


In Motion

Winter 2010-11



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and Linda Brothers
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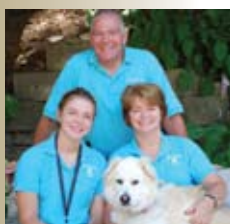
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Dear Alumni and Friends

Every issue of *In Motion* provides us with a great opportunity to share with you the results of the School of Physical Education and Tourism Management's (PETM) hard work.

One way we do that is to provide a story on what faculty and students are accomplishing through each area of RISE experiences on campus. RISE is an acronym for research, international, service learning and experiential learning activities provided to our students.

IUPUI Executive Vice Chancellor Uday Sukhatme, Ph.D., set a goal of every student attaining at least two RISE experiences before they graduate. PETM has a long history of providing these activities. In this magazine issue, you will learn about:

- faculty and student fitness product research
- an educational collaborative in Iten, Kenya
- several tourism, convention and event management (TCEM) classes that educate through community service; and
- a course that brings human resource management to life by engaging Indianapolis businesses.

In addition, you will learn about how faculty members are revising the school's college camp experience with input from leadership development experts, including military science professor Tom Rude.

IUPUI is so committed to the creation of RISE experiences that it created a RISE scholarship program to help students overcome financial barriers to these experiences. The way it works is this: a donor contributes \$20,000 to create an endowed RISE scholarship. That scholarship generates approximately five percent or \$1,000 per year in investment earnings. On top of that, the IUPUI campus will match the gift at 2.5 percent (\$500) to award one student approximately \$1,500 for a RISE experience.

This initiative is a component of the recently announced *IUPUI Impact* fundraising campaign. PETM's campaign focus is raising money for four important priorities:

- Promoting Health through Physical Activity
- Impacting Communities Through Tourism and Event Experiences
- Sustaining Camp Brosius
- Improving School Infrastructure

What does this mean to alumni and friends? By remembering the school when you make charitable giving choices, you can help PETM grow programs such as the Motor Activity Clinic and fitness ability clinic, both of which provide physical activity opportunities to people with disabilities.

Your gifts also can help the school via supporting its physically active residential communities and schools program (PARCS). Through this program, students provide wellness assessment and exercise prescription to low-income community members. See page 18 to read more about this program.



Contributions also bolster our ability to examine and promote the improved quality of life and economic benefits of tourism. This fall, we will launch a master's of science degree in event tourism. Simultaneously, we will launch the school's Tourism Experience Center. Both of these efforts are geared toward linking our academic program with industry experts to solve real tourism, hospitality, and event-related problems while also preparing future industry leaders.

As most of you know, the school is engaged in raising funds to renovate Camp Brosius facilities. Your gifts to this area, directed to what I refer to as the *Campaign to Sustain Camp Brosius*, will help us modernize and renovate four guest accommodations: the three cottages and annex building. Once this work is complete, we hope to develop a Brosius facilities endowment to provide for long-term building repair and property upkeep.

Lastly, gifts to the school help us not only recruit and retain talented faculty, but also to make significant contributions to human health through research. Your support can help us to refurbish existing labs and learning spaces, as well as modernize our conference room with technology and flexible furniture.

On behalf of the school, I thank you for considering making a gift that is meaningful and affordable for you. All gifts, regardless of size, are vital to our long-term success and the education of our students.

Thank you for supporting our school.

Best,

A handwritten signature in dark ink, appearing to read 'Jay'.

Jay Gladden

Dean of the School

Practical Planned Giving

Have you ever thought about making a gift of real estate with a retained life estate? Hold on! Before you yawn and turn the page, please give me just another minute.

This arrangement allows a donor to make a gift of a residence, vacation home, or farm, take a generous tax deduction, remove the asset from their taxable estate and yet continue to live in or use it for the rest of his or her life or for a term of years, whichever works best for them.

It's a win-win for all!

Here is an example. Bob, age 74, and Mary, age 72, purchased a lake house in 1966 for \$50,000 and enjoyed many years of spending summer weekends there with family and friends. Their son, Jason, is now grown and married with children of his own and lives in another state. They still use it a few times a year but know that their son won't want it when they pass away. They believe that the home is now worth approximately \$300,000.

Let's say Bob and Mary sold their successful business this year and their accountant tells them they need a charitable deduction to offset some of their gains. They have been faithful and generous supporters of IU and would like to make a planned gift to support the School of Physical Education and Tourism Management (PETM). They are excited to learn that making a gift of their vacation home might be the answer.

Here's how it works.

Bob and Mary will first obtain a qualified appraisal to determine its current fair-market value. Then, they will irrevocably transfer the title to the IU Foundation for the benefit of PETM.

In exchange, Bob and Mary will receive an income tax charitable deduction of \$210,000 this year. The income tax deduction is based on several factors, including

their age at the time of the gift, the useful life of the property, and the Federal Reserve Midterm Rate, which is currently at historical lows.

The low discount rate allows them to claim a larger charitable deduction now than would usually be the case. They can deduct up to 30% of their adjusted gross income and carry over any remaining amount for up to five years. Bob and Mary work with the PETM development staff to establish the criteria for a RISE Scholarship in their names, or plan for a legacy gift to Camp Brosius.

Then, Bob and Mary carry on exactly as they always have. They continue to use the lake house

whenever they wish and are still responsible for maintaining the house and paying taxes and homeowners fees.

Their family can continue using the property until the time that the second of them passes away, at which time the house and land automatically belong to IU and, therefore, will not be included in their taxable estate. If they decide that they no longer want the house while they are still living, they can give possession to IU early and may qualify for a further tax deduction.

Typically, the IU Foundation will sell the house and will then be able to use the proceeds of the sale to fund the scholarship or Brosius gift that Bob and Mary set up many years ago to now benefit PETM students or generations of Brosius guests.

If you would like to learn more about how you can make a planned gift to the School of Physical

Education and Tourism Management or

Camp Brosius, contact Estacia Medlen Brandenburg, 317-278-5653, esmbrand@indiana.edu.

— *Estacia Medlen
Brandenburg*



About the author:

Estacia Medlen Brandenburg, JD, is Associate Director of Gift Planning, IU Foundation.

Estacia helps university alumni and friends design planned gifts that benefit donors and the IU schools and programs they love. She works closely with university development staff like Laura Klaum and Jeremy Swinford to increase charitable support.

Fitness product



research benefits consumers

Everyone wins: undergraduate students learn, provide valuable information to public.

You've heard "buyer beware" warnings time and again. Still, fitness products can thrive based on snazzy infomercials or promises alone. Sales can soar before research study results.

It's easy enough to understand why. Parents and children alike struggle with proper nutrition and exercise, and the sedentary lifestyle — and associated illnesses — continue to climb. Desperate for solutions, people look for a quick fix.

"One of the problems that the fitness industry has is that there is no government agency that directly oversees their claims," says Rafael Bahamonde, physical education department chair and professor.

"A manufacturer of fitness products can make claims that are false or partially false, and they don't get in trouble — unless they cause bodily injury, then the FDA gets involved. Therefore, the consumer does not know what really works.

"For instance, several years ago, I evaluated the Bodyblade for *Men's Health* magazine. At the time, the company had sold more than 100,000 blades at \$99.99 apiece. Many of the claims were not true."

So, professors Bahamonde, Alan Mikesky and exercise science students are stepping in to put fitness products to the test to evaluate effectiveness and determine if the claims made by the companies are true.

Currently they are testing the Perfect Pushup, as well as the Rockboard scooter, after being approached by the maker, a local company.

"M.Y. Life Products, LLC., out of Greenwood, (asked us) to put together a series of tests to assess the physical demands of riding their product, called the Rockboard scooter," Mikesky says. "This scooter is what they describe as a 2-in-1 scooter: It can be used as a regular push scooter or a 'rockboard-propelled' scooter."

Mikesky indicates, "Because of the rise in childhood obesity and the growing number of electric scooters available on the market, the makers of the Rockboard wanted to show that their product — in addition to being fun — was a good form of physical activity for kids.

"What we proposed to do for them was to measure the energy expenditure (i.e. how many calories are burned) while riding the Rockboard scooter at different speeds. In addition, we would provide them with an analysis of lower-body movements and muscles used when riding the scooter in the rockboard configuration."

To pull this project off, three exercise science undergraduate students were assigned to carry the project to completion — including being the ones riding on the scooter while data was collected.

Students Kylie Thomas, Michael Swartzentruber and Adam Heavrin designed the stationary roller setup for testing the scooter and practiced the protocols for collecting their data. The project wrapped up in December 2010.

"We are interested in doing more of this type of work (evaluating effectiveness of products used from the consumer's standpoint) since it provides a venue for getting our undergraduate students involved in projects that challenge them to critically think and use their newly acquired knowledge and skills from their exercise science or physical education training," Mikesky says.

"Designing protocols for testing products like these are fun and challenging for the students and can be informative to both the manufacturer and the general public, who are the ultimate consumers of these products."

— Shanna Mooney

International Experiences Expand PETM Student and Faculty Horizons

On a chilly night this past summer outside of Eldoret, Kenya, a diverse and boisterous crowd gathered in a lounge at the High Altitude Training Centre (HATC), exchanging barbs and good-natured kidding while watching soccer's World Cup. Among them were faculty and students from IUPUI's School of Physical Education and Tourism Management (PETM).

The evening, though hardly the purpose of their voyage to this city of about 200,000, was a fitting conclusion to a day of relationship building.

Two faculty members and four students left IUPUI this past July for a 22-day stay in Kenya, to work alongside students from Eldoret's Moi University, in promoting the centre and wellness.

While there, Yao-Yi Fu, associate professor in the tourism, conventions and event management (TCEM) department, worked with students to prepare marketing and promotional plans to transform the centre into a sports tourist destination.

Founded in 1999 by four-time world champion runner Lornah Kiplagat, the centre's facilities include a state-of-the-art gym, fitness center, spa, swimming pool and restaurant. It is surrounded by hundreds of miles of dirt roads and welcomes the world's elite runners, triathletes and mountain bikers. Despite its amenities, though, Sotiris Hji-Avgoustis, TCEM chair, says it's not well-known outside of Kenya.

"Eldoret wants to be known as the long-distance running capital of the world," Hji-Avgoustis notes. "The centre also wants to become a major sports tourist destination drawing visitors from all over the world."

Meanwhile, Brian Culp, physical education assistant professor, led students in developing plans to promote community health and the

importance of physical activity, adding a service-learning component to the trip.

"Most of the time when we think of Africa, we think of East Africa, and we believe there is only one health issue—HIV/AIDS. That's not the case," Culp notes. "This part of Africa is becoming more urbanized, and we've seen what happens in our country when we become urbanized—physical activity tends to decrease, health declines and stress begins to rise.

"Part of what we did was figuring out ways we could promote health and wellness in the community."

IUPUI's partnership with Moi University builds on a 20-year collaboration between Indiana University and the Moi University School of Medicine. The university has established similar partnerships with schools in Mexico and China, forged to promote understanding and to encourage study abroad.

"Education is global, and students and faculty need to become increasingly aware of things outside of the U.S.," notes Hji-Avgoustis. "We want our students to be exposed to other cultures. Any time we are able to interact with other universities, other professors, other students, or other communities, we are able to get a better understanding of issues that affect all of us."

The point is not lost on Maurietta Ortman, one of the students who made the trip to Kenya in July, thanks to significant financial assistance from the Efroymsen Family Fund, a CICF Fund.



Yao-Yi Fu, Raynesha Rogers, Maurietta Ortman, Father Colm O'Connell, Brian Culp, and Aly Hook

"The most rewarding part for me was just meeting the people," notes Ortman. "Everyone we met — the people working and staying at the HATC, the tribes of people we visited, the students and professors from Moi University — every single one was so kind and genuine. They made the trip so special for me."

Ortman says she signed up for this trip because she loves to travel, and she wanted to check up on a school there that is supported by her



“Most of the time we think of Africa, we think of East Africa, and we believe there is only one health issue — HIV/AIDS. That’s not the case.”
— Brian Culp, assistant professor, physical education

“The goal of our journey was not only to improve the centre and promote it, but to open up opportunities for people in the community.”
— Sotiris Hji-Avgoustis, TCEM chair

parents’ church. She says the trip was much more demanding than she had anticipated.

“The toughest part of the trip was the exhaustion of trying to keep up and fit everything in,” she says. “We crammed so many amazing experiences into three weeks, and it was demanding both physically and mentally. It was absolutely worth it, though.

“Every new experience, such as this, not only instills in us a sense of accomplishment and confidence, but also reminds us to be aware and thoughtful of other cultures in our world.”

— Richard Isenhour

“Every new experience, such as this, not only instills in us a sense of accomplishment and confidence, but also reminds us to be aware and thoughtful of other cultures in our world.”
— Maurietta Ortman, study-abroad student

Teaching through Service



Facilitates Greater Understanding

What is it they say? “Give a man a fish, and you feed him for a day.
Teach a man to fish, and you feed him for a lifetime.”

A little practical learning goes a long way toward understanding something in a useful and sustaining way, whether your career is fishing or in hospitality (which, it can be argued, sometimes overlap).

Two tourism, conventions and event management (TCEM) professors have taken this to heart. Associate professor Linda Brothers and assistant professor Amanda Cecil arrange for their students to work with campus and outside entities to stage events as part of their event-planning course experience and education.

Each semester, they partner students with one major national convention in town — this past fall it was the FFA (Future Farmers of America) national convention. They’ve also worked with the FDIC in the past and an international learning conference.

“My students did a variety of tasks like registration, room monitor, meet and greet, etc.,” says Cecil. “This was after we identified areas where our students could put knowledge into practice.”

Cecil will first lecture about the registration process so her class understands its purpose and structure, but says it’s an entirely different matter when they have the actual experience.

“They have to do customer service, organizational planning, understand how the money is coming in — a lot more than they realize,” she says. “This ‘real time’ doing and reacting is an invaluable complement to what we’re doing in the classroom.”

The students really enjoy being out in the field as well — despite being a little out of their comfort zones. “They’re always surprised at how much more difficult the operations are in real life — the movies make it look so glamorous,” says Cecil with a chuckle.

In reality, the hours are much longer and there are many, many of the less glamorous jobs to do, such as unpacking boxes, stuffing thousands of little bags or organizing speaker ribbons.

“When you walk into a beautifully appointed event, it’s hard to realize just how much elbow grease went into making it look that way,” says Cecil. “But they find out.”

PETM faculty members are the first to concede it’s a real advantage having a campus so close to a large convention center — this is unheard of in most university settings. Also, with many nonprofit associations and

corporations based in Indianapolis, there’s no shortage of opportunities for partnerships.

“People come looking for us because our program is well-respected and our students have a reputation for being good workers, as well as knowledgeable and polite,” says Cecil.

That’s not to say the students are merely a kind of “free labor” pool for the organizations which request their help.

Linda Brothers is careful to point out that any time they agree to partner with an outside organization, it’s because the project in question clearly meets the objectives of the particular course — and lines up with the school schedule. For example, a lot of things happen over Labor Day weekend, but the students have not been in school long enough for them to meaningfully participate.

Each semester, that can change. “It depends on the number of students and the particular curriculum of that semester,” Brothers says.

Recently a section worked with the Spirit and Place festival. Another section did a mix of events which involved Gleaners Food Bank’s Harvest Moon Gala. Some worked the IUPUI campaign kickoff, and others worked with a bridal fair at IUPUI sponsored by *Your Wedding Magazine*.

The latter was booked into the campus center and the students assisted as volunteers. “They put themselves in the shoes of an event volunteer,” says Brothers. “If they can understand what another event volunteer coordinator did to train them, make them comfortable, show them what to do, and thank them — then when they’re in charge, they’ll be better able to recruit, retain, train and appreciate.”

Participants write reflective papers at the end, summing up the total of what they learned through the experience and detailing the future impact it will have on them as hospitality professionals.

“They often explain how they can now see through the eyes of a volunteer,” says Brothers. “Was there a place to store valuables? Was there a food break? Would they ever volunteer for that organization again? They come into the experience having no idea of what it’s all about, and they come away with a whole new perspective.”

Which brings to mind that other thing people say: “If you want to understand someone, you need to walk a mile in their shoes.”

— *Lynnell Nixon-Knight*

Experiential learning helps

It's no secret that Indianapolis is becoming a world-class convention hub. The huge JW Marriott hotel downtown is visual testament to the city's draw, not to mention droves of sports fans and tourists that will be streaming into the Circle City during the 2012 Super Bowl.

To prepare for the February JW Marriott opening, more than 750 jobs must be filled — a formidable task, but one tourism, conventions and event management (TCEM) faculty member saw as an opportunity to help students by engaging them to help local industry.

Brian Krohn, TCEM assistant professor, first got the idea when he was taking his master's training at Purdue. "Corporate executives came in and talked about issues they were facing," says Krohn. "Then we broke into groups and hammered out ideas to help them address these issues."

At the time, one hotel was dealing with diversity and harassment policy issues. Krohn's group looked at how employees viewed the policy. They designed a way for the manager to see things from the other perspective.

"The tool we came up with served as a communications intermediary, and provided that all-important shield of anonymity," he says.

Later, as an instructor, Krohn believed this process would work for undergrads, as well. "I believed it would be an excellent experience for students to take actual workplace issues and fashion workable solutions they could offer a manager," he says.



students help their community

He began forging partnerships with external businesses to try out this mutually beneficial proposal.

"We recently worked with a restaurant that was suffering due to friction between the managers and employees," says Krohn. "What we discovered was there were only two managers available for a large number of employees, and they felt it was nearly impos-

sible to get any face time. Our group developed and presented an idea for a structured communication policy which allows employees to voice individual and group concerns in a non-combative way."

Krohn also has worked with Cory Chambers, Director of Sales and Marketing for the Indianapolis JW Marriott. Chambers became involved as a result of his membership on the TCEM advisory board. When Krohn approached him for a strategic partnership, Chambers welcomed the help.

"We're dealing with a large number of openings. It's not just about finding people to fill a job, it's also about finding talent that can be used further into the company," Chambers says.

Chambers was interested in looking more deeply than mere recruiting: he also wanted to fulfill and match the company's mission and values for success down the road.

And he very much liked the idea of reaching out to the local community through interaction with the school. "They get some real-world experience, but in return, we get relationships. A lot of them are

ambassadors for our industry to IUPUI,"

Chambers continues. "It also gives us the ability to stay current with what's being taught."

Case-study methods linked to classroom teaching is a traditional academic approach, but 'the field' is where the academics meet reality. Krohn says you can only learn so much in a classroom, but pointedly adds businesses often get so caught up in the 'here and now,' they don't step back to consider how some new approach may affect organizational strategy.

"Our strategic partnership benefits us both," Krohn says. "It is clearly a win-win situation."

— *Lynnell Nixon-Knight*



They ♥ Camp Brosius

Say the name, and some alumni remember, among other things, curfews, dreary cold weather, taking time away from family and friends, and losing precious income to take classes there.

On the contrary, family camp guests have very distinctly different views. It's definitely NOT your college camp experience. Believe it or not, people travel from far and wide to get there, bring their friends and family, and pay to participate!

In fact, they come from as nearby as Wisconsin, Illinois, and northern Indiana, and as far away as California, New York and Florida. They represent every generation, from infants to nonagenarians. They are young singles, extended families, and retirees. They come to be active ... or to do as little as possible.

These are the guests of Camp Brosius, an IU tradition that has provided outdoor summer adventures for alumni and friends at Elkhart Lake, Wis., for nearly 100 years. PETM students and alums who've only been to camp as part of their academic experience may not realize how many hundreds of guests treasure their Brosius memories.

Here's why.

The Family Vacation: 'A True Vacation in Every Sense'

Bryan Babb and his wife, Marti, have

"My daughter, who's nine now, tended to be a little shy. But at Brosius she made good friends. The counselors helped, and they were good role models. She really looked up to them. Now she is a more



The Babb family poses with their Brosius tree, planted in recognition for their planned gift to camp.

attended camp with their three children since 1997. Bryan graduated from IU Law School and Marti from PETM.

"I draw some of my greatest pleasure at Brosius from the fact that my kids love it so much. In its purest form, it's about children being children — doing things like crafts, sports, boat rides, making friends. There are talent contests and ice cream, and saying the Pledge of Allegiance every morning. It feels like the sort of things kids should be doing instead of watching TV or playing video games.

Four generations of Spuths attend Brosius each year. The Sputh Round House is named after Dr. Carl B. Sputh, former Normal College director.

open and confident person, and I think her Brosius experience contributed to that.

"For the adults, Brosius is a true vacation in every sense. You can feel very safe knowing that your children are being engaged and cared for. Everyone looks out for everyone else's kids. And that gives you a chance to fully relax. The camp has cell coverage and WIFI, and I'm guilty of using them

more often than I should. But I also feel perfectly right just sitting back and doing nothing.”

The Traditionalists: ‘It’s Almost Like Home’

Ed Sputh is the grandson of Dr. Carl B. Sputh, MD, who served as president of Normal College, PETM’s predecessor, in the 1930s. Generations of Spuths have visited and supported

“My brothers, cousins, and I grew up at Camp Brosius. It was our summer. I remember running around, being in rowboats, sitting around campfires. I remember catching my first fish. The water was so clear I could see it take the hook. I remember a bandstand in the middle of the lake. People would boat out to hear concerts.

“Now, as a family, we still cling to many of the Brosius traditions. We have a group that plays golf every day and a group that hikes around the lake every day. We are all sailors, and we bring a flotilla of water craft to augment the boats that the camp makes available. We sing songs. We play a lot of cards. We play practical jokes — that’s a longstanding tradition in our family. Mom was still short-sheeting beds in her 70s.

“Camp Brosius is a fabric of our family. We have all moved and travelled the world. The homes we grew up in are gone. Now, Brosius is where we get together. It’s almost like home to us.”

Mary Frances McCourt enjoys Camp Brosius’ outdoor offerings!

Camp Brosius since 1921, and the Sputh Round House, a well-known building at camp, is named for Dr. Sputh.

“For the last nine years, we have had four generations at camp at the same time every year. Our group can range from 30 to 60 people, and year after year we are not sure who is more excited to come back to camp — the parents or the kids. My dad already has given me his deposit for next year, when he will be 95.

The Newcomers: ‘Laughter and Smiles Are Pervasive’

Mary Frances McCourt is IU’s treasurer. She and her husband, Michael, have made visits to Brosius a new family tradition.

“I have been at IU five years. We heard about Brosius so enthusiastically from several families that we thought we would give it a try. Just seeing their smiles and hearing their stories sold us initially. And once we lived it ourselves, we knew we were going back.

“Camp Brosius is a place where a family can go and enjoy good, clean fun in a beautiful environment. The camp, lake, and town are impeccably clean, the staff engaging and passionate, and the programs are designed for all age groups. It is a place where children get the benefits of programs and an overnight camp, and adults get relaxation. Laughter and smiles are pervasive! An added bonus is the lovely town of Elkhart Lake.”

The Future Guest: ‘People Make It Special’

Ashley Elskus is a 2008 IU Bloomington graduate. A friend recruited her to join a crew of volunteers who helped to close down camp in fall 2010.

“I enjoy the fact that people have genuine love for this place — so much so that many of them drove six hours to spend a weekend closing up camp. Each of them had stories to tell of how they have watched their kids grow up at Brosius. Everyone who comes to Brosius seems to feel the same way. It’s the company of other campers that makes it special.

“You just don’t hear about families going on vacation to camp very often anymore. So often, it seems, they go to places where they just spend lots of money on entertainment. People continue to come here for the people and families they meet. You don’t need entertainment here like TV or electronics. The outdoors and friends are your entertainment.

Haven’t been to camp? Bring your family and try a few days for a special rate. See page 17 for details, or call 317.274.0606. www.campbrosius.com



Recent IU graduate Ashley Elskus volunteered at camp this past fall. She wants to take her family to Brosius.

"Our family has something almost identical to Brosius in New Harbor, Maine. Being on a cove with family and friends — that's how I picture summer. I would love to take my family to Camp Brosius in the future."

The Youth: Where New Friends become Old Friends, like a Special Family

Hayley Feigl, and her younger sister Taylor, live in South Carolina but go to camp every year. Their grandparents were PETM (Normal College) graduates.

"I have been coming to Camp Brosius since I was a baby," Hayley says. "I love Brosius because it's like a second home to me, and I have a 'camp family' here. I'm planning on working as a counselor this summer, now that I'm 18!"

Olivia and Montgomery Odle's parents won a trip to Brosius several years ago at a fundraising auction, and they fell in love.

Montgomery, now ten, was two when her parents won the trip. "I look forward to camp every year," she says, "because I have so much fun with the counselors and kids."

Olivia is fifteen, and this year will be her ninth camp vacation. "Every year, I cannot wait for Brosius to come around. We have built life-long friendships here, and we always have a great time together!"

Sixteen-year-old **Andrianna Avgoustis** is a ten-year camper. "I'm absolutely obsessed with it!" she says. "I've made awesome friends over the years, and I get to spend a straight week at beautiful Elkhart Lake with them, while doing other fun outdoor activities that you can only do at camp!"

Emily Babb's dad was featured earlier in the story. The nine-year-old becomes very excited when she talks about camp. "My favorite part about camp is hanging out with my friends all week long! And the camp counselors rock! I also love how pretty everything is, and that we go each and every year!"

Amber Klaum, 17, will go to camp this summer for her fifth time.

not, they didn't know each other before they went to camp. Two are mine: my daughter Maddy Miller and my step daughter Amber Klaum.

Before I took this position, if someone would have told me about the friendships Maddy and Amber would have formed, that they would actually swim the lake, or do their hair and make-up, as well as sleep, in slightly rustic accommodations, I wouldn't have believed it. They were teen girls, and really not the outdoor type. I thought they would hate it.

Now, like so many other youth who have the Brosius experience, they can't get enough of it. They've been hounding me since the fall, as they do each year, about their next Brosius fix.

When all these girls leave Brosius each summer, they return home to their friends and varied lifestyles. The magic of Brosius is left behind, but never lost on them. They remain bonded by their deep affection for what's become a truly special place. They ♥ Camp Brosius!

—Laurie Sachtleben



"I look forward to having this one great experience every year with the same people — my Brosius friends. That's my favorite part."

Maddy Miller, also 17, indicates, "This will be my sixth year at camp. We started going when I was in junior high. Every year, I look forward to it. It's full of great people and old friends, and I can always be sure that it will be a fun, exciting trip!"

[Editor's note: Because of their ages, these girls are in different groups at camp. Believe it or

Left to right: Montgomery, Amber, Olivia, Emily, Andrianna, Hayley, and Maddy

*Don't let time slip away!
Make Camp Brosius your
2011 summer vacation
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www.campbrosius.com



At IU's Camp Brosius:

- Generations of families reconnect
- Parents give children a traditional summer camp experience but are confident knowing their kids are safe, nearby and having fun
- You relax and enjoy: we cook, clean and do all the rest!



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School of Physical Education and Tourism Management

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New guests: Try four days in Wisconsin at 50% off the regular weekly rate. *

*Introductory offer is available to first-time guests only. Guests arrive Sunday and depart Wednesday at 4:00 p.m. New guests have the option on-site of extending your stay through Saturday and paying the balance of the full weekly rate, less \$100. Based on availability; some weeks have more vacancies than others.

Coupon code **FIRST2011**

Anthem Blue Cross and Blue Shield Foundation Commits \$90,000

Grant to Evaluate, Enhance PETM's Community Fitness Program

Let's say you want to be more physically fit and lose weight. If you're among the lucky few, you might be selected for NBC's *The Biggest Loser*.

If you have disposable income, live in an upscale neighborhood and have access to a car, you might join a fitness center or hire a personal trainer.

But if your income and transportation are limited, you'll likely struggle to work out and shed pounds.

Seven years ago, IU's School of Physical Education and Tourism Management (PETM) stepped in with a solution for many low-income Indianapolis residents. Now, that solution has received a \$90,000 grant from the Anthem Blue Cross and Blue Shield Foundation to evaluate and enhance it.

The program, called PARCS (Physically Active Residential Communities and Schools), eliminates two significant exercise barriers for people in urban communities: cost and accessibility.

Under a partnership between PETM and the Indianapolis Public Schools (IPS), participating community members pay just \$20 annually to work out at George Washington, Howe and Manual high schools. Students and staff members from those schools exercise for free, as do community members with physician referrals. And, the neighborhood schools provide

convenient, close-to-home workout facilities.

The low cost is possible because IPS contributes the facilities and equipment, while faculty-supervised physical education students serve as volunteers to provide individualized wellness assessments, exercise prescriptions, health promotion advice and personal training. Other IUPUI schools and programs—including Nursing and Liberal Arts—contribute their time and talent, too.

To date, more than 10,000 residents have participated in PARCS. Deryl Springfield, 57, is one of them.

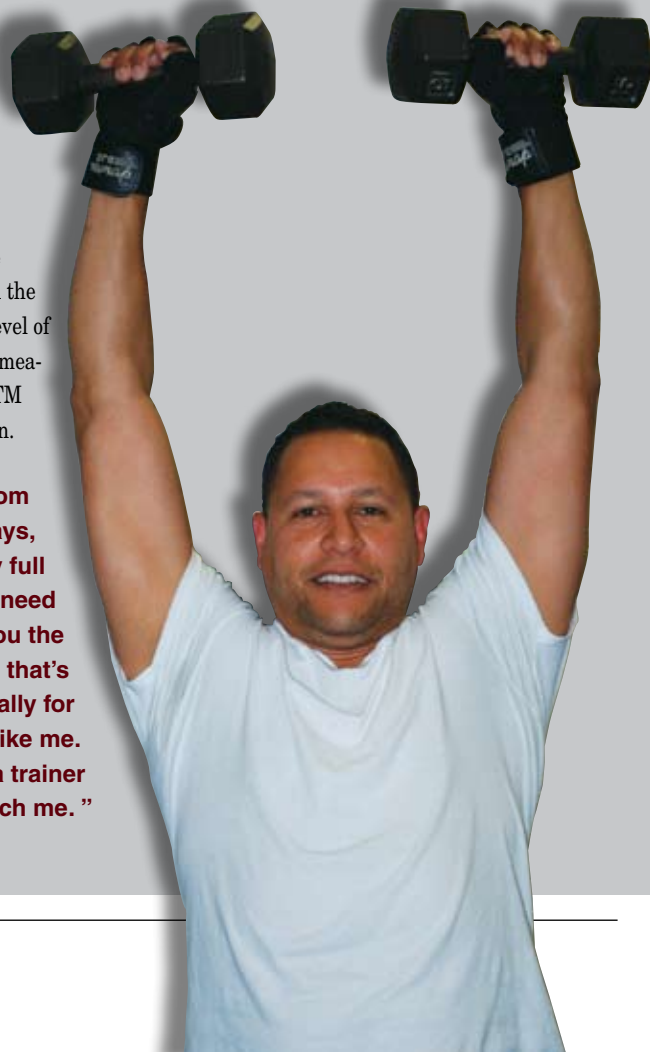
"If you look around, the majority of people have guts," said Springfield. "I want to get rid of mine. I've lost 20 pounds in the last year. I keep coming to PARCS, eating light, and not eating late at night. I'm losing it, and I feel good. I need to lose about 25 more pounds, and I'll keep working on it."

The Anthem Blue Cross and Blue Shield Foundation grant, the largest in the program's history, will provide a new level of program evaluation—one that will set measurable goals for participants and, PETM faculty hope, lead to program expansion.

Juan Checo, an immigrant from the Dominican Republic, says, "When you can have a facility full of all of the equipment you need plus have someone training you the right way to do the exercise, that's pretty impressive, especially for people who are low-income like me. I wouldn't be able to afford a trainer who can teach me."

Specific measurable objectives for the Anthem Blue Cross and Blue Shield Foundation grant include:

- Improved frequency of exercise;
- Ten-pound weight loss for obese individuals;
- Five-pound weight loss in overweight individuals;
- Improved muscle strength and cardiovascular endurance;
- Decreased resting and exercise blood pressure;
- Decreased resting and exercise heart rate;
- Improved attitudes toward exercise.





Before PARCS, Theresa Springfield, age 48, didn't have a safe place to exercise. "I can come [to PARCS] before I go to work, and it's a safe environment for me. You get a nutrition component every Wednesday, and I changed my diet. There are weights, trainers, and I can now run three miles. I've lost 22 pounds since I started."

Participant Deryl Springfield lost 20 pounds via PARCS. Deryl, who works out with his wife Theresa and mother-in-law on a regular basis, plans to lose 25 more thanks to the program.

"This grant provides an invaluable opportunity for our school and the PARCS program," said Jay Gladden, Dean of the School of Physical Education and Tourism Management. "It will fund the kind of translational research IUPUI is known for. If the results are what we expect, it will help pave the way for other grants, and enhance our ability to replicate this program in other schools and other communities."

"The Anthem Blue Cross and Blue Shield Foundation is dedicated to improving the health of underserved populations," said Robert W. Hillman, President and General Manager, Anthem Blue Cross and Blue Shield in Indiana. "We're impressed with the PARCS program, delighted to join this proven partnership, and eager to enhance and measure the program's results."

— Bruce Hetrick

Anthem 
FOUNDATION



"We're impressed with the PARCS program, delighted to join this proven partnership, and eager to enhance and measure the program's results."
— Robert W. Hillman, Anthem Blue Cross and Blue Shield in Indiana

PARCS Impact: The Physical Education Student Perspective

We know the community needs PARCS. Data proves it. Consider the George Washington Community High School (GWCHS) location, for example:

A 2004 IU School of Medicine health assessment of the GWCHS community identified several key health problems that could be combated via physical activity. Of those surveyed, the study found:

- 66% felt that they needed to lose weight
- 20.8% indicated they exercise less than once each week
- walking was the preferred exercise

Beyond the GWCHS area, 2010 data indicates 29% of Marion County, Indiana, adults are obese, and the county ranks 87/92 for health.

Participants like Juan, Theresa and Deryl (pictured on pages 18 and 19) confirm that PARCS is filling a need.

Funders like the Anthem Blue Cross and Blue Shield Foundation are helping.

What about the physical education students, though, who staff the program? Why do they do it?

PARCS now provides nearly 500 physical education students annually to staff the program in three different schools. These students gain experience working outside of the classroom in real-life, faculty-supervised settings.

Marcy Kerr is a service-learning assistant and has worked with the program for three years. Marcy indicates, "PARCS has given me considerable confidence when working with new clients and in my own training skills. It allows IUPUI students to test and hone their skills before trying to enter into the paid professional world.

"And, through our program," she continues, "community members have access to great facilities and caring trainers that would normally not be accessible to them."

Stephanie Greer is a current physical education graduate assistant for PARCS. Stephanie says, "Participating in the PARCS program has given me the opportunity to strengthen my skill set by working with a wide variety of people.

"I think that the greatest benefit for IUPUI students is the chance to be hands-on and practice what they are learning in the classroom on real people." She agrees with Marcy that "the program provides an opportunity for the community to be involved in physical activity while interacting with other members of the community at little or no cost."

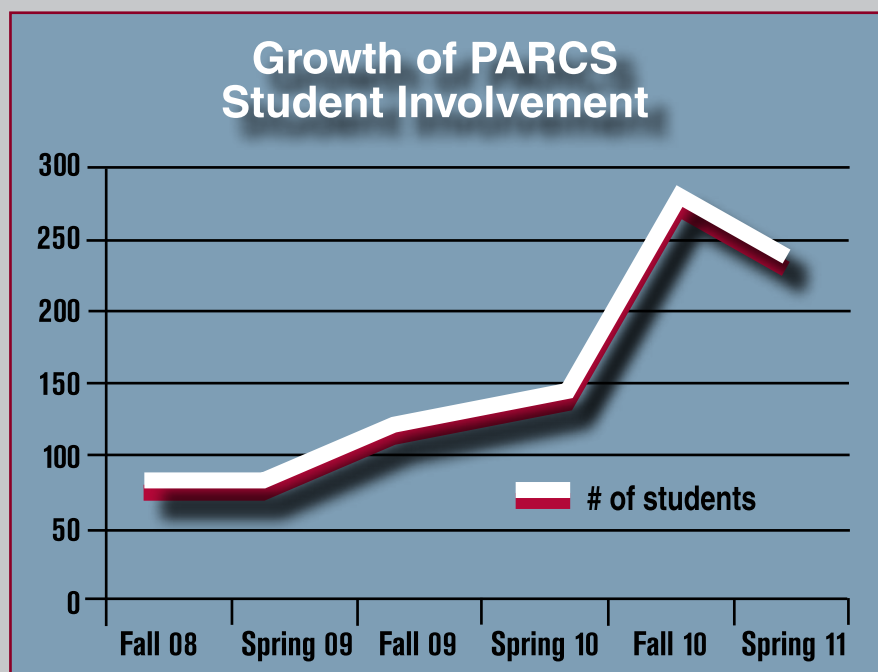
Grant Robbins is a second-year service-learning assistant who also participated as an undergrad student. Grant notes, "The best thing PARCS has

done for me is given me the opportunity to actually work with real clients and put to practice all the things I've learned from my classes.

"Students coming to PARCS are forced to work with real people who are not athletes or fitness lovers. They see clients who are often impoverished and in poor health, with a very low desire to exercise."

Grant believes the greatest community impact PARCS has "is through our education; we don't just build workout plans or push them to work harder. We educate them by sharing nutrition information, home-based workouts, and simple knowledge that helps them to help themselves live a better life."

— Laura Klaum



TCEM Call for Proposals!

Do you work for a symphony or museum?
Do you plan festivals or cultural events?
Does your organization contribute to public art or cultural trails?
Could your organization use \$25,000?

All types of arts and cultural projects are eligible, including visual, contemporary or performing arts, ethnic festivals, agritourism, historical events, and more.

If your organization helps attract visitors to Indiana via art, culture and heritage, or helps to create a positive Hoosier experience for residents via these venues, you should apply!

Application deadline: April 13, 2011

Application and guidelines available:
www.culturaltourismconference.org.



Join IUAA today!



TCEM alumni network and reconnect during the fall Rathskeller reception. Pictured are Amanda Hartman, BS TCEM 2010; Scott Kerr, BS TCEM 2003; and Jessica (Haemmerle) Warner, BS TCEM 2008.

If you received a PETM degree, you can join the university's alumni association! Membership is open to all PETM alumni, and your fee is 80 percent tax deductible.

Member benefits:

- IUPUI career center assistance
- Special invitations to IUPUI events
- Subscriptions to university publications
- Full access to the IU alumni online directory
- Eligibility to participate in alumni travel and insurance programs
- Eligibility to participate in IU Credit Union
- Members' children are eligible to apply for IUAA Scholars program, which provides tuition assistance for IU students
- Ten percent member discount at the IU alumni store
- Twenty percent member discount off books ordered through IU Press
- Discount at Indiana Memorial Union Hotel
- Priority points on IU football and basketball tickets

"The alumni association helps me stay connected to the School of Physical Education and Tourism Management (PETM). It also gives me opportunities to network with alumni in my field, mentor students, and maintain relationships with faculty."
— Scott Kerr, BS TCEM 2003



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AND TOURISM MANAGEMENT
IUPUI

<http://alumni.iupui.edu>

Join the **JAGs!** JAGs (Jaguar Alumni Group) are alumni who serve as IUPUI ambassadors in their communities!



Become a JAG, and you can:

- Refer prospective students to IUPUI
- Assist admissions staff members at college fair programs
- Host and attend receptions at key points in the admission cycle
- Communicate with prospective students via e-mail, chats and letters

Typically, you will represent IUPUI at college fairs in your community by:

- Passing out university literature
- Spending typically 1.5 to 3 hours at the fair
- Answering questions and providing information to prospective students

Before you volunteer, you will have all you need to feel confident in your JAG role!

Find out more!

<http://alumni.iupui.edu/jags>

317.274.3800

mseibert@iupui.edu

Incoming IUPUI freshmen celebrate their college choice with JAG alumni during a JAG event in South Bend, Indiana. Go Jags!

Join TEAM PETM *for two great events!*



Does someone you know have cancer?

Is a relative or friend a breast cancer survivor?

Has cancer touched your life?

IUPUI hosts two upcoming fundraising events to combat cancer.

PETM is putting together teams for both events, and you should join us!

Race for the Cure Details:

- Saturday, April 16th, 2011
- 5k run/walk
- IUPUI Library Lawn, across from the PE/Nat building
- 7:15 a.m. parade; 9:15 a.m. walk/run start time
- Plan to arrive early; anticipated attendance is 45,000

Join our team!

- www.komenindy.org/race
- Click "Join a Team" on the left menu
- Look for and select IUPUI PETM
- Sign up!
- Sandy Barnett and Jeremy Swinford (ssbarnet@iupui.edu and jiswinfo@iupui.edu) will send you information about where to meet our team before the race! They also will post it on our school's facebook page and website.

American Cancer Society's Relay for Life Details:

- Friday, April 8 through Saturday, April 9, 2011
- IUPUI Theme: Quit Clownin' Around with Cancer
- 12-hour walk/run relay
- IUPUI University College Courtyard, in front of Taylor Hall

Join our team!

- www.relayforlife.org/iupuiin.
- Click "Sign Up" at the top of the page
- Select "Join A Team" and "School of PETM"
- Follow the instructions from there to register.
- Rachel and Jeremy Swinford (rswinfor@iupui.edu and jiswinfo@iupui.edu) will send you information about where to meet the team before the race! They also will post it on our school's facebook page and website.



Looking to earn a master's degree?

Want to better prepare yourself for future positions? Need to create job advancement opportunities for yourself? Considering a job or career change?

TCEM announces the new MS in Event Tourism!

Focused graduate studies in:

- Sports tourism
- Cultural tourism
- Convention tourism

Future careers in:

- Event marketing
- Tourism research consulting
- Destination planning and management
- Hospitality and association management
- Entrepreneurship
- Academia
- Meetings, incentive travel, conferences, conventions and exhibitions

Physical education also offers a Master of Science in Physical Education (Kinesiology)

- Pursue a career in health and wellness settings
- Become an exercise specialist or personal trainer
- Expand your knowledge base as a higher-level educator

Two tracks:

- Clinical exercise science
- Teaching and curriculum



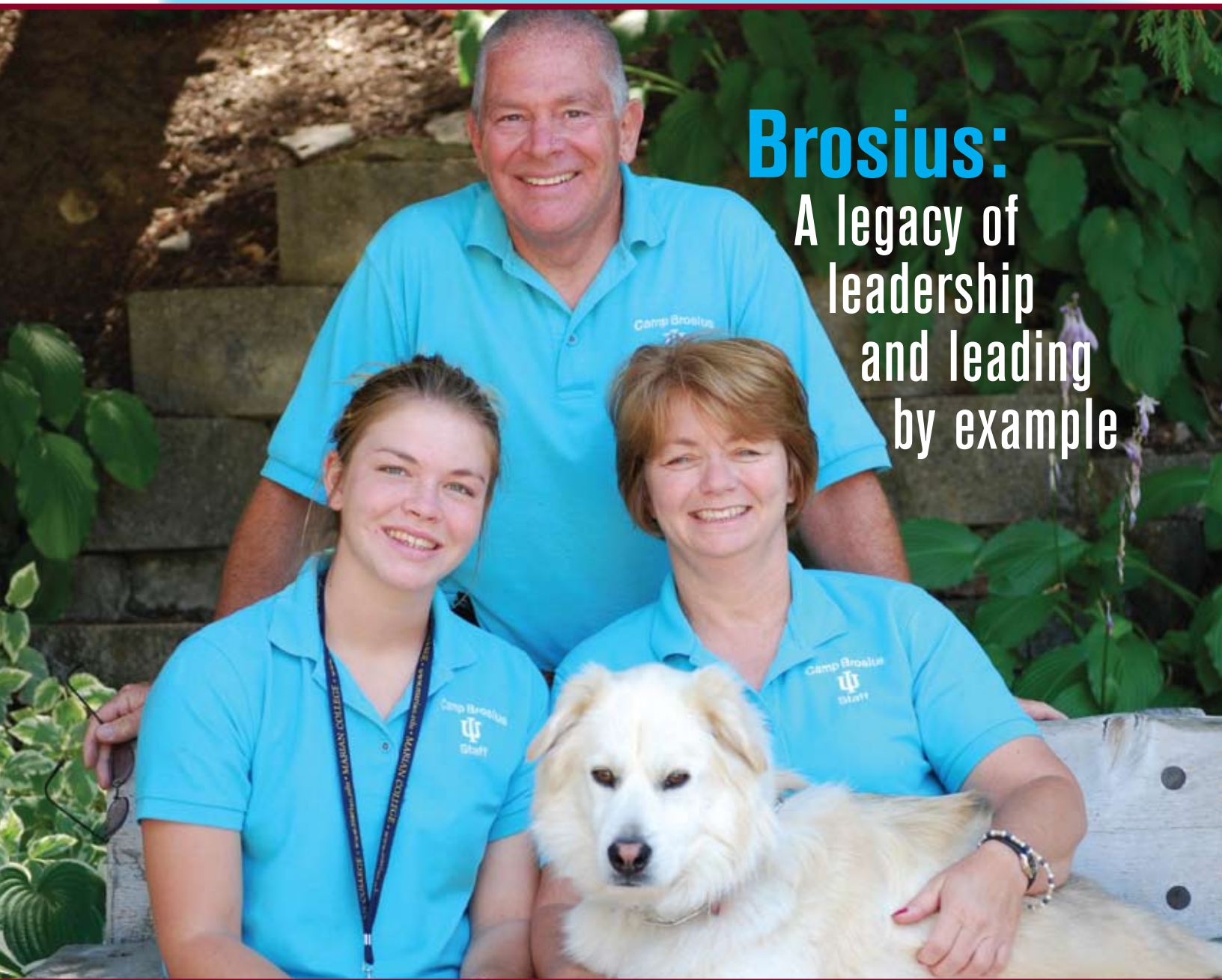
PETM alumni are ideal candidates for these programs!

Interested in TCEM's master's program? Schedule an appointment with department chair Sotiris Hji-Avgoustis, savgoust@iupui.edu or 317.278.1647.

Interested in physical education's program? Schedule an appointment with department chair Rafael Bahamonde, rbahamon@iupui.edu or 317.274.2344

<http://petm.iupui.edu>

(choose academic programs link)



Brosius: A legacy of leadership and leading by example

If you were to put a face on Camp Brosius, it could be Wiley Craft's. From kitchen boy to man in charge, Wiley has been part of the rich history of the camp for 40 years. And if he has his way, he and his wife, Mary, who serves with him as co-director of the family camp, will be part of its future, too.

Nowadays, the camp is operated by IUPUI's School of Physical Education and Tourism Management (PETM) and, according to Jay Gladden, PETM dean, serves two main purposes.

"When the alumni association began camp management in 1975," Gladden explains, "Camp Brosius became a location where IU alumni and their families could go on vacation and recreate during the summer. This serves an important



“That’s why we felt it so important to lead by example and give to these construction projects.”

— Wiley Craft

alumni-relations role which we support.

“Its second role, of course, is as a teaching and learning facility where our students can go to complete a weeklong immersive learning experience built around teamwork, leadership and personal development.

“In addition to alumni, more than 100 PETM students attend camp each year,” Gladden adds.

Guest registration fees pay for family camp activities, daily operations and some maintenance. This makes long-term upkeep a real challenge. Several buildings were recently renovated, including cabins and the Camp Brosius Inn.

PETM reserves paid for part of the renovations,

with the rest coming from philanthropic individuals, family foundations, businesses and one corporate in-kind gift. Unfortunately, reserves have been

tapped, and there are still considerable renovations remaining.

“About two-thirds of the guest quarters have been renovated to contemporary standards,” Gladden notes. “Work remains on some cottages and the Annex to make them current. Unfortunately, given the current economic situation, these will need to be funded by private donations and non-IU resources.”

To that end, the school is actively engaged in fundraising, hoping the treasure that is Camp Brosius remains alive for at least another century. Several alumni already have responded with gifts, including the Crafts.

“Camp Brosius is so important,” Wiley Craft says. “It’s the place where families get together, have reunions, vacation, party, play, meet new friends, compete, eat and relax. There is no place like Camp Brosius. It is where memories are made.

“We see camp on a regular basis all summer long,” Wiley continues. “We know there are still some major projects that have to be completed. These renovations are not just cosmetic, but structural and important for the camp’s continued success. That’s why we felt it so important to lead by example and give to these construction projects.”

The Crafts are not alone in their willingness to give. They’re joined by the likes of Nick and Lori Kellum.

Nick Kellum discovered Camp Brosius almost five decades ago. A career Indiana University man, Nick became familiar with the camp in 1963, when he enrolled at the Normal College as a transfer student from Hanover College.

“We had to attend the camp as undergrads,” says Kellum, former PETM dean, “and my classmates and I took lots of classes there our freshman

and sophomore years — swimming, boating, track and field. When I joined the faculty in 1968, I volunteered to serve on the camp faculty and have been involved, along with my family, since.

“My wife Lori and I both strongly believe the educational experience students get at Camp Brosius is very important to their overall maturation in college,” Nick adds. “I’ve had lots of students over the years tell me how important the experience was to them, how it really turned things around for them and helped them become better leaders. That’s what Camp Brosius is all about: developing leaders.”

That’s why the couple continues to make contributions after Nick’s retirement and has included the camp in their estate planning.

(Editor’s note: Planned gifts, such as the Kellum’s, are a great way to provide for the future of Camp Brosius. For more information, contact Laura Klaum, 317-274-1484, lklaum@iupui.edu.)

— Richard Isenhour

“That’s what Camp Brosius is all about: developing leaders.”

— Nick Kellum

For Bosches, *Giving to Brosius Is a Family Affair*

Six-year-old Hayden Bosch picks up his green piggy bank and carefully begins to deposit money from his small weekly allowance. Some of the money will go for the new Legos he's been wanting; some will be set aside for future purchases. And a dollar will go toward a fund for new playground equipment at Camp Brosius, which is one of Hayden's favorite places in the world.

The youngster's modest philanthropic effort is an idea that his parents, Bobbi and Glenn Bosch, came up with after their family camp experience at Camp Brosius last summer. Hayden spent hours and hours at the camp's playground, Bobbi recalls, adding, "He loved that place like nothing I've seen."

Bobbi and Glenn enjoyed their son's enthusiasm for the playground. They also saw a need. The equipment, though sturdy, was dated and tired-looking. "We realized that a lot of children might benefit from new equipment, so we decided to make a commitment," says Bobbi.

The Bosches launched a playground fund with a generous gift. Now they're inviting other friends of Camp Brosius to join them in raising \$30,000 for the first phase of improvements.

With enough pledges, new features such as a whimsical nature-inspired treehouse could be installed as soon as 2011, according to Laura Klaum, director of development and external affairs for the school of PETM. The treehouse will have slides, climbing areas and features that help children learn about nature.

Future phases of the project will include a durable and safe "rock" climbing area as well as a mini-playground for small children.



Playground Project Gives Youngster a Lesson in Philanthropy

All told, the upgrades are expected to cost more than \$70,000.

Bobbi and Glenn — who both are development and fundraising professionals in the IU system — say that deciding to support a new playground was an easy choice. So was getting Hayden involved. "We thought he was old enough to understand the power of philanthropy," says Bobbi. "The new equipment will be something he can see and know he helped make possible."

Even when their son outgrows the playground, the Bosches know he'll continue to enjoy his trips to Camp Brosius for years to come. "Hayden loves the activities, and he especially loves the attention he gets from camp counselors," says Glenn, who describes Brosius staff as "spectacular."

People who'd like to support the playground improvements can donate to the Camp Brosius Renovations Fund and designate their money for the project. The Bosches encourage IU families and friends to support ongoing maintenance and improvements for the camp, which is nearly a century old.

"As we are trying to teach our son, if everyone donates even just a little, the improvements can benefit everyone without any single person having to shoulder too much expense," says Glenn. Noting that the campers at Brosius are a community centered around the peace and enjoyment they get from their visits, he said, "Accepting our shared responsibility really is the definition of community."



The Bosch's gift recently was matched by Marti and Bryan Babb. Marti indicates, "the playground is a place where the kids start their earliest camp memories. It's a place for them to run, use their imagination, and enjoy time with new friends.

"My husband Bryan and I are committed to giving back to the camp in some way," she continues, "most importantly to help to restore the camp.

We want to see Camp Brosius still standing long after we are gone. Because our children love playing on the playground, we felt this was a unique way to help."

For information on supporting the playground or other Brosius renovations, contact Laura Klaum, 317/274-1484, lklaum@iupui.edu.

—Laurie Sachtleben

Some 2010 PETM Accomplishments: A Year in Review



External Appearances:

Rafael Bahamonde, physical education, was a plenary speaker during the 27th International Conference on Biomechanics in Sports, Limerick, Ireland.

Amanda Cecil and Susan Alvarez, TCEM, presented two separate research papers at the International Council of Hotel, Restaurant and Institutional Education Conference in Puerto Rico.

Brian Culp, physical education, was a plenary speaker at a Colorado Department of Education seminar in Thornton, Colorado.

Sotiris Hji-Avgoustis, Yao-Yi Fu, and Linda Brothers, TCEM, participated in both the inaugural Athens Tourism Symposium, Athens, Greece and the International Meetings and Incentives Conference (IMIC). Faculty served as members of both the organizing and scientific committees.

Various faculty from both departments participated in panels, poster sessions, and more during the American Alliance for Health, Physical

Education, Recreation and Dance conference in Indianapolis, Indiana.

Three students with disabilities from Sandy Barnett's basketball class served as ball girls during a recent IUPUI Jaguars men's basketball game. Barnett maximizes her connections to help students engage in IUPUI and community events. As do her faculty colleagues, Barnett understands that learning often occurs outside the classroom and with the help of others outside PETM.

Education, Recreation and Dance conference in Indianapolis, Indiana.

Educational Advancement:

TCEM's Master of Science in Event Tourism was approved by the Higher Education Commission and is already accepting students for fall 2011 semester. See page 25.

The military science department, in partnership with the IUPUI Office for Veterans and Military Personnel, received a \$50,000 grant from Operation Diploma to conduct faculty and staff awareness training related to veterans.

The school received a \$21,500 Learning Environment Grant to transform the student lounge into a multipurpose classroom with enhanced technology.

That lounge opened fall 2010 and is utilized by all three departments.

Steve Fallowfield was appointed physical education lecturer. **Tom Cappart** was hired as visiting lecturer, physical education.

TCEM's **Amanda Cecil and Jake Streepey**, physical education, were among eight IUPUI instructors selected to participate in a study focused on iPad effectiveness in the classroom.

Amanda Cecil and Brian Krohn, TCEM, received a Program Reviews Assessment Committee (PRAC) grant to enhance the TCEM curriculum.

Brian Culp and Jennifer Anderson, physical education, received \$18,000 from Clarian Health Partners to fund a program to engage middle school students in out-of-class physical activity and wellness related practices.

Dena Mullins' students also participate.

Tony Kaleth, physical education, published two book chapters in the American College of Sports Medicine's *Resources for Clinical Exercise Physiology*, 2nd Edition.

Alan Mikesky, physical education, published a second edition of *Sports Nutrition: Workbook and Assessments*.

Katie Stanton, physical education, received a Program Reviews Assessment Committee (PRAC) grant to develop a portfolio project to assess the content knowledge of physical education students prior to their service experience.

Katie Stanton, NiCole Keith, and Mark Urtel, physical education, received an Engaged Department Grant from the Center for Service and Learning to better coordinate, link and assess the various service learning experiences of physical education and exercise science students.

Yao-Yi Fu, Amanda Cecil, and Sotiris Hji-Avgoustis, TCEM, received an Engaged Department Grant from the Center for Service and Learning to expand TCEM's efforts related to civic learning projects and connect them to curricular improvements.

Yao-Yi Fu and Betty Jones, TCEM, collaborated with another IUPUI entity to receive an Integrative Department Grant. The grant's purpose is to collect information about TCEM's implementation and assessment of the Principles of Undergraduate Learning (PULs) and then develop rubrics for each PUL and implement assessment using IUPUI's ePortfolio technology.

Research:

Jinmoo Heo and Carina King, TCEM, collaborated with **Mark Urtel**, physical education, to receive an IUPUI Faculty Research Opportunity Grant. The study's purpose was to investigate the correlation between physical activity and wellbeing among older adults.

Jinmoo Heo and Carina King, TCEM, received a Multidisciplinary Undergraduate Research Institute (MURI) grant to study student Flow, a state in which people become so intensely involved in an activity that nothing else seems to matter.

Tony Kaleth, physical education, was a co-investigator on a NIH project entitled "Exercise-based Motivational Interviewing for Fibromyalgia" with Dr. Dennis Ang (IU School of Medicine).

NiCole Keith, physical education, received a

\$114,000 National Institutes of Health (NIH) award from the National Heart, Lung and Blood Institute for the study entitled "Self-Reported Fitness Survey."

NiCole Keith and Jennifer Anderson, physical education, received a \$90,000 grant from the Anthem Blue Cross and Blue Shield Foundation to evaluate current PARCS programs (see page 18).

Alan Mikesky, physical education, received an \$11,649 grant from the American College of Sports Medicine to study KAATSU training (resistance training exercise with restricted blood flow). Mikesky also received a MURI grant to explore ways to harvest human energy from exercise.

Alan Mikesky and Rafael Bahamonde, physical education, received a grant from M.Y. Life Products, LLC, to evaluate product effectiveness. See page six.

Zach Riley, physical education, received a Research Support Funds Grant (RSFG) for \$33,257 to study Motor Unit and Reflex Behavior during Blood-Flow Restricted Exercise.

Community Engagement:

Travel Channel foodie Andrew Zimmern entertained and educated the community in a free lecture as part of the Efroymsen Lectures on International Art, Culture and Heritage, funded by the Efroymsen Family Fund, a CICF Fund. The event is organized annually by TCEM's **Yao-Yi Fu**.

The Indiana Cultural Tourism Conference was conducted, thanks to support from the Efroymsen Family Fund and staged annually by TCEM. During the conference, the Elkhart County Convention and Visitors Bureau (CVB) received the \$25,000 Efroymsen Award for Excellence in Cultural Tourism Development to recognize the CVB's efforts in boosting Indiana's cultural tourism offerings. **Susie Benko** organized the conference. See information, inside front cover and page 21.

The school organized the Indianapolis Physical Activity and Health Collaborative, a partnership with the American College of Sports Medicine, the Indiana Housing Agency, and Indianapolis Public Schools. The goal is to provide healthy lifestyle education, services and facilities to the urban Indianapolis community, and service learning opportunities to undergraduate and graduate students.

TCEM's **Sotiris Hji-Avgoustis, Suosheng Wang, Carina King and Jinmoo Heo** continued their annual Indianapolis Quality of Life Study with an added emphasis on sports tourism development.

Service and Recognition:

IUPUI received the regional Kellogg Foundation Engagement Award from the Association of Public and Land-Grant Universities. This prestigious award recognizes the IUPUI partnership with George Washington Community High School. IUPUI was the selected recipient for the North Central Region, out of 17 nominees. The physical education PARCS program significantly contributes to this partnership. See page 18.

The military science department was ranked seventh among 38 universities participating in the ROTC Leadership Development and Assessment Camp this past summer. In the Leadership Performance and Potential category, IUPUI ranked fourth.

The school's website received kudos from the IUPUI Office of Marketing and Communications (OCM). The school received an OCM Pride of the Jaguar Award for its efforts to enhance university marketing by integrating university look, messaging, design, and content.

Lisa Angermeier, physical education, was president-elect, Indiana Alliance for Health, Physical Education, Recreation and Dance.

Lisa Angermeier and Amanda Cecil, TCEM, were designated as Boyers Scholars by the IUPUI Office of Service Learning.

Rafael Bahamonde, physical education, was reappointed to the United States Tennis Association Sport Science Committee. He was inducted as Research Fellow of the International Society of Sport Biomechanics. Bahamonde also was recognized with the IUPUI Center for Research and Learning Director's Award for Outstanding Leadership and Mentoring of Undergraduate Research.

Jay Gladden, Dean, was appointed to the Indianapolis Convention & Visitors Association Board of Directors.

Tony Kaleth, physical education, was appointed to the ACSM-Midwest Regional Chapter's Board of Directors.

Laura Klaum, development and external affairs, was appointed to the Board of Directors, Association of Fundraising Professionals-Indiana Chapter, and to the finance committee, National Association of Pediatric Nurse Practitioners.

Mark Urtel, physical education, was president, Indiana Alliance for Health, Physical Education, Recreation and Dance.

A New Brosius Experience

Curriculum Changes Mean Briefer Time at Camp, More Focus on Leadership Skills.

Changes to the physical education curriculum will give undergraduate students the opportunity to experience Camp Brosius as the site for a redesigned, intensive, leadership development experience. The six-day course will replace two previous Brosius-based courses that lasted a total of 17 days and focused on both outdoor recreational skills and leadership development.

The changes were recommended to the faculty by a study team and passed by a faculty vote in mid-December. They will take effect beginning in May 2011, when two six-day sessions, each with a class size of approximately 60 students, will be offered. A third session will be staged in August.

"The adjustments are aligned with the School of Physical Education and Tourism Management's (PETM's) evolving mission," says Dean Jay Gladden. "One of our priorities through 2013 is delivering cutting-edge programs to prepare students for success after graduation. A refreshed leadership and teambuilding experience fits well with this priority."

Gladden also acknowledges a very practical reason for changing the Brosius experience for physical education students: capacity. "We are one of the fastest-growing programs in the university, with approximately 600 students," he says. "Moving large numbers of students through a required, 17-day, offsite course was becoming logistically impossible."

Details of the new leadership development course are being worked out in early 2011, with input coming from physical education faculty and

the IUPUI military science (ROTC) department. According to Gladden, the ROTC group, which is part of PETM, has developed a sophisticated and highly respected leadership skills-building program (see page 34).

ROTC's program emphasizes behaviors and skills such as innovation, mental agility, and the ability to motivate and inspire. The new course, like ROTC training, will enable students to test their skills in both physically and mentally challenging situations, says military science professor Tom Rude. "The camp experience will be fun, challenging, and highly focused," Rude says, adding that the goal is to help students develop skills that can apply to a variety of careers.

Rude sees several advantages to hosting the course at Brosius. One is the simple fact that learning in an outdoor environment provides experiences not easily duplicated in a classroom. Others include the lack of distraction and the chance for students to bond by living and working together.

Nevertheless, shortening the camp experience from 17 to six days was, at least in part, a response to student feedback. Chair of the physical education department, Rafael Bahamonde, indicates "We're an urban campus. Many of our students have work and family obligations. Our hope is that six days will provide a valuable academic experience without interfering with students' personal lives."

A briefer Brosius experience doesn't necessarily signal a decline in the school's appreciation for what students gain at the unique Wisconsin property. Clinical assistant professor Jay Bradley will be the director for student camps at Brosius. He also coordinates the physical education department's internship program.

"Employers tell me often that our students have superior people skills compared to students from other schools. They learn faster and make decisions more confidently," says Bradley. "The Brosius experience clearly has played a role in this. I believe it gives students a competitive edge."

Rachel Swinford, a lecturer in the physical education department who teaches at camp, concurs. "The camp leadership development course will be a great opportunity for our students," she says, "because they will gain practical experience that can be applied to any future career."

— Laurie Sachtleben

for Phys. Ed. Students

*“The camp experience will be fun,
challenging, and highly focused.”
— Tom Rude*



*“The camp leadership development course will be a great
opportunity for our students because they will gain practical
experience that can be applied to any future career.”
— Rachel Swinford*

“Be, Know, Do: Putting Leadership Development in Action”

Adaptable Program Will Enhance PETM's Learning Outcomes

Important to the future of the United States is to develop leaders to “Be, Know, and Do” to perform at their highest potential.

In the foreword of the Army's capstone leadership field manual, *FM 6-22 Army Leadership*, General Schoomaker states the Army must have “competent leaders of character ... to meet the challenges in the dangerous and complex security environment we face.” This doctrine serves as the basis for the Leadership Development Program (LDP) in Army ROTC programs across the country.

“Over the past decade, it has become apparent just how much the future of America and the world depends upon the quality of leadership for the common good,” states the Director of Harvard Kennedy School's Center for Public Leadership. For these and other reasons, the Army's LDP model can be adapted to quickly enhance PETM's learning outcomes.

LDP Model and Components

The Army defines leadership as influencing people by providing purpose, motivation, and direction while operating to accomplish the mission and improve the organization. The LDP model focuses on developing two primary areas: core leader competencies and leader attributes.

Leader attributes contain three basic goals: to lead others, to develop the organization and its individual members, and to accomplish the mission. The core leader competencies are then complemented by attributes that distinguish high-performing leaders of character. Attributes are characteristics that are an inherent part of an individual's total core, physical, and intellectual aspects. These at-



tributes shape how an individual behaves in their environment – a leader of character, presence, and intellectual capacity.

The Leadership Development Program (LDP) is a continuous process of training, assessment and feedback with the goal of instilling and enhancing desirable behavior.

The principles of the LDP model are:

- Standardized Assessment Technology
- Individual Focus
- Developmental Feedback
- Structured Leadership Opportunities
- Assessor Qualification
- 360-degree Assessment

Based on the core leader competencies and leader attributes, the LDP model is broken into 17 leadership dimensions and seven professional values. These leadership opportunities allow the instructors to observe, counsel, and assess individual students to provide individual focus and feedback.

After the leadership opportunity is finished, students must complete an individual self-assess-

ment prior to receiving the final assessment from the instructor. This allows the student to conduct their own personal reflection and the instructor to provide better developmental feedback. Periodically, the group of students also conducts peer assessments, completing the 360-degree assessment.

IUPUI's Program

The U.S. Army Cadet Command, responsible for oversight of Army ROTC programs across the country, states that ROTC is the best leadership course in America. Here at IUPUI, ROTC students participate in a four-year program of leadership training comprised of a combination of military science classes, leadership labs and field training exercises focused on experiential learning and physical fitness training.

The military science courses, recognized under IUPUI's RISE challenge, focus primarily on experiential learning — putting leadership development in action. The leadership labs and field training exercises are conducted at different locations on campus, Fort Harrison State Park, and Camp Atterbury.

At each of these events, students are placed in leadership positions of a squad (eight to twelve students) and given a variety of tasks to complete: leadership reaction courses, situational training exercises, and military squad tactical tasks. As cadets progress through the four-year program, the ROTC Cadre increase the cadets' level of responsibility, put them in charge of larger student groups, and have higher performance expectations. During their senior year, cadets serve as the leadership and staff for the whole program and are responsible for planning and executing all activities.

Per the *Army Leadership Manual*, the ideal leader “has strong intellect, physical presence, professional competence, high moral character, and serves as a role model.” The strong intellect and professional competence is developed through

the academic rigor and high standards of the university and the program of study. The ROTC program focuses on physical presence through our morning workouts, long road marches, and combat water survival training.

Cadets attend the Leadership Development and Assessment Course (LDAC) during the summer between their junior and senior year in college. This 29-day course is held at Fort Lewis, Washington, and provides the students a venue to demonstrate the leadership abilities they've developed after three years on campus.

Throughout each summer, LDAC is host to over 6,500 college students from around the country. The students are formed into twelve-person teams, having not met before arriving at camp, and complete a variety of tasks over the 29-day period. This course provides a great ability to assess their leadership potential in a physically and mentally demanding environment.

PETM's Leadership Curriculum

The Army's LDP model (pictured right) is easily adaptable and has the ability to enhance the school's learning outcomes for all students.

Dean Gladden has challenged the two departments to integrate leadership development both in the classroom and during the Camp Brosius experience. The collaboration of this new program is currently being developed with the goal to begin a pilot program during summer 2011 at Camp Brosius.

Conclusion

Leaders are essential to the current and future success of our country.

"The armed services have been in the business of leadership development much longer than any other organization," notes Michael Useem in the November 2010 issue of *Harvard Business Review*.

To support PETM, particularly the physical education department, the military science department is determined to adapt this well-developed LDP and enhance the learning outcomes of these future leaders.

— Lieutenant Colonel Tom Rude

ROTC in the Nation and at IUPUI

The IUPUI Army ROTC program began in 1981, will celebrate 30 years at IUPUI in May 2011, and has a mission to commission future leadership for service to the nation.

273 Army ROTC programs span the country, with cadets attending more than 1,400 universities. Through these programs, 5,300 Army officers are commissioned annually as second lieutenants. Army ROTC produces more than 60 percent of all Army officers; other sources include the West Point Military Academy, Officer Candidate School, and direct commissions.

Each year, IUPUI commissions between 15-25 officers into the Army, the Indiana National Guard, or the Army Reserves.



Five Global Learning Outcomes

- 1) Have effective communication skills
- 2) Be independent learners with good problem-solving skills
- 3) Have a global perspective and a good sense of civic engagement
- 4) Have content knowledge and be able to translate theory into practice
- 5) Have professional skills and model a healthy lifestyle



LDP Attributes and Competencies

- Physically fit
- Composed, confident
- Resilient
- Intellectual capacity
- Innovation
- Leads others
- Leads by example
- Creates a positive environment
- Prepares self
- Develops others
- Gets results

Alumni Tracks

Ileah Baier, BS TCEM 2008, is sales assistant, Indianapolis Convention & Visitors Association.

Maureen Bauer, BS TCEM 2007, is assistant tasting room manager, Rosenthal-The Malibu Estate, Malibu, Calif.

Seven Brooksby, BS TCEM 2007, is express sales manager at University Place Conference Center & Hotel, Indianapolis.

Katherine (Kacie) Cavanagh, BS PE 2010, accepted a position with the United States Auto Club's TORC series, Indianapolis.

Kyle Halbrook, BS TCEM 2008, accepted a position with White Lodging at the Boulder, Colo., Marriott.

Amanda Hartman, BS TCEM 2010, is associate meetings and event planner with Carlson Wagonlits Travel, Indianapolis.

Wade Johnson, BS TCEM 2010, is White Lodging's front desk manager at the Indianapolis Marriott Downtown.

Jon Knoy, BS TCEM 2009, is a reservations agent at the Emory Conference Center Hotel, Atlanta.

Joyce Lucke, C Events Mgmt 2005, is owner, Paragon Meetings and Events LLC, Columbus, Ind.

Rhiannon Maynard, BS TCEM 2009, is sales and marketing manager at 14 West, Indianapolis.

Rokeena Patton, BS TCEM 2010, is Darden Restaurant Brands' event and catering sales manager for Seasons 52, Indianapolis.

Brad Ralston DC, BS PE 1995, is director, Brain Balance Center of Indianapolis.

Kendall E. Rich-Horvatich, C Events Mgmt 2009, is special events coordinator, Arthritis Foundation, Indianapolis.

Vanessa Stafford, BS TCEM 2006, is program manager with Future Farmers of America (FFA), Indianapolis.

Jeff Stofko, BS TCEM 2009, is assistant general manager, Hyatt Place Indianapolis Airport.

John Strouse, AS TCEM 1994, is a business instructor at Owens Community College, Toledo, Ohio.

Mandolyn Vandergriff, BS TCEM 2010, is a supervisor at Churchill Downs, Louisville, Ky.

Rachel Zeltner, BS PE 2006, is physical education and family and consumer sciences teacher with Wanatah Public School, Wanatah, Ind.

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PETM Welcomes New Staff

Rachel Sipes comes to our school from the IU School of Social Work on the IUPUI campus. She is pursuing her bachelor's degree in general studies from Indiana University. As the school's recorder, Rachel's primary responsibilities are processing admissions, managing records, and handling graduation. Rachel started in January 2010.

Jeremy Swinford, BS PE 2004, is assistant director of development and external affairs, a newly created position. He brings to the school a solid sales and marketing background, along with an insider's edge to the school's alumni association. Jeremy's projects will include working with annual fund, campus campaign, and recent alumni. Since his December 2010 start date, he's already contributed considerably to Camp Brosius marketing.

Nyree Humbert and Rose Baker are the school's shared administrative team. Beyond greeting guests at the door, they provide administrative support to faculty and the Dean's office, help students with course registration, assist with the school's social media and website, and perform many other administrative duties. Both Nyree and Rose started in January 2011.

Nyree has an associate in applied science degree from Ivy Tech State College, where she majored in administrative office technology.

You may remember Rose, BS PE 2008, from her days as a Camp Brosius counselor. Rose transferred to the school from the IUPUI Department of Intramural and Recreational Sports.



It's a Friday Night PETM Party!

For faculty, staff, alumni and students. Please join us!

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