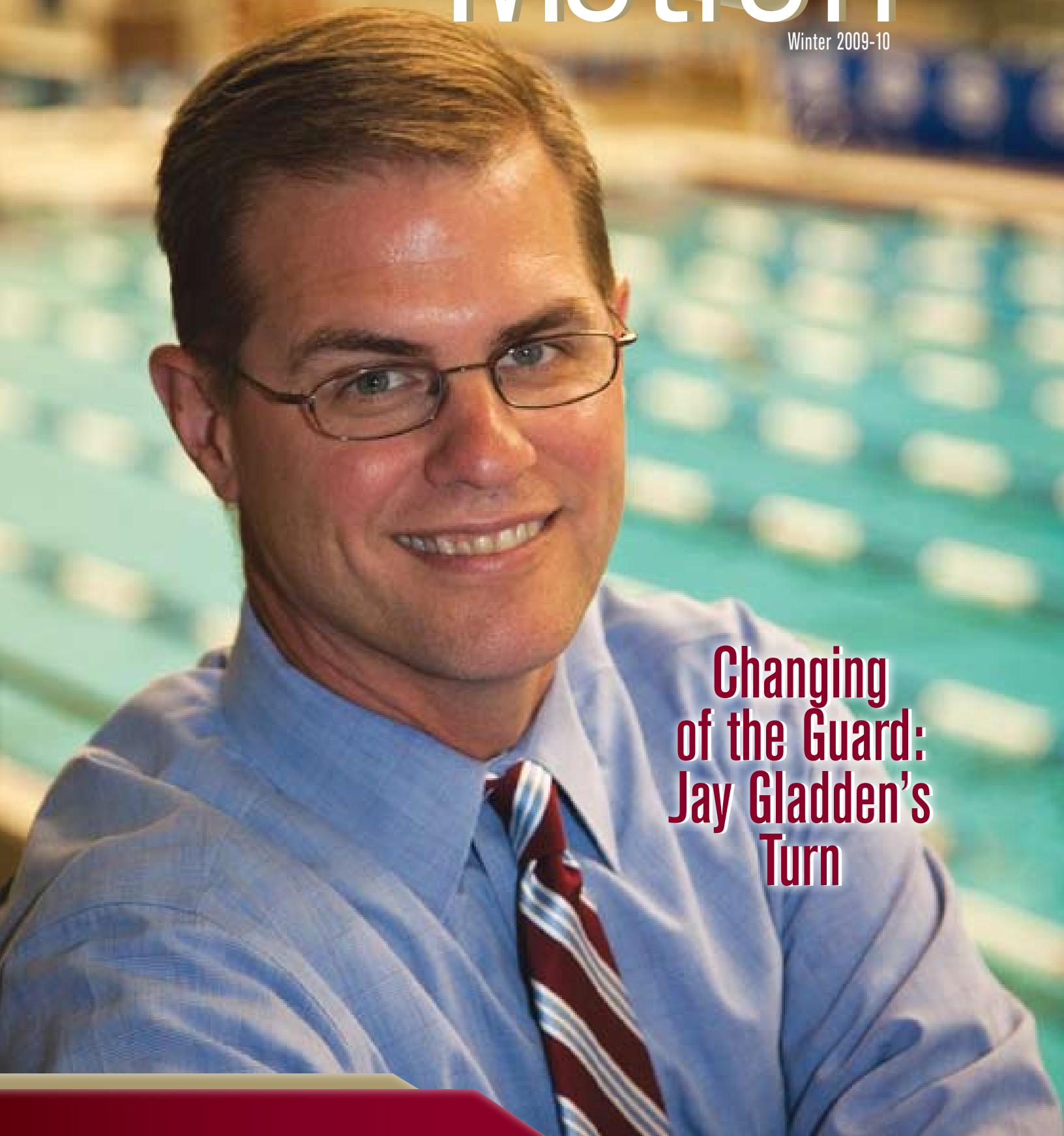


IU School of Physical Education and Tourism Management, IUPUI

# In Motion

Winter 2009-10



**Changing  
of the Guard:  
Jay Gladden's  
Turn**

# CHRISTIAN & KATALINA

## married 2 magic™



### TCEM IS PROUD TO ANNOUNCE THE 2010 ANNUAL INDIANA CULTURAL TOURISM CONFERENCE

#### **ENGAGE! ENRICH! ENTHUSE!**

This magic duo will engage the conference audience prior to keynote speaker Andrew Taylor's presentation *Place Makes a Comeback!*

May 13, 2010

IUPUI Campus Center

[www.culturaltourismconference.com](http://www.culturaltourismconference.com)

Faculty contact: Susie Benko, 317.278.9097, [inctc@iupui.edu](mailto:inctc@iupui.edu)



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### Executive Editor

James M. "Jay" Gladden  
Dean

### Managing Editor

Laura Klaum  
Development & External Affairs Director

### Art & Design

Jim Patterson  
Owner, JP Design LTD

### Cover Photography

Tyagan Miller, IU Foundation

### Contributing Writers

Susie Benko, Estacia Brandenburg,  
Brian Culp, Richard Isenhour,  
Greg Mobley, Laurie Sachtleben,  
Mark Urtel

*We welcome inquiries and comments. Contact [lklaum@iupui.edu](mailto:lklaum@iupui.edu).*



## DEAN'S MESSAGE

# Dear Alumni and Friends: Energy. Enthusiasm. Commitment. Excellence.



**These are just a few of the adjectives that come to mind when I think about the students, faculty, and staff in the School of Physical Education and Tourism Management (PETM). It is what drew me to this position, and it is what leaves me more excited than ever five months into the job.**

I am extremely grateful to Dean Nick Kellum, who turned over a school in remarkable shape and with great ambition. Nick oversaw incredible growth and change within the school, all the while recruiting skilled people to serve our expanding student and alumni populations. While some organizations suffer significant growing pains and are challenged to maintain their culture, PETM remains

a close family of faculty and staff working hard to serve their disciplines, students, and university.

I would also like to credit Nick for all of the time he has spent familiarizing me with the school, and IUPUI. He has been a fantastic sounding board and very giving of his time. Now, I hope that I can free up some of his time so that he can actually begin to enjoy his retirement!

You can learn quite a bit about me later in this issue, so I won't use this space to introduce myself. Instead, I would like to tell you a little bit about the

school's work over the next year. I spent the better part of my first two months on campus meeting with faculty and staff individually. I am repeatedly amazed at the amount of work these people accomplish and their commitment to overarching school values, such as teaching our students well.

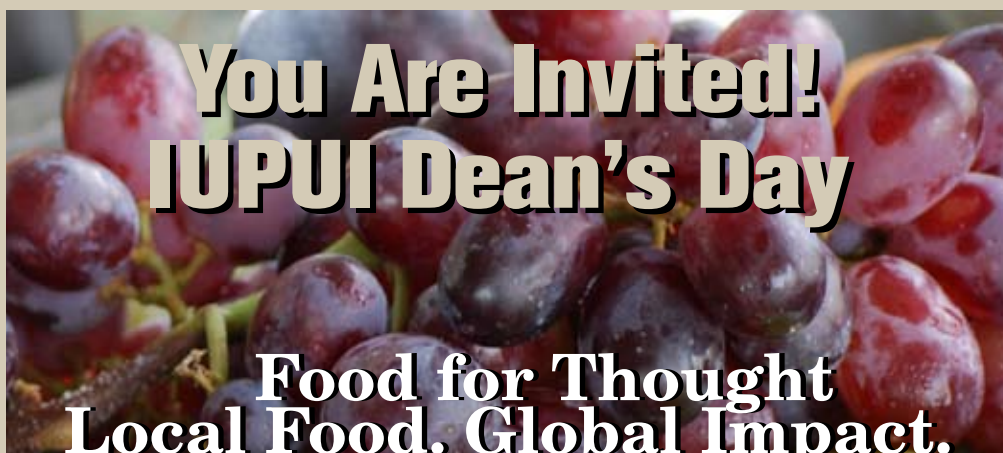
These individual meetings with faculty began a process whereby the school will articulate its strategic priorities for the next few years. I asked the faculty to identify where the school, and their respective departments, will make their marks. This has stimulated some interesting conversation and led to faculty collaborating to identify initiatives, as well as goals and strategies necessary to achieve those actions.

This process will help the school further its tripartite mission: to conduct research that has an impact; to optimally prepare our students for careers in industry or graduate school; and to engage with the university, Indianapolis, and Indiana community in a meaningful way. I will use this space in the next issue to communicate the outcomes of this work. Stay tuned!

I look forward to meeting many of you in the coming months. Your generosity and support has been pivotal and instrumental in our growth to this point, and it will continue to be so into the future. Whether it is to the annual fund, a student scholarship, an academic program, or Camp Brosius, every donation provides much needed resources to the school.

Our mission is a noble one. 57% of IUPUI students are first-generation college students, meaning many are trying to do what their parents were not able to do – obtain a college degree. Your continued support will help us become even more effective in this endeavor. Until we meet in person....

James "Jay" Gladden  
Dean



**Saturday, March 6, 2010 – University Place Conference Center and Hotel**

The TCEM Department is pleased to be a conference sponsor and active participant in this thought-provoking workshop for IUPUI alumni and friends. Topics such as food safety and engineering, agritourism, and buying local will be addressed by regional experts and faculty.

TCEM adjunct faculty member Michael Pyle will stage a session titled Food and Wine as a Destination. The TCEM department also is sponsoring the luncheon's invited speaker, David Shalleck. Shalleck is one of America's most celebrated chefs and is internationally regarded for his work.



**Pyle**

## **Schedule and speakers**

(tentative at the time of print):

**7:30 a.m. Continental Breakfast and Screening of the Documentary "Homegrown"**

**8:40 – 9:10 a.m. Opening Remarks by Richard Wilk, Director, Food Studies Program, Indiana University**

### **9:20 – 10:20 a.m. Breakout Sessions**

- Cultures and Cuisines – Johnny Flynn, Assistant Professor of Religious Studies and Director of Native American Program, School of Liberal Arts
- Soil Contamination and Urban Gardening: What You Should Know before You Plant - Gabe Filippelli, Professor and Chair of Earth Sciences, School of Science
- Supply Chain Strategies and the Business of Food – Mark T. Frohlich, Associate Professor of Operations Management, Kelley School of Business
- Frankenfoods: The Ethics of Bioengineered Food Products - David Orentlicher, Co-Director, Hall Center for Law and Health, Professor, IU School of Law– Indianapolis and IU School of Medicine

### **10:30 – 11:30 a.m. Breakout Sessions**

- Food Safety – David McSwane, Professor, School of Public and Environmental Affairs
- Why Easy Choices Are So Unhealthy – Paul Mullins, Associate Professor and Chair of Anthropology, School of Liberal Arts

- Slow Food Not Fast Food – Slow Food Is a Way of Living and a Way of Eating which Links the Pleasure of Food with a Commitment to Community and the Environment, Todd Jameson, President of Slow Food Indianapolis
- Agritourism (Hayrides, Farm Tours) – Peter Kunz, M.D. Owner of Traders Point Creamery (*tentative*)

### **11:40 – 12:40 p.m. Breakout Sessions**

- Genetic Engineering of Food – John Watson, Associate Professor, Biology, School of Science and Steve Randall, Associate Professor, Biology, School of Science
- Ethics of Consumption –Taste Is Political, not Just Personal - David Craig, Associate Professor of Religious Studies, Adjunct Faculty in Philanthropic Studies, School of Liberal Arts
- Food and Wine as a Destination – Michael Pyle, Associate Faculty, School of Physical Education and Tourism Management
- The Challenges of Buying Local Panel Discussion – Local Business Owners and/or Chefs Will Speak about Challenges They Face when Trying to Buy Local and Competing with Chain Restaurants.
  - Regina Mehallick , Chef/Owner, R Bistro (*tentative*)
  - Martha Hoover, Chef/Owner, Café Patatchou
  - Brad Royal, Chef/Owner, City Café
  - Matthew Jose , Founder/Owner, Big City Farms
  - Chef Christopher – The Goose (*tentative*)

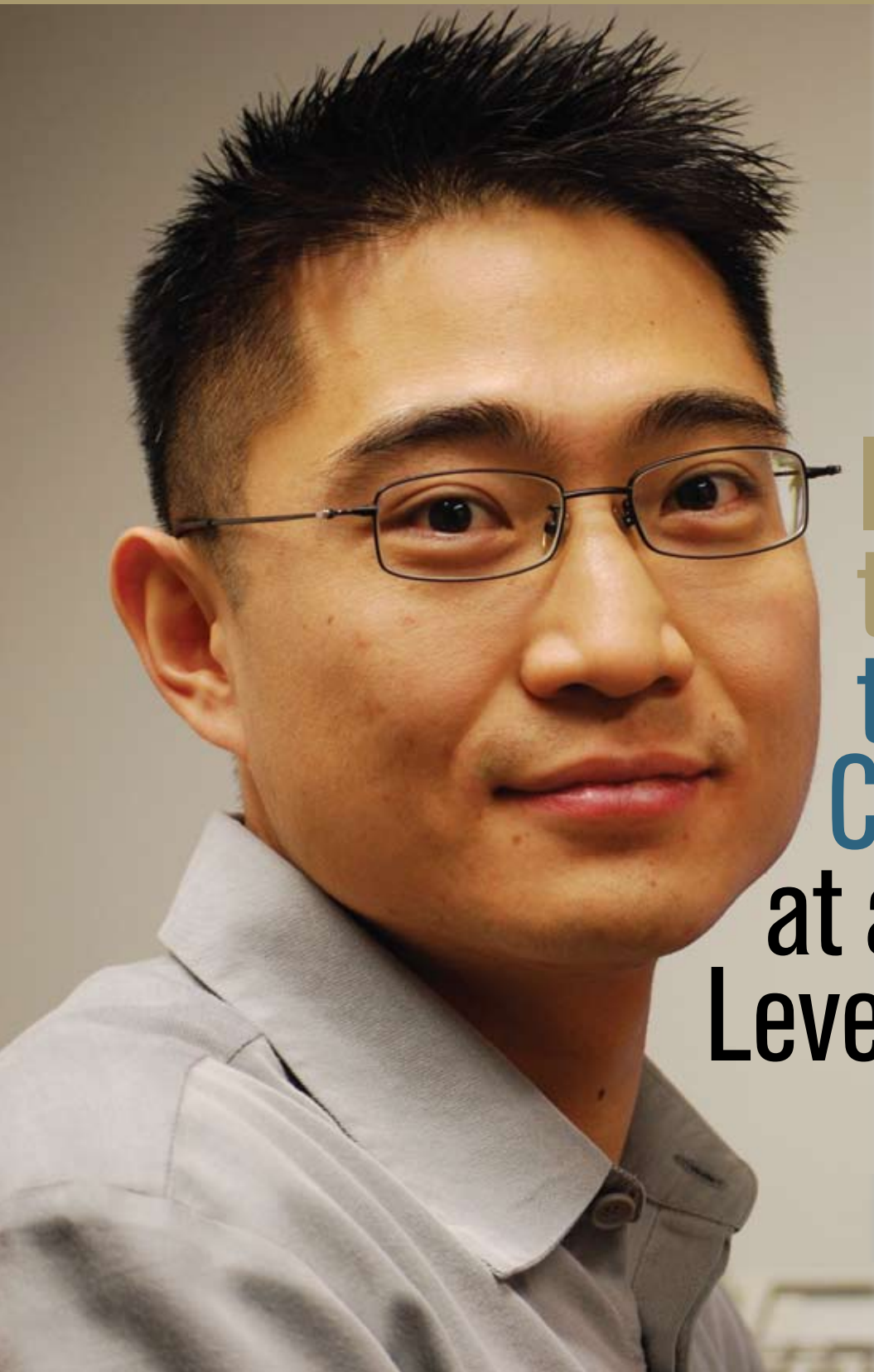
**12:50 – 2:30 p.m. Lunch with Luncheon Speaker – David Shalleck**

### **Additional Information**

**Exhibit tables can be set up throughout the conference center during the day for \$40 per table.**

To view a more up-to-date schedule and register, visit <http://petm.iupui.edu>, and click on the Web banner link to this IUPUI and TCEM department-sponsored alumni event.

Contact [lklaum@iupui.edu](mailto:lklaum@iupui.edu) or 317.274.1484.



It's Never  
too Late  
to  
Compete  
at a High  
Level



## For some senior citizens, the Golden Years are all about *going* for the gold—along with the silver and the bronze.

Seniors who compete in serious sporting events are the subject of research by Jinmoo Heo, Ph.D., and several colleagues in the school. Heo's goal is to learn more about the kinds of seniors who participate in these events, along with how participation enhances their quality of life.

Heo, an assistant professor in the TCEM department, used surveys to gather data from hundreds of older adults who came to Hamilton County, Indiana, to compete in the state's 2008 and 2009 Senior Games. While the research is ongoing, early data are providing new insights into the activity theory of aging, which holds that successful aging requires activity and social interaction.

The Senior Games, for men and women ages 50 and older, provide ample amounts of both. The games are held annually in most states and Canadian provinces, with North America-wide championships held every two years. Events include track and field contests, basketball, bowling, and even pickleball, a court game that combines elements of badminton and ping-pong.

Participants take their games seriously. "Many identify themselves as senior athletes. Clearly sports are part of their self-image," says Heo. One

of Heo's survey questions asked seniors to choose statements reflecting why they participate in the games. Answers that were scored highly included, "For the pleasure I feel in living exciting experiences" and "Because I must do sports to feel good about myself."

The social aspect of the games is also important. "Approximately 65 percent of survey respondents come to the games with one or more companions," says Heo. He adds that many athletes participate in the games year after year and look forward to a reunion atmosphere at the gatherings.

Heo's research efforts have been supported by Amanda Cecil, Ph.D., and Carina King, Ph.D., both TCEM assistant professors, as well as by students from his Management of Sport Events class and colleagues in the physical education department.

Findings from the research could prove useful to a wide range of hospitality and leisure-activity providers, says Cecil. "It's valuable to know that 70-, 80-, and even 90-year-olds are competing in organized sports at a high level," she notes. "As Baby Boomers go into retirement, this movement may grow. It's a market not to ignore."

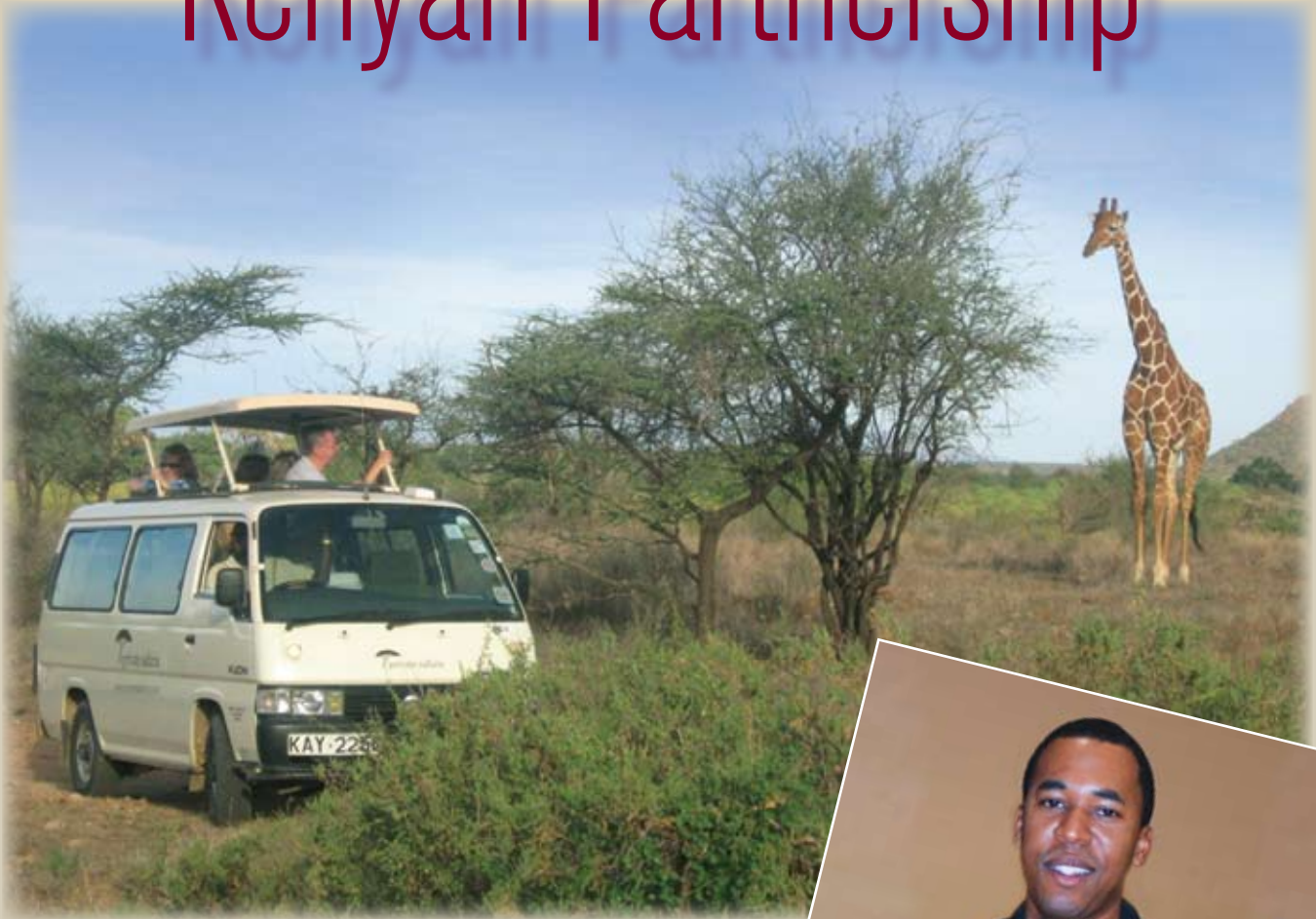
Heo plans to survey Indiana Senior Games participants again in 2010. Ultimately, he hopes to study sports participation among seniors more broadly, including among diverse socio-economic groups. He is particularly interested in exploring

ways to encourage more seniors to be physically active for their health, well-being, and life satisfaction, he says.

Heo, who enjoys skiing, weight training, and pickup basketball in his spare time, says he hopes to be a senior athlete himself some day. Learning more about what makes senior athletes tick "is like insurance for many of us as we get older," he says.

—Laurie Sachtleben

# Sport Tourism Arises from Kenyan Partnership



**IUPUI's RISE** initiative gives undergraduate students research, international study abroad, service learning, or experiential practice prior to graduation. In keeping with RISE and in partnership with the IUPUI Office of International Affairs, three faculty members representing both the school's academic departments conducted a feasibility study in Eldoret, Kenya. Their focus was the development of opportunities for faculty and students to participate in a sport tourism initiative.





Sotiris Hji-Avgoustis, NiCole Keith, and Brian Culp traveled to Eldoret, which is situated in the mountains of western Kenya. The fifth largest and fastest-growing town in Kenya, Eldoret is the home of IUPUI's strategic partner, Moi University. Several successful collaborative programs between the two institutions already are in place.

Eldoret attracts visitors from all over the world who come to see the area's rolling hills, picturesque countryside and nearby Rift Valley Region. The town is well-known as a training location for middle and long-distance runners, and a large population of past and present Olympic gold medalists reside in the area.

Along with PETM, faculty from Moi University are interested in sport tourism as a university academic program and economic resource for the Eldoret community given the wealth of existing structures designed for sport tourism.

To gain a greater understanding of Kenya's tourism industry, faculty initially visited Samburu National Reserve and Treetops Hotel in Aberdare National Park. With the assistance of Ian McIntosh, IUPUI Director of International Partnerships, faculty achieved four main objectives:

- Establishing a mechanism for faculty and student exchange between the two universities.
- Outlining a sport tourism academic program to meet the needs of both universities and the Eldoret community.
- Meeting with community members, current and former world-class Kenyan athletes, and university officials to discuss and create a tentative plan for student service learning.
- Researching other methods to implement research, service, and experiential learning activities with Moi University colleagues.

## Results

These efforts created a joint project involving current and retired Kenyan medalists and world record holders who are active in the Eldoret community, PETM faculty, the Moi University Tourism Department and Moi University School of Public Health faculty.

The project goals, slated to begin summer 2010, are to:

(1) Design and implement a health promotion program through physical activity, exercise, sport participation, and nutrition that targets community members in the Eldoret region regardless of age or athletic ability;

(2) Train Kenyan teachers and qualified leaders in the Eldoret region to disseminate such programs;

(3) Prepare the Eldoret community to embrace the idea of health promotion and sport tourism as a means of physical and economic development that will benefit the Eldoret region;

(4) Increase sport tourism while moving toward the establishment of Eldoret, Kenya, as the running capital of the world; and

(5) Enhance opportunities for IUPUI students and faculty to perform international research and teaching while performing a much-needed service.


Hji-Avgoustis, Keith, and Culp presented this information during the recent Moi University-IUPUI International Symposium. The event's theme focused on healing, reconciliation, and reform in Africa given the aftermath of the violence resulting from previous political elections.

Their paper *Social ecological approaches to promoting reconciliation through sport in Kenyan communities*, discusses social justice and policy issues, barriers, and implementation of multi-level strategies as related to sport participation and observation. Historical examples of how sport participation unified opposing national and international cultures are included.

Additionally, they presented mechanisms through which Kenyans could engage in establishing a new culture of sport activities to aid in facilitating the healing process. A paper bearing the same title also was submitted and will appear in the published conference proceedings.

Faculty remain enthusiastic about the prospect of meeting the goals, mission and initiatives of IUPUI, while impacting a community a world away. To learn more about the project and how you can help, please contact Sotiris Hji-Avgoustis (savgoust@iupui.edu), NiCole Keith (nkeith@iupui.edu), or Brian Culp (briculp@iupui.edu).


— Brian Culp, Ed.D., is assistant professor in the physical education department.



# *Fueling Passions through Service Learning*

A child's giggle was all the proof Allison Plopper needed to know she is doing something important.

Passionate about helping others, the physical education major takes part in the school's Motor Activity Clinic and the Fit for Life programs, learning initiatives that give IUPUI students like her opportunities to perform meaningful community service.



“I believe so strongly in community service,” Plopper emphasizes. “I believe everyone has something to share with others. Mine is exercise and physical activity. Through these programs, I’ve had the opportunity to share with people, especially children, and help them improve their quality of life.”

As a student in HPER-P 410: Exercise Programming for Persons with Disabilities this past fall, Plopper chose to participate in the Motor Activity Clinic as part of her service learning experience. The focus of the clinic is developing motor and aquatic skills for children with disabilities. She was paired with a five-year-old boy named Caleb and worked with him to improve his physical abilities (running, jumping, socializing) as well as his aquatic skills (water safety, blowing bubbles, floating).

“Caleb did not speak,” Plopper recalls, “but I will never forget the sound of his laugh each time we were in the pool. He never told me he had a good time or called me by my name, but the joy on his face when we entered the pool is unforgettable.

“I have never enjoyed a child’s giggle more than I did on Saturday mornings this semester.”

Fit for Life, a collaborative effort between the School of Physical Education and Tourism Management and the Indianapolis Public Schools (IPS), among other partners, is an outreach project promoting healthy lifestyles among at-risk students. Plopper entered the program as a requirement for her HPER-P 403: Rhythmic Aerobic Training class her junior year and “was hooked” after the first week.

“I really enjoyed getting to meet people in the community, finding out all about them and helping to educate them on what a healthy lifestyle is,” Plopper explains. “I’m in my third semester working with Fit for Life and still look forward to going to work and checking in with the many I work with.”

The benefits of service learning to students like Plopper are many. “For students to change the way they view and teach students with disabilities, they must change the way they see disability,” notes associate professor Katie Stanton, director of the Motor Activity Clinic. “Students like Allison learn from families and the participants themselves about their abilities to individualize activity, understand differences and see children for who they are.”

Jennifer Anderson, visiting lecturer and Fit for Life program director, agrees. “Teaching and explaining exercise to real people is much different than teaching a classmate or hearing a lecture about it,” she says. “When students like Allison participate in Fit for Life, they learn how to work with people who are different from them, conduct themselves in a professional manner, approach and manage difficult situations and lead others.”

Plopper graduates in May with a degree in physical education and an emphasis on exercise science. She hopes to continue her education with work toward a master’s degree in exercise science. She also hopes to continue her passion for helping others.

“I have learned so many tangible things that I can use while participating in community service in the future,” she says. “I’ve gotten an education beyond sitting in a classroom; this is real-life, hands-on learning and I am grateful for the many opportunities I’ve had to participate in meaningful activities like these in the time I have spent at IUPUI.”

— Richard Isenhour





# TCEM Intern Julie Engel's **Brosius Experience**



Office manager by day,  
special event coordinator  
by night, and team  
player 24/7.

That was Julie Engel's unofficial job description during her 10-week internship last summer at Camp Brosius, the much-loved getaway for IU families and friends. Engel, a junior in the Tourism, Conventions and Event Management program, says working at Brosius was rewarding—perhaps even unexpectedly so.

“I never thought I would move away for the summer to work in a ‘rustic’ outdoor atmosphere,” says Engel of the camp, located near tiny Elkhart Lake, Wisconsin. “But I did, and I loved it.” She says the personal growth she experienced was as important as the practical skills she learned.

Engel’s office duties revolved around checking in and assisting more than 750 guests who came to Brosius from June through August. She also ran the camp store and helped out with tasks ranging from painting signs to booking tee times for guests.

The job was like that of a concierge, recalls Mary Craft, who, with her husband Wiley, serves as director for Camp Brosius. Craft praised Engel as organized, customer-focused and a quick learner.

organized, and the staff had to be scheduled and rotated so they wouldn’t get bored working the same games week after week.

The carnival—a new event at Brosius—was a hit, thanks largely to Engel’s hard work, says Craft. “We got great feedback from our guests. I believe the carnival got better with every week,” she notes.

For her part, Engel says organizing the carnival helped her understand how much work goes into helping people enjoy themselves. “A 15-game carnival is not like a multimillion-dollar wedding or the Indy 500, but I learned a lot about planning and working on a team,” she says.

Engel, who also interned with Levy Restaurants, caterers for the 131<sup>st</sup> Kentucky Derby, praises TCEM’s commitment to experiential



Engel herself admits, however, that she was nervous and uncertain at first.

When she first arrived at the office, everything she needed was boxed up from the previous year. “I have a hard time asking other people for help,” says Engel, but with so much to do, she quickly learned to rely on other staffers for advice and support.

More learning came when Engel, along with the Craft’s daughter, Cassie (a Marian University student), was placed in charge of the Brosius carnival, an old-fashioned family event with games, prizes and refreshments. The carnival was held every Monday night for a new group of campers.


Managing the carnival required weekly adjustments. Sometimes the games needed to be changed or improved. Prizes needed to be purchased and

learning. “The department presents a lot of opportunities for us to stretch,” she says. And stretching is what she did at Brosius. Asked for the highlight of her internship, she says it came right near the end, when the Crafts met with her to ask for her opinions for special events at Brosius next year.

“That’s when I knew how much I’d learned,” says Engel.

—Laurie Sachtleben





## High School Physical Education in Indiana: In Transition or Trouble?

**F**or many Hoosier residents, the images of high school ‘gym class’ conjure up fairly negative memories: awkward uniforms, group showers, eliminative games, and standing around, just to name a few. In fact, the movie industry has echoed and re-birthed these memories in many movies (*Dodgeball* and *Mr. Woodcock* quickly come to mind).



It is no surprise that years of those memories have manifested themselves in the current climate of educational reform as it relates to physical education in Indiana. As many of you have noticed (either as a physical educator or from colleagues) earlier this year, the State Board of Education, along with Superintendent Bennett, issued a statement providing "...flexibility to adapt the high school physical education requirement."

De facto, those words are an immediate deregulation of the waiver policy needed to satisfy the high school physical education requirement. While high school physical education is still required, the way in which students can be granted a waiver to be exempt from actually taking a physical education class has changed. Up until this change, waiver proposals were submitted and granted at the state level. With this new deregulation, waivers can now be granted at the local level.

The good news is that Indiana still carries a physical education requirement. The not-so-good news is that waivers can look different from one school corporation to another – causing a bit of confusion and uncertainty as to the standing of physical education in schools today.

As one can imagine, this well-intended recommendation may lead to some very challenging consequences not only for high school students but also to physical educators, as well.

At this point, you might be wondering (a) what our school is doing about this and (b) what can I do about this?

Rest assured, we are doing everything we can to advocate for our profession. For example, those of us representing physical education at the higher education level in Indiana have met with the Department of Education board members, attended and participated in meetings, and are making it evident we are here to help.

Similarly, our state professional organization, the Indiana Association for Health, Physical Education, Recreation and Dance (IAHPERD), is very

active in advocating our case. An ad hoc committee on waiver policies also was appointed.

Moreover, as both the IAHPERD president-elect and an IUPUI faculty member, I personally attended a meeting in Washington DC with our elected state officials. We discussed not only national issues concerning youth fitness and how physical education can be a helpful tool, but also the particulars of the waiver deregulation. I also have advocated for meaningful, standards-based physical education to state governmental officials.

Additionally, I was internally funded to complete a full-scale state-wide research project titled *Physical Education Today: The K-12 Building Principal's Perspective*. Before we start a total advocacy drive within the climate of schools, it would be important to note what the current views of school administrators are regarding physical education.

I based this research project off of a comprehensive study initiated by my colleagues in music education a few years back. I anticipate this research will provide insightful information not yet captured as it relates to how physical education is perceived by school administrators.

It is important to note that this mixed-method survey-based research project was piloted

earlier. Returns suggest that building principals (high school in particular) view physical education favorably and comparable in worth to other special curriculum areas. More importantly, the building principals generally support their physical educators if they offer units of instruction in line with lifelong fitness (as opposed to the less relevant topics like traditional sports).

While the initial findings are unsurprising (offer a good program and get good support and, conversely, offer a poor program and get poor support), I believe a state-wide perspective will be especially helpful in crafting smart, intentional, and effective advocacy efforts. This will enable us to help keep best practice, standards-based, and relevant physical education in Indiana high schools.

Many of us perceive the waiver deregulation to be a blessing in disguise. We are networking among each other (and across all levels and counties) at unprecedented rates. We are sharing ideas, voicing concerns, and articulating what we can do to be sure our current physical education program is offering the most up-to-date, meaningful, and appropriate topics to our high school-aged students of Indiana. It is exciting to be on the discussion's front lines and to see the field's evolution occur in real time.

## You can help!

Join IAHPERD (Indiana's AAHPERD affiliate) and get involved directly with the waiver committee. Become active in AAHPERD (Indianapolis is hosting the 2010 national convention!). Offer best-practice programs that are meaningful to high school students. These are just a few ways you can engage in the conversation.

I'd like to revisit the words I opened with....is physical education in transition or trouble? I look forward to working with each and everyone one of you as we embrace physical education's future and learn the answer.

Please contact me if you would like more information on any of the topics or opportunities mentioned above, to catch up, or to hear more about advocacy efforts.

— Mark Urtel, Ed.D., is assistant professor in the physical education department.



## Are You in for 2010?

*Save the date.* March 16-20, 2010, marks a milestone event for health and physical activity practitioners in Indiana. The American Alliance for Health, Physical Education, Recreation and Dance, AAHPERD, is holding its week-long national convention in Indianapolis, Ind. *Yes, here in Indy, our home turf!*

This professional conference brings a wealth of reputable speakers and informative sessions to our city. The conference relevancy to our professional development is evident, as it provides a forum for exchange between researchers and practitioners. Work presented includes short presentations, lectures by invited speakers and academic poster expositions. Panel discussions, roundtables and workshops are also conducted.

With this in mind, I'd like to point out conference implications for current and future alumni, as well as for professionals in the field. Benefits include:

### Information exchange

AAHPERD is a preeminent event where professional trends are introduced. Field experts share research and instructional strategies related to best practices in health and physical education, biomechanics, adapted physical education, and sport sociology and management.

With our current professional focus moving toward a lifetime physical activity and wellness model, garnering information is necessary for the modern health and physical activity practitioner to remain viable.

### Opportunities to learn

AAHPERD presents opportunities to learn about issues related to health and physical activity which will have an impact for the 21<sup>st</sup> century. Speakers are well-known domestically and abroad, presenting research and teaching strategies which are referred and proven effective.

### Networking

There is a certain amount of power in meeting others face to face. This type of interaction not only makes the world smaller, it can provide a source for new ideas or a different slant on current practices. Relationship building increases the potential for collaborative work, which is beneficial for all parties involved.

### Expositions

Vendors specializing in health and physical activity present products in an interactive format which allows for you to ask questions and make suggestions. Expositions often include guest appearances by famous athletes and performers in the health, physical education and physical activity industry.

## Social atmosphere

A final conference attendance benefit is our school's social event (see page 19). Catching up with old classmates and friends, along with meeting new people, makes the experience not only educational but memorable.

## Student involvement

While many professionals from universities and colleges attend AAHPERD, students are sparsely represented. One of the association's target goals for the next decade is to increase undergraduate student membership by emphasizing programs for "Future Professionals."

Students benefit by:

- Learning new knowledge, strategies, and practical ideas to succeed in school
- Establishing professional networks and future connections
- Learning social skills and etiquette in a professional setting
- Participating in student activities and events
- Gaining exposure to people, events, equipment, and universities read about in books
- Gaining exposure to graduate programs and jobs in the field

This year's conference motto, *Strength through Partnerships*, is timely and related to current school initiatives. One example is *Fit for Life*, an award-winning, community-outreach program focusing on health and physical activity in a near-downtown community and public high schools. It was recognized by the Corporation for National and Community Service and placed on the President's Higher Education Community Service Honor Roll for exemplary service.

Additionally, several of our students work with other health and physical educators in the Indianapolis area, utilizing instructional strategies for diverse learners. While these endeavors have been hugely successful, *we can do more*.

## Special opportunity

The physical education department, along with the Physical Education Student Organization (PESO), is seeking alumni and donors who wish to sponsor students to attend AAHPERD in 2010. Sponsoring a student includes providing an individual's membership to AAHPERD and their full access to the conference, including speakers, expositions and special events.

At a special gathering for alumni and students during the conference, you will be recognized for your donation and have the opportunity to personally interact with the student(s) you sponsored. What better way is there to contribute back to your alma mater than to say that you personally gave a future professional their first conference experience at AAHPERD? Consider your investment as a deposit to secure the future of health and physical education here in Indiana.

Since the upcoming conference in March of next year is "on our turf", the home team needs to do our part to represent the Department of Physical Education in an unprecedented fashion. Conference registration is open, and you may visit [www.aahperd.org](http://www.aahperd.org) for more information.

We'll be there.

Will you come and join us?

— Brian Culp, Ed.D., is assistant professor in the physical education department.

## SPONSOR A STUDENT

**Yes! I would like to sponsor a physical education student's participation in the 2010 AAHPERD conference.**

**My gift of \$125 (must be received by February 12, 2010) will sponsor one student's conference attendance and membership fee.**

Name: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_ / \_\_\_\_\_

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Give online today at <http://petm.iupui.edu>.

Select the Department of Physical Education Fund, and indicate "AAHPERD Student(s)" in the space for additional comments.

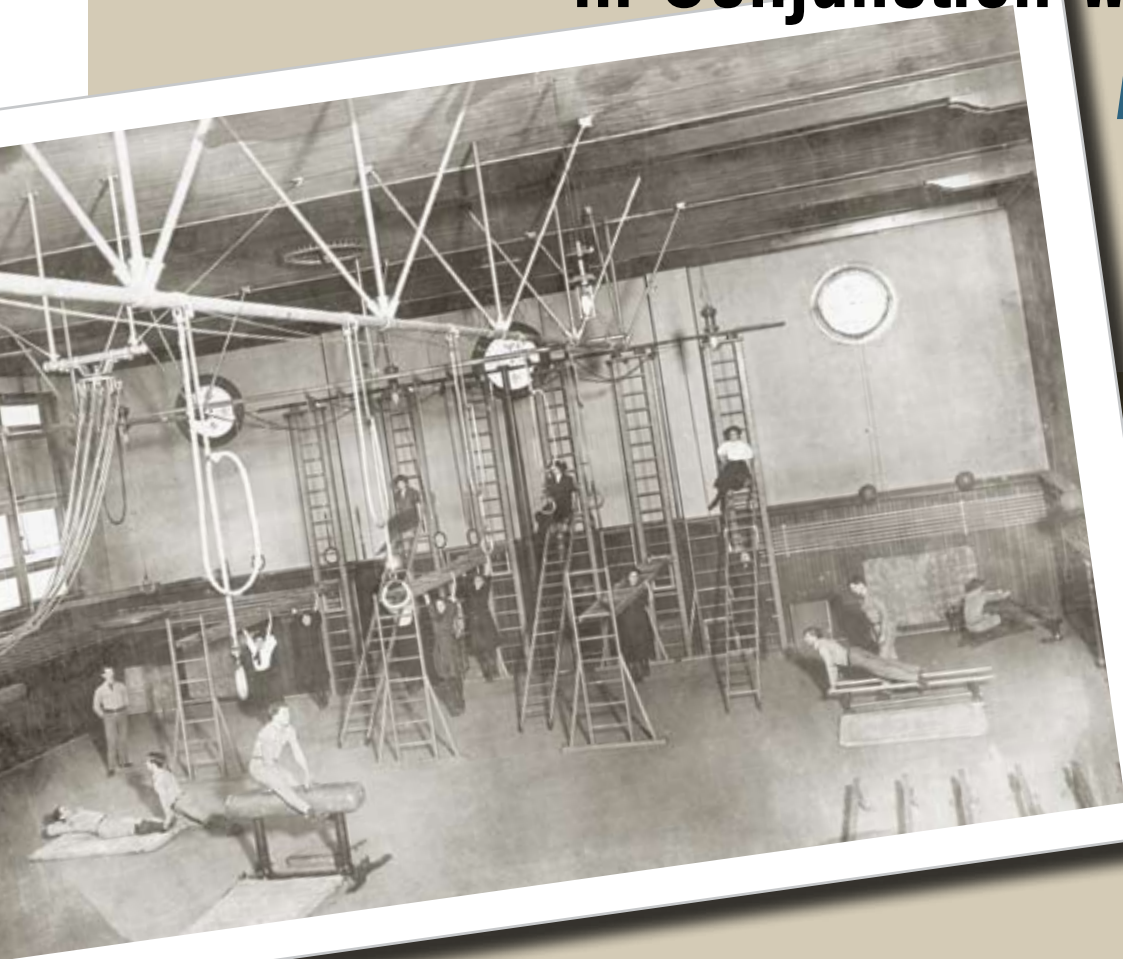
**Are You in for 2010?**





# Special Exhibit Celebrates History in Conjunction with

## AAHPERD Convention



**The IUPUI  
University  
Library will  
present a  
special exhibit  
to coincide  
with AAHPERD  
National  
Convention.**

Entitled *A Sound Mind in a Sound Body: The Turners, the Normal College, and Physical Culture for All*, the exhibit uses photographs, documents, and early publications to demonstrate the contributions of the IU School of Physical Education and Tourism Management (previously called the Normal College of the American Gymnastic Union).

The exhibit also includes work of the American Turners, the Normal College founders, used to promote and popularize exercise and physical fitness. Their efforts introduced physical education into our nation's public schools and developed physical education as an academic discipline.

The exhibit will be on display March 15-20, 2010, in the Ruth Lilly Special Collections and Archives in Room UL 0133 on the library's lower level. Exhibit hours are 8 a.m. - 5 p.m.

Directions to the library and information about parking can be found at <http://www.ulib.iupui.edu/libinfo/directions>. For more information, contact the Ruth Lilly Special Collections and Archives at 317.274.0464 or [speccoll@iupui.edu](mailto:speccoll@iupui.edu).

— Greg Mobley is an archives specialist with the IUPUI University Library



# *Physical Education Department Gets Social!*

*Join Physical Education colleagues for conversation and cocktails  
during the AAHPERD conference. Physical education alumni, faculty,  
students and donors are all welcome.*

*Thursday, March 18, 2010*

*6:00 PM - 8:00 PM*

*Downtown Indianapolis Marriott, Columbus Room*

*Attendees, please consult your conference program for  
any last-minute details about the IUPUI Social.*

*Cash bar and appetizers provided.*

*Please share your attendance plans by March 8, 2010  
with [pedept@iupui.edu](mailto:pedept@iupui.edu) or 317.274.0600.*

*Contact: Laura Klaum, [lklaum@iupui.edu](mailto:lklaum@iupui.edu) or 317/274-1484*

## Cruisin' with TCEM

Alumni and friends are invited to cruise with TCEM students during the summer 2010 Cruise Line Management Course, generously sponsored by Louis Cruises.

### Details

08 Days / 07 Nights Greece & Turkey Cruise

Sailing from: Piraeus (Athens), Greece

Sailing on: 07/23/10

Cruise ship: Louis Cristal

Day	Port of call	Arrival	Departure
Fri	Piraeus (Athens), Greece		18:00
Sat	Istanbul, Turkey	16:00	
Sun	Istanbul, Turkey	19:00	
Mon	Mykonos, Greece	15:00	23:59
Tue	Patmos, Greece	07:00	10:30
Tue	Kusadasi, Turkey	14:30	20:30
Wed	Rhodes, Greece	07:00	18:00
Thu	Ay. Nikolaos (Crete), Greece	07:00	11:30
Thu	Santorini, Greece	17:00	21:00
Fri	Piraeus (Athens), Greece	06:00	



**\*Itinerary Notes:** Ports of Mykonos, Patmos, & Santorini: Disembarkation is by tender boats, weather permitting.

Participants will need a valid passport and are responsible for their own airfare and arrangements, ground transportation, and all cruise-related fees.

For information about costs and registration, contact TCEM chair Sotiris Hji-Avgoustis, savgoust@iupui.edu or 317/274-7649. Cruise specifics may be found at [www.louis cruises.com](http://www.louis cruises.com)

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## PETM Alumni Needed!

### JAGs Program

A new program at IUPUI, the Jaguar Alumni Group services (JAGs) is a volunteer student recruitment program.

JAGs volunteers:

- Refer student prospects to IUPUI
- Assist admission staff or represent IUPUI during community college fairs
- Host and attend receptions at key points during the admissions cycle
- Communicate with prospective students

Please contact Melissa Seibert, JAGs Coordinator, at 317/274-7596 or [mseibert@iupui.edu](mailto:mseibert@iupui.edu).

Sign up today to be an IUPUI ambassador in your hometown or to mentor students as they explore future careers.



### Alumni Mentor Database

IUPUI alumni can sign up to mentor students through the IUPUI career services department.

Signing up is simple! Alumni complete an online profile via the secure database.

Students will contact you via phone or e-mail to ask you questions about your education, job, career field, employer and so forth.

When students contact you, you will be able to choose your preferred method of communication (e-mail, on the phone, or in person).

To sign up, visit [petm.iupui.edu](http://petm.iupui.edu). Select the alumni and donors tab, and follow the link to the database.

**A**fter Dean Kellum's retirement announcement and an ensuing two-year search-and-screen process, the change in guard is official.

It's Jay Gladden's turn.

James M. "Jay" Gladden's appointment began July 15, 2009. The new dean brings to IUPUI a national reputation in the area of sport marketing and management, finance and fundraising skills, a solid history of research, leadership, team-building, teaching, and industry experience, among other positive attributes.

Like many others who graduated in communications in the 1980s, Jay started his career in sales with Ralston Purina. Dog and cat chow, and Chex cereal, were his products, and his territory was central and northern Wisconsin.

"It took me about three months to realize I didn't want a long-term career in consumer product sales," recalls Jay, "but the experience did help me focus on what I wanted to do. At that time, I was really interested in becoming a college athletic director. I went to Ohio State University, earned my master's in sport management, but more importantly, met the person who became a great mentor, Bill Sutton."

Jay credits Bill Sutton, EdD, with introducing him to the realm of sport marketing. Sutton also gave him his first full-time position in sport management with DelWilber+Associates. Sutton left Ohio State to pursue an industry career, and Jay was his second intern before becoming his full-time employee.

From 1991-94, the duo traveled through the U.S. conducting research for sport teams, leagues and corporate sponsors. Their work involved evaluating fan interests and sponsorship effectiveness, such as

## *Changing of the Guard: Jay Gladden's Turn*



surveying corporations and fans to determine if they were able to recognize event sponsors.

Sutton is now professor and associate department head of the DeVos Sport Business Management Graduate Program at the University of Central Florida. In regards to Jay's new dean's role and his leadership style, Sutton says, "Jay Gladden doesn't have an ounce of self interest. He is someone who sees the benefits of what everyone brings to the table. He has the ability to bring out the best in everyone, and he's someone to be proud of because he's first class in the way he treats people.

"In terms of his leadership style, he is empathetic, fair, interested, and involved. He will agonize about tough decisions, but he'll make the right ones, and he will communicate information the right way, no matter how tough it is. He will make a positive impact there."

About a year before Jay left DelWilber, he felt he hit a learning curve. He had worked on marketing research plans for Purdue, Iowa State, and the University of California-Berkeley. This gave him a lens back into university life.

Mary Daniels, one of Jay's professors at Ohio State, suggested he pursue doctoral work in sport management. "I'm still grateful she put that thought in my head," notes Jay. "In early 2004, I started asking myself questions about what was next. I thought of college athletics, but also remembered Mary's comments about getting a PhD. I decided to go to UMass [the University of Massachusetts] and interview for the doctoral program.

"As part of the interview process, they asked me to speak to a group of students about my professional experiences. That helped me to realize my



## Jay Gladden

**Hometown:** Chicago's North Shore in the village of Glencoe, Illinois

**High School:** New Trier High School, played baseball and football

**Education:** B.A., Communications, Arts & Sciences, DePauw University, 1988; M.A., Sport Management, Ohio State University, 1991; Ph.D., Sport Management, University of Massachusetts, 1997.

**Research:** Jay's research interests can be summed up as: beyond winning, identifying what creates a strong brand and loyalty in team sports, whether professional or college. He also has explored donor motivations for giving to college athletic departments.

**Family:** Jay met his wife Sheri at DePauw. Married for 17 years and together for 24, they have two children. Anna is nine, and Ben is seven.

**Hobbies and Interests:** Outside of work, Jay's first priority is spending time with family and friends. On weekends, you might find him at one of his children's activities or hosting a cook out. His family vacations annually in Michigan with friends. When he has time to himself, he likes to read. His favorite authors include Pat Conroy and Richard Russo. He indicates Russo's *Straight Man* reminds him not to take himself too seriously.

**Fun Facts:** Jay is the first pitcher of record at DePauw's Walker Field, posting his only college career win during that game. After a rotator cuff injury, he focused more on related interests, such as putting baseball games on WGRE, DePauw's radio station. And, he once sat in the first row behind "The Monstah" (the Green Monster), the famous left-field wall at Boston's Fenway Park.

long-term career goal. That is, to use one of my passions—the sport business—as a vehicle to work with students and young people."

After Jay completed his doctoral degree at UMass, he received several employment offers but decided to stay there because of the university's sport management prominence. "Plus," Jay adds, "UMass was great to me, helping me grow in a variety of different ways, to look at things at a high level, and to make significant contributions to branding and sport."

## Teaching

While at UMass, Jay taught a wide variety of classes and developed an appreciation for experiential learning. His focus was helping students to connect what's in the textbook with the real world. Will Shapiro and Michael Goldstein were two of his sport marketing graduate students.



"Jay was my mentor throughout the dual-degree two-year program that UMass offers," Shapiro says. "When you complete the program, you earn both an MBA and an MS in Sport Management. In year one, you take core MBA classes. During the second year, you focus on core sport management courses.

"When I took Jay's sport marketing class, he and I worked together to create a meaningful, real-life experiential learning opportunity. I thought Octagon, an international sport- and entertainment-based marketing firm, might be a good fit, and Jay made it happen.

"The pitch I worked on was for the company that makes Vitamin Water. We were given a real request for proposal (RFP), and we pitched to a real client and agency. Executives from both companies were in the room, taking a day and listening to our ideas.

"It was a win-win, because the agency had access to all our thoughts, ideas and work. Our graduate students were a pretty good group, and our ideas were free. From the client side, they came to the agency to obtain thinking from a core group of people in their twenties, which was their target market.

"It was a terrific experience for me as a student. I had done an internship at Octagon, but when we did the pitch, it was an opportunity for me to show them that I can do this high level stuff, too, not just intern-type work. Less than three months after that presentation, I had that job offer and have been at Octagon ever since."

Michael Goldstein was in the same program, and also landed a position with Octagon. "One of

my favorite classes was the sport marketing class that Jay taught," notes Goldstein. "My interest is in the marketing and sponsorship side. His class was about as real-world as possible in terms of topics and various assignments. The Octagon project was eye-opening. It required a lot of work, but I was very interested and got a lot out of it as well.

"One of Jay's strengths is that he is pretty real-

***"He inspires people, he's energetic, and he brings out the best in people and makes those he comes in contact with want to do their best."***

***— Tony Butterfield***

istic. He realized that people were trying to move on to a career in the sport and entertainment industry, so he tried to tie things back to the industry. If he were teaching now, I could see how he would use the economic downturn as a real-life teaching opportunity in sport marketing.

"We now have six UMass alums at Octagon. It's a strong connection. Jay realizes that alumni involvement is really important, especially in the sport and entertainment industry. It's a smaller industry, and he's willing to engage alumni to provide them with well-educated young people. He also gives the young people solid direction. It's a win-win for both alumni and students.

"He's a very reasonable guy," Goldstein adds. "If you call him, he'll call you back. If you need something, he'll do his best to get you some answers."

Artemisia Apostolopoulou, PhD, an associate professor at Robert Morris University, sheds some light on Jay's role as her mentor in the UMass doctoral program.

"Jay is smart, insightful, strategic, and organized. He never compromises his integrity, and he never makes half an effort. As my advisor, he quickly realized that I had my own way and my own pace of learning. Yet, he found a way to guide me.

"There is no question that it must have been frustrating for him at times to invest in giving me

good advice knowing well that I would probably still do things my way. But he never showed it.

"One day Jay told me, 'I worry about you because you get too high or too low.' I thought that was the strangest thing anyone had ever told me. I actually felt embarrassed. My response to Jay was, 'I am not too high or too low ... I'm simply Mediterranean!'

"Thinking about this and other dialogues, I can't help but laugh. Now I fully appreciate the magnitude of his insightful nature and his sincere care... Many years later, he remains my guide and my mentor. He's also become my dear friend."

## **Leadership**

Tony Butterfield, PhD, is a professor of management at UMASS who worked with Jay for two years. During that time, Professor Butterfield was the Isenberg School of Management's acting dean, and Jay was one of three associate deans. He credits Jay with a portion of his success in the acting dean's role.

"I had to be talked into being the interim dean here. If I had known Jay better, it wouldn't have taken as much arm twisting to get me to do this job. He made my job as dean a whole lot easier than it would have been otherwise.

"Jay's a fabulous person to work with. He has a wonderful combination of seeing the big picture, yet at the same time, he's very organized and has a sense of how to get from where we are to where we want to be. He inspires people, he's energetic, and he brings out the best in people and makes those he comes in contact with want to do their best. I am confident IUPUI is going to be very well-served by him.

"You know the classic western movie *Shane*? In the end, Shane has taken care of the bad guys and rides away on his horse. The little boy runs after him calling, 'Shane! Come back Shane! We need you.' That's how we feel about Jay. You're lucky to have him."



document. “We are looking for a couple of things that we can create a national reputation around, keeping in mind that we need to be consistent with IUPUI’s goals to be a premier research institution.

“My first year is going to involve a lot of listening, learning, and conversations about where the school wants to be in five, ten, or more years, then starting the steps to take the school in that direction. I’ll be finding out what the faculty are passionate about, what we can do to develop a national or international reputation, and what will drive our resource engine.

Though he recognizes there will be challenges along the way, Jay remains optimistic and ready to move forward.

“There’s a wonderful book called *Good to*

## Dean

Jay indicates multiple reasons brought him to IUPUI. Professionally, a dean’s role was a logical career move. He saw the position at the school as a means to mesh his interests in creating and enhancing educational programs with his knowledge of fundraising and branding.

Personally, both Jay and Sheri’s families are in the Midwest, and many friends live in the region, as well. Year after year, it seemed the conversation about relocation became longer and longer. They didn’t want to move their kids after middle school age, so they had a timeframe in mind.

When Jay saw the dean position ad, he noticed many congruencies with his background, experience and interests.

“When I examined the academic departments,” indicates Jay, “I noticed the potential of both. Physical education has a wonderful history

***“He has the ability to bring out the best in everyone, and he’s someone to be proud of because he’s first class in the way he treats people.” – Bill Sutton***

of training the teachers of tomorrow, and there’s a general growing need for expertise, research and programming around health promotion. TCEM is well-positioned to be integrated in the city, state and Midwest offerings in the tourism, conventions and event industry. There’s real potential for impact in both areas.

“In addition, Nick Kellum did a phenomenal job of stewarding the school’s growth and leaving it in super shape, but not complacent. Faculty members are positioned and ready to take the next step. IUPUI has a wonderful relationship with the community and is very supportive of our efforts, and the city and state offer tremendous opportunity for collaboration.”

During the past few months, Jay has met with faculty, working with them to craft a strategic

*Great* by Jim Collins that’s had a tremendous impact on my management philosophy and my thinking in regards to our school and my role as the dean. We have engaged alumni, enthusiastic students, energized faculty and staff, and an exemplary campus. We’re already really good, and I’m hoping to help us become even better.”

— Laura Klaum

# Boys to Men Program Provides Purpose, Peer Mentors

**O**n the city of Indianapolis' east side, sixth-grade boys at Creston Middle School are paired with eighth graders who demonstrate leadership skills in what has become one of the school's most elite clubs, Boys to Men.

Physical educator Matt Apple (BS PE 2003) and assistant principal Doug Harter, whom Apple likens to a dean of students, talked after a staff meeting about some of the students' negative behaviors. "What are we going to do about those boys?" was the question Harter posed.

"We had a class in which we were really struggling with the boys. In response to his question, I suggested starting a mentoring program," Apple states. "He gave me free reign to put it together.

"You have to understand," Apple continues, "Creston's population is primarily lower to middle class. We're very diverse, and our students have a high mobility rate. That is, we have a lot of move-ins and move-outs. I get new kids in my classes even through the final weeks of May. Probably 70 percent of the kids here qualify for free or reduced lunch.

"Despite the challenges these kids face, we are making progress. I like to think Boys to Men is part of that. I'm reaching kids in a different way that extends well beyond the classroom. And, it's not just through Boys to Men.

"We have gender-based physical education here, and I teach boys. My class rule is 100 percent participation. Everyone must dress for class in their uniform or similar colors. This instills some discipline in kids who often have parents working

multiple jobs and less time to teach responsibility. It reinforces rules they'll need to be successful in everyday life, plus my classes teach empathy, teamwork, appreciating difference in skill levels and putting forth your best effort.

"I also coach football. We're really strengthening our academic performance in this district, and football is one example. Warren recently

placed nineteen students on college football teams, all of whom received some assistance because of their abilities to be good student athletes.

"These are some of the basic principles of Boys to Men, too. Not only do



**Apple and Boys to Men group on field trip to NCAA Hall of Champions, April 2009**



the students have to commit to their education, but they understand they must follow all the school and classroom rules. These range from basics like no sagging and being on time to class to some of the more serious school rules. In Boys to Men, if you are suspended, you are automatically out of the program. I'm good on second chances, but this has become an elite group.

"Our administration supports it, and the students respect it. Teachers battle to get their kids in the program, but we have to keep it limited due to our budget. Right now, we accommodate up to around 25 kids."

Apple indicates that Boys to Men teaches accountability to other people, something many youth, he feels, seem to be lacking. "It's a me-driven society, and kids need to understand relationships

and how they contribute to a larger community. It's very hard for kids to appreciate the successes of others at this age. So, something related that I emphasize is that we want other kids and our friends to do well in their lives.

"My ultimate goal is for them to become solid male role models on the Indianapolis east side, which is something we need more of here in this community."

The young people Apple has worked with in the Boys to Men club possess an outstanding work ethic and commitment to the program. The participants volunteer in a variety of school programs and other activities Apple schedules that serve educational purposes but also provide opportunities to build relationships, teach trust and reinforce good character.

Apple also teaches basic social skills as part of the club because he recognizes most of the participants lack male role models or influence. He plans a formal and family dinner setting and teaches the kids how to do things like shake hands, tie ties, participate in greeting lines, introduce one another, and present themselves in a positive light.

He educates them on

positive ways to interact with parents, grandparents, and others in a more personal setting. "I can't tell you the number of times," Apple recalled, "that I've had parents – moms mostly – call to say, 'I'm not sure what you did with him, but he just opened a door for me' or 'my son just pulled out my chair for me!'"

"When we made Mother's Day cards for their moms last spring, one mom said it's the first she's ever received from her son. I taught them how to personalize them and how to make them meaningful.

"We've done some activities oriented toward the boys understanding people with disabilities. We always take a group trip, and we bring in guest speakers such as the University of Indianapolis' men's soccer coach. He worked with them, taught them some drills, and then went on to share information about scholarships and how they could work to get them.

"I bring in guests who can help inspire them — who help them understand they don't have to be satisfied with their life situation. I believe that if you want to do something and make something of yourself, the door's wide open. This program helps give them the tools. The rest is up to them."

**Excerpt of a letter from Boys to Men alumnus Damon Williams, April 2009.**

"[In Boys to Men] I learned to do little things such as tie a tie and proper manners in different situations. The program also taught me more important things such as how to be a leader, a gentleman and how to be a good citizen in my community in general. The program taught me how and what it takes to be a good role model for others...

... You've taught me valuable life skills such as responsibility, respect, initiative, passion, and teamwork. Mr. Apple, you've been a wonderful mentor and friend, and for that, I thank you."

— Laura Klaum



# TCEM Student Is Colts Cheerleader;

## Visits U.S. Troops

**W**hen I met sophomore Travasha Winfrey, she was in my Introduction to Lodging Management class. She approached me one day to introduce herself, and to ask if I would be able to work with her on some scheduling issues.

When I asked her to explain the circumstances, she somewhat sheepishly replied that she is an Indianapolis Colts cheerleader and needed to be out of the country for a few weeks. Enthusiastically, she shared with me that the cheerleaders were leaving in April for a twenty-day tour to perform in an Armed Forces Entertainment (AFE) variety show.

What an extraordinary opportunity! I was overwhelmed with excitement to hear her story. An outstanding student, Travasha is modest about her dance talents and treats others with a great deal of respect. She also is a former IUPUI dancer, a former campus ambassador and dance teacher at Indy Dance Academy.

The AFE tour participation was limited. Forty girls, including Travasha, were eligible for the Mediterranean trip, but only twelve positions were available. I could not think of a better young person to bring a smile to the faces of weary soldiers.

The last time the Colts cheerleaders went abroad was two years ago when they did an AFE tour in Japan. This time, the Colts contingency, including Travasha, performed in several other countries.



Cheerleader coordinator Theresa Pottratz notes, "It's a good opportunity for the Colts organization to pay back the troops for their service."

### In Her Words

"I was granted the opportunity of a lifetime: to travel across the world for a month! As an Indianapolis Colts Cheerleader," Travasha shared, "we got the chance to give back to our community by traveling through the Mediterranean to entertain and help boost the morale of U.S. troops."

"I was all for the 25-day excursion way before I found out where we would actually be going. Little did I know, this journey would take us through Egypt, Jordan, Greece, Turkey, Italy and Spain. More importantly, I did not know how it would impact my outlook on the tourism industry."

"Activities included eleven performances, autograph and photograph sessions, meals with troops and junior cheer clinics with children. Troop morale was indeed boosted by the visit."

"I was able to see things firsthand and relate them back to concepts I have learned in the TCEM program at IUPUI. This includes behind-the-scenes planning and organizing for participants, hotel and flight reservations, transportation, special events and sightseeing. I saw everything that was put into this trip, and also enjoyed the benefits of a well-organized event."

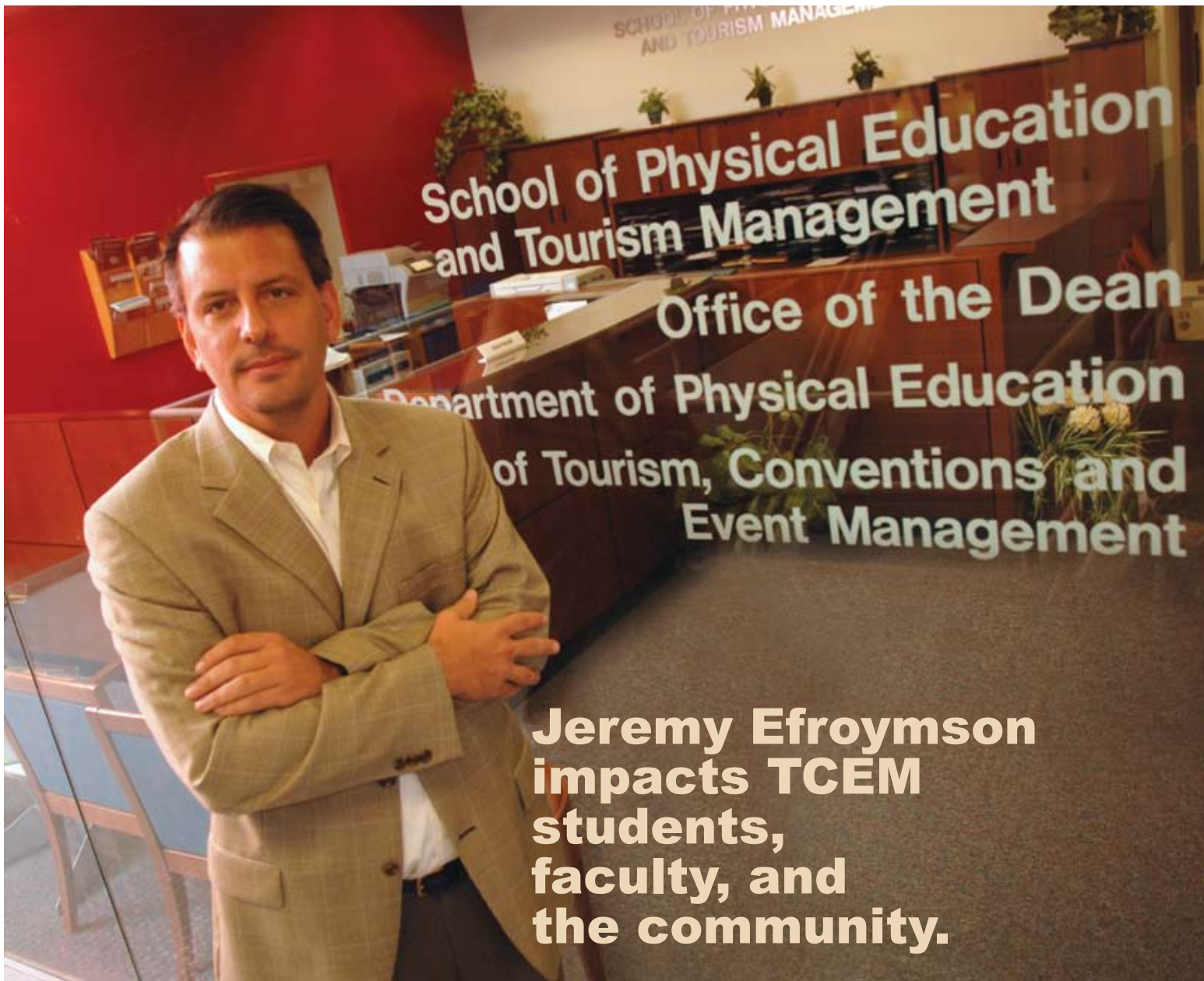
"I learned many of the minute details involved in event planning are taken for granted. Since I want to be a special events planner, I know small details are critical. It was awesome to experience something so pertinent to

the matter. This trip also gave me a lot of experience addressing things such as unplanned mishaps or last-minute changes. This is a key skill needed in many tourism-industry professions."

"The concepts, knowledge and ideas that I learned through this visit will definitely give me a competitive edge during future ventures in the tourism industry."

— *Susie Benko is a lecturer in the TCEM department*





## Jeremy Efroymson impacts TCEM students, faculty, and the community.

**Because of his vision and the Efroymson Family Fund, a CICF fund:**

- ◆ Students like Megan Dixon travel to Germany to study abroad for a semester
- ◆ Internationally regarded authors like Elizabeth Gilbert share their travel and cultural experiences during free community lectures
- ◆ Stakeholders in Indiana's economic development convene annually, bolstering cultural tourism via a TCEM conference
- ◆ Faculty conduct industry-related research, evaluating theory and enhancing industry standards
- ◆ Eight students per year receive tuition or travel assistance
- ◆ The department explores unbudgeted opportunities due to general operating support



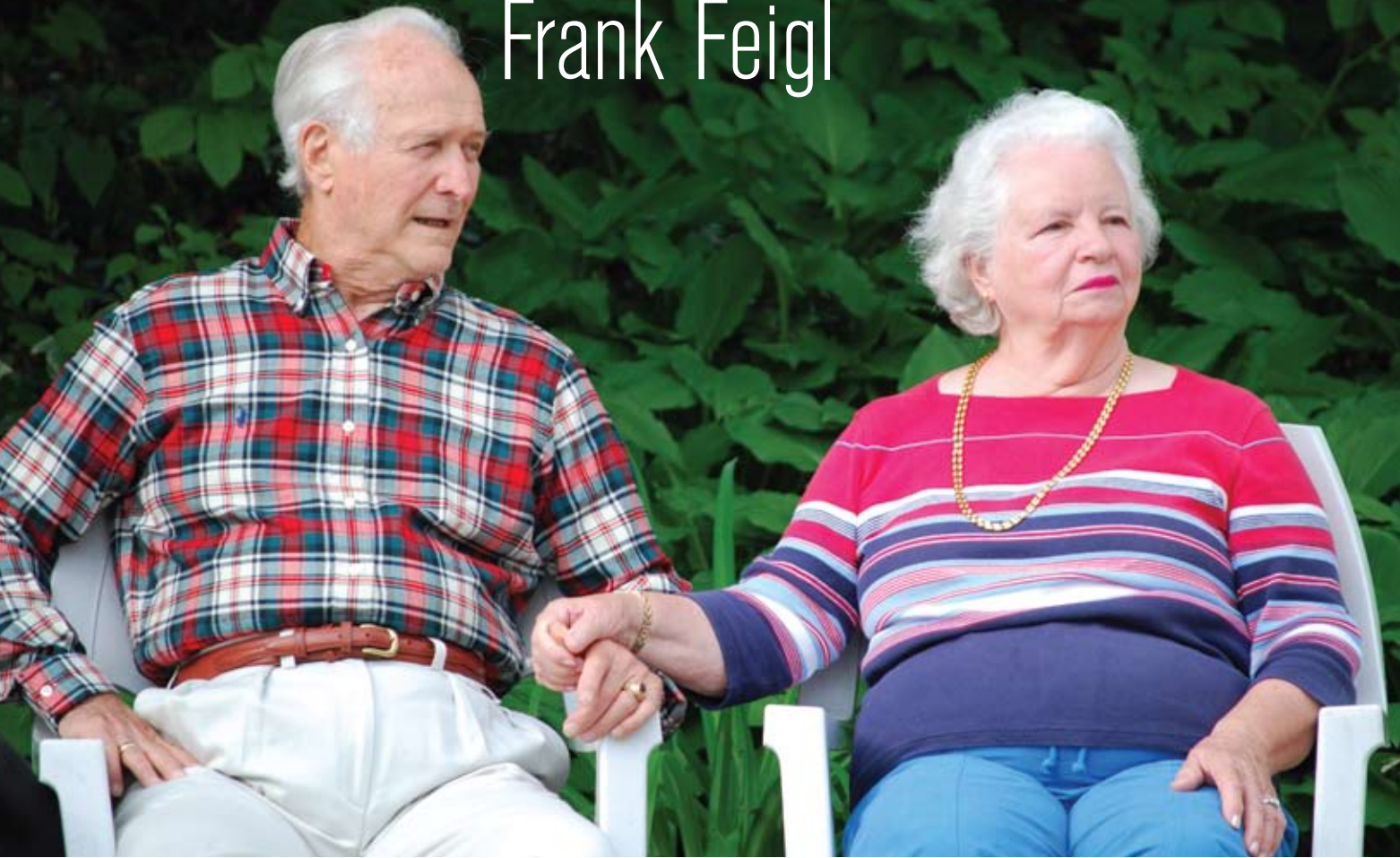
WHERE

**IMPACT**

IS MADE



# Alumnus Frank Feigl



**F**rank Feigl grew up in St. Louis, Missouri, where his family lived with his grandfather after his parents lost a small delicatessen during the depression. He walked one block south to grade school and one block east to high school. At that time, Frank's journeys never took him very far. During grade school, Frank participated in a summer track and field program. At age 77, he vividly remembers taking first place in the 50-yard dash and standing broad jump during a district competition.

In high school, Frank enjoyed gymnastics more than school. Instead of studying, he daydreamed about gymnastics and would spend hours planning routines. He lettered in gymnastics and swimming, and was gymnastic team captain for two years. He also visited the YMCA and Swiss Turners up to three nights a week. Though required to take two years of physical education, Frank opted for four, in addition to taking extra swimming courses.

"I went out for football," recalls Frank, "but I was a runt and too little to play. So, I became a manager instead, which was the equivalent of a water boy who also changed spikes. I carried rolls of tape to help with injuries, but also did fun things like decorate players' helmets."

"Through the process, I gained appreciation for physical education" he notes. "I participated in a gymnastics team in high school and won awards at YMCA and AAU meets. When I went to college,

I knew I wanted to pursue physical education, but I didn't strive to do well academically until I had a mock interview.

"During the interview, my professor had my grades in front of him and knew I was a C student. He said if there were two applicants and the interviewer saw the grades I had, the other person likely would get the job.

From that point, I became a straight-A student. I woke up, opened the door and turned on the light so to speak."

Frank started at the Normal College in 1950, where he competed nationally in gymnastics, as well as met his future wife, Loretta Thompson. Both pursued and achieved master's degrees in physical education, and Frank went on to earn a doctor of physical education in 1974.

In 1957, Frank was called for a gymnastics coach interview. From Indy, his journey as an educator took him to The Citadel in Charleston, South Carolina, where he eventually retired in 1989.

"One year," Frank remembers, "we took third in the conference, and I got coach of the year because they thought I'd done so much with so little. We couldn't recruit at The Citadel, so my team members weren't gymnasts when they arrived. Most of them had never even seen gymnastic equipment before they came, so I taught them all they knew. Their competitors had years of experience. This was one of the highlights of my career.

"They give you promotions in military rank at The Citadel, so it worked a little differently than many universities. I got a couple of early promotions at the recommendation of my department head. When I retired, I was a full colonel and a full professor. My work there was very rewarding because I took my gymnasts from nowhere to somewhere. I always enjoyed working with all my students in both the classroom and gym."

During this time, Frank's wife Loretta contin-

ued to teach as the couple's two children, Eric and Toni, grew older. She retired as an educator in 1995. The couple became engaged Easter weekend in 1954, and Loretta died of cancer Easter weekend in 2006.

After Loretta's passing, Frank was in church thinking about how the congregation recognized graduating seniors. One family had a scholarship, and knowing his late wife's affinity for education, he thought it would be a fitting thing to do to honor Loretta's memory.

"Loretta used to say when they had ten-million-dollar prizes for Publishers Clearing House,

they should give ten people one million instead of one person ten million. So, in keeping with her thoughts, I chose to give multiple smaller scholarships instead of one. I donated \$25,000 to both IUPUI and my church, establishing scholarships for physical education students (at IUPUI) in her memory." Later, Frank also sponsored a room in Loretta's name during the Camp Brosius Inn reconstruction.

Frank indicates everyone in his family supports his gifts, including his new wife, Margaret. Margaret and her late husband Dewitt sat behind Frank and Loretta in church. Creatures of habit, each couple sat in the same pew year after year.

"After Loretta died, I couldn't sit there anymore. I moved to the last row so that if I got upset, I could walk out quietly. On Easter 2007, Margaret passed by me and asked how I was. I told her I wasn't too good, and told her it was the anniversary of Loretta's death. The service was beginning, so she sat down next to me. We talked for the next few Sundays, and then I invited her to lunch. We started dating and became the talk of the church.

"Loretta and I had always decided if something happened to one of us and we found someone we loved, we would remarry. Margaret and Dewitt felt the same way. We married with

immediate family in our daughter's house and a minister. We still miss them, but found happiness together despite our losses.

"When Margaret's daughter Susan died at age 15, she and her husband had a tennis court built at church in her memory. So Margaret understands philanthropy, too."

Frank and Margaret recently established life-insurance gifts with the school and their church, giving the couple a chance to leave a significant legacy. "We wanted the scholarships to go on in perpetuity and to grow. I also wanted to do something with Margaret for Camp Brosius, which Margaret attended with me during homecoming week this past summer.

"Regarding the gift to the school, IU is both the owner and beneficiary of the policy, which took some time to establish because of my age, but was worth the wait. It will leave \$100,000 to build up Loretta's memorial scholarship and create a memorial endowment in mine and Margaret's name for camp upkeep. I also get a tax benefit for my premium payments.

"As a teacher living my life on modest income, I never dreamed that I'd be able to have such a significant impact on young people and the school."

In 2008, the school publicly acknowledged Frank for his gifts during the IUPUI Spirit of Philanthropy luncheon. He also had the opportunity to meet his two scholars, Christi Query and Holly Reed, who he is supporting annually through their graduation. They thanked him personally for his gifts.

Christi says she's inspired to do better in school thanks to his gifts and believes the scholarship is an honor. Holly hopes to one day inspire young students to stay fit and healthy, something she feels Frank's generosity helped make possible.

After Holly and Christi graduate, two new students will receive the Loretta Feigl Memorial Scholarship. Once the life insurance policy is realized, more students and the school will benefit from Frank's journey from physical educator to philanthropist.

— Laura Klaum

## Journey from Physical Educator to Philanthropist



## Life Insurance Makes Charitable Giving Easy

You may have a paid-up life-insurance policy that your family will no longer need, or you, like Frank Feigl, may be looking for a way to make a legacy gift to the School of Physical Education and Tourism Management while preserving other assets for your future needs.

Life insurance is just one way to make a significant gift to support a scholarship or program that has meant so much to you, your family or your career.

### **There are two ways to make a life-insurance gift.**

The first is to name the IU Foundation (to benefit Physical Education and Tourism Management) as the primary or contingent beneficiary on any whole-life or term policy (in any amount) that you currently own.

Once the decision is made, this is as simple as filling out the beneficiary designation form and contacting us to let us know what you have done so that we can help you document your gift's intent. You still

will own the policy and are free to change the designation at any time in the future, should your circumstances or wishes change.

The second option is to create a new policy or gift a currently owned whole-life policy to the IU Foundation (again to benefit Physical Education and Tourism Management) as the owner and beneficiary of the policy.

As with real-estate gifts, the IU Foundation must evaluate life-insurance gifts prior to accepting the responsibilities associated with ownership. We will be able to accept whole-life, paid-up policies in nearly all circumstances.

In order to balance the benefit to the university with the administrative costs of managing a life-insurance policy, the IU Foundation does require a minimum death benefit of \$100,000 for this type of gift.

### **Considerations**

When reviewing policies, we will look to insure that the premium, cash value, and death benefit are specified in the policy contract. These are typically referred to as "traditional whole-life" life-insurance products.

Policies that have premiums based upon interest rate or market assumptions other than the contract's guaranteed minimum interest rate as well as the policy's maximum contractual insurance costs will not be accepted unless the policy contains an additional rider that provides for a guaranteed death benefit associated with the stated policy premium. The IU Foundation also is unable to accept ownership of "term" policies.

Once a policy is in place, the IU Foundation will pay policy premiums only when the donor contributes to the foundation an amount equal to the amount of the premium. The donor will receive a receipt for the gift that qualifies for an income-tax charitable deduction for the full value of the covered premium amount.

As with any gift, we will help you to fully document the intent of your life insurance gift so that it may benefit a program that is meaningful to you. If you have questions about making a life-insurance or any other planned gift to benefit the school, please contact Estacia Medlen Brandenburg at 317-278-5653 or [esmbrand@iupui.edu](mailto:esmbrand@iupui.edu).

*— Estacia Medlen Brandenburg JD is Associate Director of Gift Planning for the IU Foundation in the Indianapolis, Ind., office.*



# Alumni Tracks

**Nancy Arbuckle**, BS PE 1973, operates a kennel in Zionsville, Ind., and judged the 2009 Westminster Kennel Club Dog Show.

**Dennis Ashley**, AS TCEM 1997, is a manager at The Flower Cart & Tuxedo Shop and also event designer with D Ashley Design + Events in Pendleton, Ind.

**Wendy Castor**, BS PE 1999, was recently inducted into the IUPUI Athletics Hall of Fame.

**Frank Epperson**, BS PE 1994, is accommodations specialist with the IU Bloomington human resources services office.

**Dana Greene**, BS PE 1977, is physical education department chair and assistant athletic director with Plainfield, Ind., High School.

**Kelsey Grossman**, BS PE 2009, is e-commerce coordinator with MainGate, Indianapolis, Ind.

**Nick Kellum**, BS PE 1967, received Distinguished Hoosier recognition from Governor Mitch Daniels in April 2009 and was honored with the IUAA President's Award in December 2009.

**Jennifer (Wright) Kennerk**, BS PE 2004, owns Heart Healthy Kids in Training and teaches physical education to home-schooled children and at private schools in Indianapolis, Ind.

**Jon Knoy**, BS TCEM 2009, received a grant last year from the Indiana Network for Higher Education Ministries.

**Brittney Lange**, BS PE 2009, is earning a master's degree in epidemiology with the University of Pittsburgh, Pa., School of Public Health.

**Donette Looper**, AS TCEM 1995, is a real estate broker and owner of Home LOOP Realty LLC in central Indiana.

**Kevin Lonzo**, BS TCEM 2009, received a grant last year from the Indiana Network for Higher Education Ministries.

**Francisco Maia**, BS PE 2009, is studying at the University of Pittsburgh, Pa., School of Physical Therapy.

**Courtney (Willett) Moore**, MS PE 2003, performs cardiac stress testing and echocardiograms with Indiana Heart Physicians at St. Francis Hospital, Indianapolis, Ind.

**Militza Morales**, BS TCEM 2008, is teaching college-level Spanish classes.

**Joe Nidey**, BS PE 2003, is varsity basketball coach at Waldron High School, Shelbyville, Ind.

**Matthew Payne**, BS PE 2004, is health and safety director with Exxon Mobil Corporation.

**Beckie Schafer**, AS TCEM 1997, is philanthropy assistant with the The Nature Conservancy's Indiana office.

**Kori Stark**, BS TCEM 2004, is sales manager with the Hamilton County Convention and Visitors Bureau, Carmel, Ind.

**Marilyn Strawbridge**, BS PE 1973, was awarded the 2008 Pathfinder Award from the Indiana Association for Health, Physical Education, Recreation and Dance. She also received the 2008 Scholar/Lecture Award for College and University Physical Education from the Midwest District Association of the American Alliance for Health, Physical Education, Recreation and Dance. She is associate professor, College of Education, Butler University.

**Keesha Tate**, BS PE 2009, is attending Leeds Metropolitan University in Leeds, England, where she plays basketball and is in the two-year master's program.

**Brandy Taulbee**, BS TCEM 2008, is administrative secretary in the office of development and external affairs at Indiana University-Purdue University Columbus.

**Ashley Watkins**, BS TCEM 2008, is sales assistant with the Indianapolis, Ind., Convention and Visitors Association.

**Kyle Yoder**, BS PE 2009, teaches physical education at Danville, Ind., North Elementary School.

## In Memoriam

**Donna Stegemiller**, BS PE 1973

**Ed Stanley**, Normal College

**Bob Marx**, Normal College

**John Angelo**, Normal College

Let us know where you are! Send your updates to [lklaum@iupui.edu](mailto:lklaum@iupui.edu).

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# The 'Super Bowl' of sport event tourism

A recent football-themed episode of *Top Chef* was titled, “The Super Bowl of Food.” This past November, newspapers and magazines across the country labeled Black Friday “the Super Bowl for retailers.” Thanks to Mother’s Day, graduations and high school proms, May is often referred to as a “Super Bowl month” for restaurants.

Created as a way to determine a “world champion” following the merger of the National and American football leagues in 1966, the Super Bowl has evolved into one of the world’s premier sporting events. It typically attracts a global audience of more than 100 million viewers. It is a primary showcase for the high-concept—and expensive—commercials that a sizable segment of that audience tunes in to watch. It also is a cultural phenomenon, with an estimated 7.5 million parties unfolding on Super Bowl Sunday.

Indeed, “Super Bowl” has become synonymous with something grand and profitable. And its economic impact—like that of other major sporting events—has spurred intense competition among communities vying to be its host.

Brian Krohn, assistant professor in the TCEM department, believes, “Not only do mega events such as the superbowl enhance the sense of community by local residents and create tourism dollars, but the global attention brought to the venue can create a sense of landmark status for the downtown district. The unique architectural and technical features of Lucas Oil Stadium enhance visitors and residents perceptions of Indianapolis.”

Venues like Conseco Fieldhouse incorporate elements of Indiana’s sports history into a modern structure helping to invoke feelings of nostalgia and

Ken Schaefer



positive memories of the regions sporting history. These feelings of regional pride and recognition help strengthen the commonality residents share in our community.

"There are numerous studies by reputable economists showing that the Super Bowl has a significant positive impact on host cities," the National Football League's Greg Aiello notes. "Business and city leaders know the Super Bowl draws thousands of people to their city who spend large amounts of money and that the Super Bowl gives the city unmatched media exposure.

"Cities naturally want the Super Bowl," Aiello adds, "because it has tremendous value." Consider:

According to a study by economist Bruce Seaman of Georgia State University, about 95,600 people visited Atlanta during the 2000 Super Bowl. Each visitor stayed an average of 3.7 days, spending about \$350 per day. The direct impact of the Super Bowl—money spent by out-of-towners, money spent at the event (that would not have been spent elsewhere in Atlanta) and the money spent by the media and corporations—was about \$140 million.

Three years later, Super Bowl XXXVII in San Diego had an economic impact of more than \$218 million, according to PricewaterhouseCoopers. "The

tourism activities surrounding this past year's Super Bowl in Tampa generated about

\$150 million in direct spending. The amount is about \$45 million less than the previous two Super Bowls due, most experts agree, to our belt-tightening economy. Still, it's better than money generated by the game in Detroit in 2006 (\$118 million) and Jacksonville, Florida, in 2005 (\$124 million).

The 2012 Super Bowl, which takes place in Indianapolis, could provide a boost in personal wages

***"This state has emerged on the national and international stage as a sports capital."***  
– Tom King, former chairman of the board of the Indiana Sports Corporation

in the metro area equivalent to creating 5,000 new jobs, according to Michael J. Hicks, a Ball State University economist. Using data from games since 1969 and a mix of economic models, Hicks told *The Indianapolis Star* that the Super Bowl would increase wages by \$202 million. When added to money generated by direct spending, the event could have a total economic impact on the community of \$365 million.

"The Super Bowl will bring tremendous economic opportunities, a stage to showcase Indianapolis to the world and a civic legacy that will benefit

Super Bowl packed a powerful economic punch for San Diego," Robert Canton, a spokesman for the financial advisory firm said. "People who attend the Super Bowl spend generously on food, beverages, lodging, transport, retail merchandise and much more."

It's estimated that hospitality and other

our community for decades to come," says Allison Melangton, president and CEO of the Super Bowl 2012 host committee. "But landing the Super Bowl did not come about by happenstance. Indianapolis has created a very effective sports tourism strategy over the years. I believe it helps that Indianapolis has a national and international reputation for hosting great events and bringing people to town."

Melangton should know. She prepared the winning bid for the 2002 World Basketball Championships, an event that ranks as one of the biggest ever for Indianapolis. In her previous role as senior vice president of events for the Indiana Sports Corporation (ISC), she also bid on, planned and directed many events including men's and women's NCAA Division 1 basketball championships, Big Ten basketball tournaments, Olympic trials and major swimming and diving events, including the recently

concluded National Championships at the IU Natatorium on the IUPUI campus.

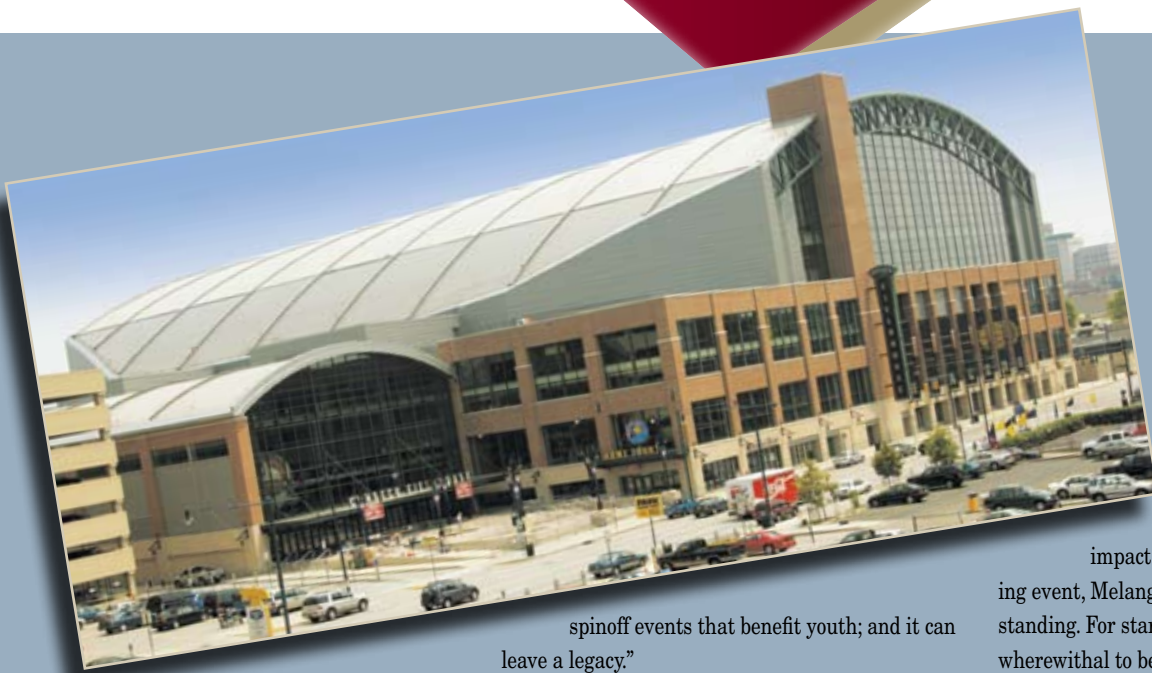
While these

events don't carry the economic bump—make that "explosion"—the city will get from the Super Bowl, when looked at collectively, they've been worth their weight in gold medals.

"This state has emerged on the national and international stage as a sports capital," Tom King, former chairman of the board of the ISC said after the Big Ten basketball tournament this past March. "Part of that well-earned reputation is due to Indianapolis hosting more than 400 national and international sporting events since 1979, with an economic impact in excess of \$3 billion."

One of those events, the Big Ten Conference basketball tournament last March, drew more than 100,000 zealous roundball fans to Consecro Fieldhouse to cheer on their favorite men's or women's teams. "In just a few short days," King says, "the games brought in more than \$10 million in visitor spending to the city and state." Similarly, when Indianapolis was host to the 2000 NCAA Men's Final Four, visitors spent almost \$30 million. And when the Circle City welcomed the NCAA Women's Final





Four in 2005, visitors spent between \$17 million and \$20 million.

"Equally important," King maintains, "are the Indiana Sports Corporation's efforts to successfully convince ten elite national sports organizations—including the NCAA—to move their headquarters to Indianapolis, which in total contribute \$91 million annually to Indiana's economy."

Economics aside, King believes there are other benefits in sport event tourism.

"Yes, these events bring thousands of visitors, national media attention and millions of dollars in visitor

spending," he explains. "But more importantly, these much-sought-after sporting events bring us together in ways that create the idea of community, enrich our appreciation for each other and generate a sense of civic pride.

"In these troubled economic times, sports have the unique ability to bring us together as a united community."

Bill Benner, director of communications for the Indianapolis Convention & Visitors Association, agrees. "Cities go after sporting events for the economic impact and community exposure regionally, nationally and, depending on the event, internationally," Benner says. "But there are side benefits. Such an event can energize a community; it can have

spinoff events that benefit youth; and it can leave a legacy."

"The 2012 Super Bowl is a great example of the long-term benefits a community can reap by being host to such a large-scale sporting event," Melangton says. "The city's package to land the Super Bowl includes plans to transform a decaying near-eastside neighborhood through the construction of a \$9 million athletic facility at Tech High School. League officials," she notes, "cited the practice facility, which will be turned over to Indianapolis Public

***"The Super Bowl will bring tremendous economic opportunities, a stage to showcase Indianapolis to the world and a civic legacy that will benefit our community for decades to come."***

***—Allison Melangton, president and CEO of the Super Bowl 2012 host committee***

Schools (IPS) after the game, in choosing Indianapolis over Houston or Phoenix."

"That's a facility that will be used for many generations by people who play sports," NFL Commissioner Roger Goodall said after plans for the Super Bowl legacy project were unveiled. "I think that's great for the NFL and for the community."

"A lot of times, people think the Super Bowl is just about big numbers and big money," said Jim Irsay, owner of the Indianapolis Colts. "But it's also about big hearts."

"This sort of revitalization is but one of the ways the community will benefit from the Super Bowl," Melangton says. "There will be a sense of comradery created among our citizens, especially those who become volunteers. You'll see improvements being made to our infrastructure that will

benefit citizens for years to come. And, of course, the event will foster a sense of pride in the community."

There are many factors that can affect the economic

impact of being the host of a major sporting event, Melangton warns, the weather notwithstanding. For starters, a community must have the wherewithal to be a host.

"When the governing bodies for various major sporting events review applications from cities, there are a number of things they look at," Melangton notes. "First, can the community meet all the logistical requirements (such as venue requirements and lodging)? Second, can the community raise the money it takes to host the event? And, third, does the community have a history of hosting events at a very high level?"

One requirement for hosting the Super Bowl, for example, is a city must have a stadium with 73,000 or more seats. Melangton said temporary seats will be added at Lucas Oil Stadium to meet that requirement. Host cities must also have at least one hotel with 1,000 rooms. The new JW Marriott Indianapolis meets that requirement. And, obviously, host cities must be able to afford staging the games.

"It takes \$25 million to stage the event," she says, "and we were able to secure pledges for that amount before we made our bid. If a city can't meet these first three requirements, it shouldn't go forward with its bid."

Another important factor in landing a major sporting event is community support.

"It's important that we accomplish our goals with the NFL," Melangton says, "but it's also important to have a Super Bowl the community embraces. Indianapolis is where it's at today because of its sports-tourism vision. It's our responsibility to keep that going."

— Richard Isenhour



# Golf No Longer Diamond in the Rough

When it comes to raking in dollars and sinking a lot of green into the economy, few sports are on a par with golf. The impact of golf in America, according to the World Golf Foundation (WGF), has been measured at \$195 billion a year. This includes \$76 billion in direct economic impact—money spent by golfers—and total wage income of \$61 billion generated by the more than two million jobs the golf industry provides in the United States.

Golf is a sport played by more than 28 million Americans and enjoyed as a favorite spectator activity by millions more. The nation is home to the world's richest men's professional tour (the PGA tour), three of the four major championships in men's golf and the LPGA, the world's richest women's tour. Given all this, it's easy to see why golf has emerged as a major segment of the overall tourism industry. In fact, the WGF estimates golf hospitality and tourism chips in more than \$18 billion to the nation's economy each year.

What further sets golf apart from other sports in the tourism industry is that it comprises not only the legions of golf enthusiasts who travel far and near to be spectators at major tournaments, but it also includes the scores of links lovers who travel either to play golf or play a few rounds while traveling. The numbers, like those of a duffer's score card, are staggering. According to the U.S. Travel Association:

One in eight U.S. travelers played golf while on a trip of 100 miles or more, one-way, away from home in the past year. This translates to 17.3 million adults.

Golfing travelers averaged between two and three trips over the past year, with ten percent golfing on six or more trips.

Nearly one-half of golfing travelers did so on only one trip in the past, while one-third went on either two or three golfing trips in the past year.

Sixteen percent of travelers who played golf said that golf was the most important reason for taking the trip.

One popular venue for this sort of golf idol worship is Crooked Stick Golf Club in Carmel. Designed by Pete Dye, renowned architect and Hoosier native, Crooked Stick has been home to the 1991 PGA Championship, 1993 U.S. Women's Open, 2005 Solheim Cup, U.S. Women's Amateur Tournament in 2007 and the U.S. Men's Senior Open in 2009 this past summer. The economic impact of these events for Carmel and Hamilton County has been significant.

About 30,000 people—from 46 states and 11 countries—were in Carmel for the Solheim Cup, one of the world's largest international women's golf tournaments. Money spent by visitors on hotels, shopping and dining was estimated at \$30 million. Similar numbers were reported during this past summer's Senior Open. Organizers sold more than 150,000 tickets for the seven-day event and believe the number could

have been as high as 200,000 were it not for the country's economic slide.

Brian Krohn, whose research in the TCEM department includes golf-related tourism, validates this notion. "National exposure to a golf course through the staging of events such as the Solheim Cup and US Senior Open brings recognition to the region as viable destination for golf travel. The benefit of the event spills over into other regional courses that can benefit from marketing exposure to spectators and TV viewers.

"When you consider the large numbers of convention and business travelers to the Indianapolis area, there are many possibilities to attract golf travelers from all over the globe. Successful staging of regional, national and international golf events builds the credibility of Indiana as a golf destination."

— Richard Isenhour



Originally from Granger, Indiana, Jennifer Anderson's dreams to help others be physically active led her to enroll in IUPUI's exercise science program. While a senior at IUPUI, she participated in an internship with St. Vincent Hospital. Through that experience, she learned to teach group fitness, something she never imagined herself doing.

Jennifer finds fulfillment in this position by helping students explore career paths and showing them options in the exercise science field. She also is extremely satisfied by seeing some of her former Fit for Life high school participants enrolling at IUPUI. She's relatively certain these young people probably wouldn't have gone to college without exposure to IUPUI through Fit for Life.

Steve will teach five different courses this spring, all related to exercise science and physical education.

**Brian Krohn loves golf.** The son of middle school teachers, Brian learned to play in his hometown of Princeton, Indiana, with his father and grandfather when he was seven. His father coached the high school golf team, and his grandfather, a retired steel mill worker, passed much of his time after retirement playing the sport.

## New Researchers, Lecturers Add Dimension to Faculty

Jennifer also worked at the Jordan YMCA as a part-time wellness coach. One of her supervisors told Jennifer she'd be a great personal trainer, so she pursued that experience.

At that point in time, Jennifer realized, "the knowledge I acquired was powerful. I needed to teach others how exercise could improve self impressions and help people become more productive society members."

Jennifer met with IUPUI faculty member NiCole Keith to talk about a program Keith was hoping to implement in Indianapolis. The program's goal: to provide urban residents, particularly at-risk youth, with affordable wellness options. The 'Fit for Life' concept included offering these services through Indianapolis Public Schools.

Thanks in large part to Jennifer's efforts, Fit for Life, is now a reality, filling a health-education gap that local community and fitness centers, schools and athletic programs are not addressing. Along with the students she oversees and the faculty members she partners with, Jennifer has expanded the program to three high schools.

She completed her master's degree at IUPUI in December 2005 and continues to work with the Fit for Life program. Grant money funded her part-time position through August 2009. She recently was appointed full-time visiting lecturer by the physical education department. In this role, Jennifer teaches performance and teaching of resistance training, directs the Fit for Life program, and is the school's service learning coordinator.

She and the students she works with truly are having an impact in the community.

**Indianapolis native Steve Fallowfield begins his appointment as a visiting lecturer in physical education during the spring 2010 semester. Prior to his appointment, Steve served as a graduate assistant within the school, achieved his master's in physical education in 2005, and subsequently taught sport psychology, performance and teaching of resistance training, conditioning and weight training as an associate faculty member in the department.**

Steve achieved a bachelor's in marketing with a specialization in sales and promotion from Ball State University in 1991. His career experience includes being a retail sales manager for Gold's Gym International as well as an independent certified personal trainer and wellness consultant.

Steve's passion to educate and help others is what he believes drives him every day. He strives to 'practice what he preaches' in order to positively influence his students and clients.

"I have always been driven by an unquenchable thirst for knowledge related to the field of exercise science," Steve notes. "I have been very fortunate to be surrounded by many mentors in the physical education department over the past seven years. They have been tremendous in their guidance, and I am very excited to work with them."



Anderson



Fallowfield

In Brian's words, "That's what shaped my future. I fell in love with golf!" Brian lettered all four years of his undergraduate education at Union College in Barbourville, Kentucky, a small private liberal arts school. He served as the golf team's captain for three of those years, and his senior year, he was named National Association of Intercollegiate Athletics Academic All American. After graduating with a double major in business and sport management, he became an assistant golf professional.

One year later, he decided to attend Purdue University, where he earned a master's in sport management. During that time, he continued his work as golf pro, taught physical education courses, and also served as a golf club general manager.

Brian earned a PhD in Parks, Recreation and Tourism Management from Clemson University in 2008. His research interests include the satisfaction response of sports tourists. His postdoctoral research involves statistical consulting for a number of projects related to golf tourism and people who travel to play golf. His interests spill into other



areas of sports tourism, including participatory sport tourism.

The tourism, conventions and event management (TCEM) position attracted Brian for both professional and personal reasons. Indianapolis' reputation as a sports tourism destination, as well as the work of the TCEM department in that area, is closely aligned to his research interests. He also wanted to move closer to home and to a larger metropolitan area.

As an assistant professor in the TCEM department, Brian teaches human resource management and is seeking ways to expand his research.



Krohn



Mullins



Riley

**Originally from Kokomo, Indiana, Dena Mullins achieved both her undergraduate degree in physical education (exercise science concentration) and master's degree in health education from Ball State University.**

Dena recalls always having an interest in sports and exercise. As a child, she played what she calls boy sports: football, basketball and baseball. As she grew older, gymnastics became her passion. She took those talents to the cheer squad in high school and for one year at Ball State.

Barely 23 years old, Dena started teaching full time for Ball State after earning her master's degree in 1990. She already had one year of speech teaching experience as a graduate assistant. Her courses at Ball State included personal health, sexuality and community health. She also taught group fitness at various health clubs.

During the 2008-09 academic year, she taught sport psychology and sexuality part time at IUPUI. This past fall, Dena was appointed visiting lecturer and now teaches sport

psychology and nutrition.

Dena indicates, "I love teaching and think the students at IUPUI are strikingly dedicated to furthering their education. In our smaller classroom settings, I am able to develop a comfortable, relaxed atmosphere. It's my experience that this helps students build relationships with one another, and consequently learn from one another. They also become more comfortable asking me questions and seeking me out for assistance."

Outside the school, Dena fills her time working out, traveling, or following the sporting events, clubs and other activities of her three children.

**Zach Riley was always an athlete. He loved athletics so much, he knew after graduating from high school in Columbus, Indiana, if he went to college without a plan, he likely would fail.**

Athletics, however, turned out to be exactly what he needed when he changed majors and chose to study exercise science. At Ball State University, he balanced academics and athletics by developing and sticking to a strict schedule, a recipe for his success. Twice, he earned the designation of an NCAA Division I All-American in track and field while also being selected to the Verizon Academic All-American first team.

After graduating in 2002, he trained for the Olympic team and was one of the nation's top-rated hammer throwers. Though he made the 2004 Olympic trial finals, he wasn't selected for the team. During this time, he also earned his master's in clinical biomechanics.

A week after the Olympic trials, he relocated and started his PhD studies in integrative physiology and neuroscience at the University of Colorado. Under the guidance of internationally regarded professor Roger Enoka, Zach made academics and research his number-one priority. He earned his PhD in 2008 and later conducted postdoctoral research with spinal cord injury patients at the Rehabilitation Institute of Chicago.

Zach indicates his research interest is related to, "understanding the restoration of arm function in patients with a spinal-cord injury." Paraplegic and partial quadriplegic patients feel that restoring arm and hand function is the highest priority in regaining their independence.

"After injury, people still have spinal reflexes such as the knee-jerk reflex that is tested routinely at the doctor's office. My desire is to have a comprehensive understanding of spinal reflexes and the spinal cord. This includes patients where there are deficits in spinal cord function, to the other end of the spectrum with athletic performance where the operation of the spinal cord exceeds normal capabilities.

"My goal at IUPUI is to work with different populations exploring this from a variety of different angles, although primarily following spinal-cord injury. The damage from a spinal-cord injury is quite crippling and life-altering, whereas even with a trauma such as a stroke, most people retain most basic functions.

"I want to determine if we can use the parts of the nervous system the patient still has to make life easier for them; that is, to regain some arm and hand function. That's why I study spinal reflexes, because I believe there's a way to use them that will accomplish this. We just need a better understanding of what becomes damaged and what's not, and how they can be molded to improve functionality."

Zach began his appointment as assistant professor in the physical education department the fall of 2009. He hopes to establish collaborative partnerships with the Rehabilitation Hospital of Indiana, the IU School of Medicine, and within the physical education department.

Currently, Zach is advocating for lab equipment to assist with his research. Simultaneously, he's sharing the message on campus that physical education faculty members are capable of and interested in high-level research.

— Laura Klaum



# TCEM Faculty

## *Amanda Cecil*

Leveraging years of hands-on experience in the meeting and events planning field, Amanda Cecil, Ph.D., became a visiting lecturer at IUPUI in 2002. She was promoted to assistant professor in the Tourism, Conventions and Event Management (TCEM) department in 2005 and today teaches classes such as Mechanics of Meeting Planning, Management of Sports Events, and Exhibit Marketing. She was named Educator of the Year in 2007 by the Professional Convention Management Association (PCMA) and serves as faculty advisor to IUPUI's PCMA chapter. She also recently became chair of TCEM's Study Abroad Committee.

***In Motion:*** You've said it's an exciting time to be in the field of meeting and events planning. Why?

**Cecil:** People are starting to acknowledge and respect it as a true profession. We're beginning to really define ourselves in terms of needed skill sets and appropriate career paths.

***In Motion:*** What are some advantages TCEM offers to future professionals in the field?

**Cecil:** We train our students in the best business practices and with the best technologies. Because employers want global thinkers, we try hard to include international dimensions to our curricula—through international lecturers, guest speakers, tools such as Skype, and opportunities to study abroad. That said, I think Indianapolis is a perfect site for training young professionals in the field, especially if they're targeting careers in sports event management. There's no other place in the world with our proximity to so many sports venues and events.

***In Motion:*** It has been estimated that sports-related tourism generates \$27 billion annually in the U.S. Does that figure sound right to you?

**Cecil:** It may be low. Sports tourism is hugely impactful, especially when you consider not only professional and college sports but amateur and youth sports, too. Several professional associations are working to define and measure the impact. That will help give the industry a stronger voice with vendors.

***In Motion:*** What do you find most personally rewarding about your work?

**Cecil:** I see my number one job as helping to get students into the profession. I have other faculty responsibilities, but mentoring and guiding people toward careers in events planning takes priority for me.

—Laurie Sachtleben



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