held in Groningen, Netherlands.

Paul Borsa, Director of Athletic Training, announced on October 18, 2002, that the Undergraduate Athletic Training Education Program was granted national accreditation by the Commission on Accreditation of Allied Health Education Programs (CAAHEP). The program is officially recognized as having met the standards established by the National Athletic Trainers' Association, American Academy of Family Physicians, the American Academy of Pediatrics and the American Orthopedic Society for Sports Medicine. UM's Athletic Training Education Program is one of five programs in the state of Michigan, and one of 181 undergraduate programs in the United States to be accredited by CAAHEP.

Susan Brown, Associate Dean for Research, held the Visiting Chair in Gerontology at St. Thomas University, in Fredericton, New Brunswick, Canada during the fall semester. She taught a new course entitled Physical Challenges

of Aging. The course is designed for social science majors, and she was asked to develop an on-line version of this course for the required science offerings. She also gave several presentations to community and health organizations and delivered the annual Creamer Lecture entitled "Training the Brain Through Movement: Aging, Parkinson's Disease, and Physical Activity." Last fall she attended the Society for Neuroscience meeting in Orlando, FL.

Dee Edington was published in the *American Association of Occupational Health Nursing Journal*, the *Journal of Environmental and Occupational Health*, the *Mercer Human Resources Consulting, Disease Management and Outcomes*, and *Healthcover*. He was invited to present his talk on "The Business Case for Worksite Health Management" at the Dow Chemical Corporation, the Honeywell Corporation and the Pfizer Employment Group. He also presented at the VieLife Corporation in London, England, and several conferences in Washington, D.C. He spoke before the Iowa Wellness Council and the Wellness Coalition in Kalamazoo, MI. He also presented at Eastern Michigan University during their Presidential Society series.

Dan Ferris was awarded a four-year grant from the National Institutes of Health for his project "Motor Adaptation During Human Locomotion." He was invited to present at the Orthopaedic Research Laboratories, UM Department of Medicine in May 2002. His talk was entitled "Robotic exoskeletons for gait rehabilitation." He was also invited to the Let's Talk Wellness with SCI! Where Does Technology Fit? conference, which was hosted by the University of Michigan Model Spinal Cord Injury Center for individuals with spinal cord injury and clinicians that serve them. His talk was entitled "The latest research on technology for exercise and physical activity." He gave a research talk at the Fourth World

Congress of Biomechanics in Calgary, Alberta last August entitled "Artificial neural oscillators as controllers for locomotion simulations and robotic exoskeletons." One of Dan's colleagues presented their collaborative work, "Ground reaction force patterns influence electromyographic activity during stepping in non-disabled and spinal cord injured subjects," at the 32nd Annual Meeting of the Society For Neuroscience last November in Florida. He was appointed to the Membership Committee of the American Society of Biomechanics.

Jeff Horowitz received a three-year award from the American Diabetes Association to conduct studies on the effect of adding endurance exercise training to a weight-loss program on factors that regulate lipid metabolism and how these alterations in lipid metabolism may affect insulin sensitivity, which is the primary symptom of Type II diabetes. He also received a one-year award from the Michigan Diabetes Research Training Center to examine the effect of fat and carbohydrate availability on fuel metabolism. In addition, Dr. Horowitz is collaborating with researchers from the University of Michigan Institute of Gerontology on a project aimed at examining the effect of resistance training on muscle structure and function, metabolic profile, and postural stability in elderly subjects. Dr. Horowitz is a co-investigator on this project that was funded by the Michigan Life Science Corridor. He has continued his duties as an Associate Editor for the *Canadian Journal of Applied Physiology* and in 2002 he was an invited/keynote speaker at conferences in Turkey, Greece, and Canada.

Keith Harrison presented "Ballers for Life: Black Athletic Politics in the 21st Century" during the Capitalizing on Sport: America, Democracy, and Everyday Life conference at the University of Illinois at Urbana-Champaign last February. He also spoke on "The

African American Athletic Image on Campus: Ballers and Shot Callers” at the UCLA Center for African American Studies Circle of Thought Speaker Series in Los Angeles, CA last February.

Jackie LaNew was invited to present at the annual University of Michigan Physical Education Workshop in December. The title of her presentation was “Upright Water Exercise.”

Rachael Seidler was published in *Cerebral Cortex*, *Science*, *Motor Control*, and the *Journal of Gerontology Psychological Sciences*. She was invited to give the following lectures: “Motor Skill Learning: From Cognition to Skilled Repertoire” at the University of Michigan Cognition and Perception Forum; “Separating Motor Learning

from Performance Change: an fMRI Investigation” at the University of Michigan Functional MRI Symposium; “The Cerebellum, Motor Learning, and Performance Change” at the McKnight Brain Institute and Brooks Rehabilitation Center, at the University of Florida, Gainesville. She received a NASA/ASEE Summer Faculty Fellow Award, and she worked at The Neuroscience Laboratories at the Johnson Space Center in Houston, TX last summer.

Dr. Beverly Ulrich, Professor and Dean, was awarded a four-year NIH grant which began in August, 2002, for a project entitled “Modeling Dynamic Resources to Solve Movement Problems.” In November, she gave a research presentation, “Emergence of walking patterns in infants with Down

syndrome,” at the Motor Development Research Consortium meetings in Austin, TX. In March, 2003, she presented an invited talk on basic and applied science research implications for therapeutic interventions at the University of Delaware. During March and April she also served as an external reviewer for the Kinesiology programs at the Universities of Maryland and Wisconsin, respectively.

Bruce Watkins chaired a paper presentation session at the International Communication Association annual meeting in Seoul, South Korea last July. The panel was on “Media entertainment and reality.” He traveled to Beijing and Shanghai, where he met with a new colleague and several doctoral students from Beijing University to discuss mutual research interests.

DIVISION NEWS

Pat Van Volkinburg, Academic Program Coordinator, and Interim Director of Student Services, was recognized by the Michigan Governor’s Office, Department of Education, for her participation on two projects that focus on increasing the quality of the preparation of physical education teachers in Michigan. “We feel fortunate that Dr. Van Volkinburg has been able to assist with these efforts, sharing her extensive knowledge and abilities related to physical education,” said Sue Wittick, Higher Education Coordinator, in her letter to Dean Beverly Ulrich.

Pat served on a panel of peer reviewers to analyze physical education teacher preparation programs at several institutions, and provided feedback that will be used for program improvement. In addition, she served on the planning team for a statewide health and physical education workshop that was held on January 10, 2003. These events were co-sponsored by the Michigan Department of Education and the Harvard School of Public Health, with funding through the Center for Disease Control. The results from these events will be shared by

Harvard to benefit other states also striving to improve teacher preparation.

Pat presented at the American Alliance of Health, Physical Education, Research and Dance Convention in San Diego in April, 2002. She presented at the Michigan Association of Health, Physical Education, Recreation and Dance (MAHPERD) Convention in Battle Creek in November, 2002. Her talk was entitled “Preparing Physical Education Majors for Student Teaching.” Pat is the President of MAHPERD, and she is in charge of organizing the state Physical Education convention next November.



Pat Van Volkinburg and Kerry Winkelseth at the December 6, 2002 Physical Education Workshop



Presentation at the Physical Education Workshop on December 6, 2002

GOOD LUCK IN YOUR NEW ADVENTURES...

Carol Overley retired last August from her full-time position as student advisor, a position she has held since August of 1993. She returned to work part-time in November and will continue in Student Services through April, when she plans to move to her new villa in Naples, FL.

Over eighty people attended a September reception in her honor. Carol said that she loves working with the students on their curriculum plans, and she has been greatly involved in assisting them with their career development over the years. She and Pat Materka, former Assistant Director of Development and Alumni Relations, co-taught a career development class for many years, and Carol continued teaching the class after Materka's retirement in 2001.



Carol developed the Career Resource Center in the Kinesiology Building, which houses computers and job reference materials for students. Carol was involved early on in the development of the Kinesiology web page, and she developed the on-line program, ConnectKines, which allows students to

connect with Kinesiology alumni working in the field.

Carol has enjoyed her Kinesiology career, but she is looking forward to exploring other opportunities in a different geographical area. She also looks forward to visiting her two grandchildren, Ben and Nathan. During the past few months she has traveled to Chicago, Boston, Memphis, and Atlanta. She has been busy with her hobbies—stitching, sewing, and quilting—and she made all of her Christmas gifts.



Harry McLaughlin retired from his position as Director of Student Services in November, 2002. Harry first began working for the University in 1980, when physical education was part of the School of Education. He came to Kinesiology in 1984 when it became a separate division.

He has been involved in student issues for over twenty-two years, and he said that his most enduring memories are of the students and their transformation between their freshman year and graduation. "Many students exceeded what was expected of them, some were admitted marginally and went on to receive alumni awards," he said. The greatest compliment for Harry occurred

when the students came back to see him after graduation. "They would sometimes give me credit, but it is their insight that makes them progress rather than a prod from me," said Harry.

During his career Harry had the opportunity to work on several committees that were appointed by the president's office. He is particularly proud of his committee work in the area of enlightening the university community about diversity issues related to race, gender, and sexual orientation. He served on the Academic Services Board twice and he worked on the Student Code of Conduct.

Harry is currently looking for new professional opportunities, and he is looking at the issues of leadership and Christian education in the Episcopal Church. He is taking two courses at the Ethical, Ecumenical Seminary in Detroit: Theology and the Old Testament.

MARTIN LUTHER KING DAY COMMEMORATED WITH TITLE IX PANEL

Title IX was enacted by Congress on June 23, 1972 to prohibit gender discrimination in the nation's education program, stating "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance."

The Kinesiology Student Government sponsored a Title IX panel discussion on January 20, 2003 as part of the University's Martin Luther King Day activities. Over 120 people were in attendance. Panel members included Mike Burns, the UM Assistant Coach for Men's Gymnastics; Jean L. King, an attorney who is well known for her representation of athletes under the Title IX provisions; Marissa Pollick, an attorney who has been recognized for her athletic accomplishments and in breaking gender barriers in sports; Bill Roose, *Detroit Free Press* Sports Writer, who

has covered several Title IX issues in regard to prep athletics at Michigan; David Shand, attorney and adjunct lecturer; and Ed Sikorski, an attorney who has had cases in the Supreme Court and Court of Appeals involving intercollegiate athletics.



Left to right: Dean Beverly Ulrich and Academic Program Coordinator Pat VanVolkinburg with Title IX panel members Jean King, Marissa Pollick, and Mike Burns at the Title IX panel in honor of Martin Luther King's birthday, January 20, 2003.



Title IX panel members David Shand, Ed Sikorski, and Bill Roose with student government representatives. Left to right: Heidi Merrill, Robyn Katz (President), Emily Herman, Tracey Yip (Treasurer), Jessie Christel, and Amanda Spyker at the Title IX panel in honor of Martin Luther King's birthday, January 20, 2003.

KINESIOLOGY STUDENT GOVERNMENT OFFICERS

Robin Katz, president
 Jamie Gall, vice president
 Tracie Yip, treasurer
 Alicia Holtz, secretary

STUDENT REPRESENTATIVES

Athletic Training
 Amanda Spyker
Movement Science
 Mimi Dalaly, Allison Elenbaas
Physical Education
 Heidi Merrill
Sport Management
 Jessie Christel, Emily Herman,
 Thomas Wharry

CONGRATULATIONS

Professor Emerita Phyllis Weikart is the creator and director of Education through Movement: Building the Foundation program, which is associated with the High Scope Educational Research Foundation. High Scope recently received a two-year, \$70,000 grant from the Whitney Fund for the Education through Movement program to offer a comprehensive series of training activities to integrate music into the existing curriculum of preschool programs within five Wayne County communities. The training series will be conducted in partnership with Inkster-based Starfish Family Services, a human services agency that offers programs to address issues surrounding poverty. "The program is unique in that it offers both training and follow-up activities to ensure the validity of teacher skills and the integration of activities at the classroom level," said Weikart.

(Excerpts printed from the October 16, 2002 press release from the High/Scope Educational Research Foundation)



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