

IU School of Physical Education and Tourism Management, IUPUI

In Motion

Summer 2011



**Hands-On
High School
Outreach**

An Evening with Paul Theroux

America's Foremost Travel Writer
The Tao of Travel

Monday, September 26, 2011
7:00 P.M.
IUPUI Campus Center
Room 450
420 University Blvd.
Indianapolis
<http://petm.iupui.edu>

Free admission with
public book signing after lecture.
Book signing is sponsored
by Barnes & Noble Bookstores.

Presented as part of the Efroymson
Lectures on International Art,
Culture and Heritage by the IUPUI
Tourism, Conventions and Event
Management Department.

A sampling of Theroux's works:

The Tao of Travel
Ghost Train to the Eastern Star:
28,000 Miles in Search of the
Railway Bazaar
The Old Patagonian Express:
By Train through the Americas
A Dead Hand
The Mosquito Coast

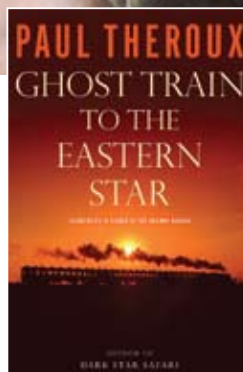


Photo by William Furniss

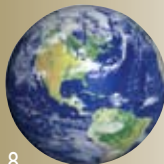


INDIANA UNIVERSITY
SCHOOL OF PHYSICAL EDUCATION
AND TOURISM MANAGEMENT
IUPUI

Sponsored by **Indianapolis**
MONTHLY



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Dear Alumni and Friends

I shake my head in disbelief as I have now served as Dean for more than two years. Time has flown, and I am proud to report much has been accomplished. Increasingly, institutions of higher education are challenged to document the impact of their work. Fortunately, in the School of Physical Education and Tourism Management (PETM), that is never a problem.

In fact, each issue of *In Motion* provides an opportunity to look back at what has been accomplished over the last few months. I am, again, pleased to report that we have been very busy. An overarching theme of this issue is positive outcomes of our work. A commitment to student growth and development is a core value here in PETM, and this issue captures the outcomes of our work.

For example, in this issue you will read about the work of NiCole Keith, who spent part of this past summer helping an Indianapolis high school student chart the course to the career of her dreams. You will read about TCEM student Ashley Herring, who was recognized as a 2011 ROSE (Recognition of Service Excellence) winner. The ROSE Awards were developed to recognize Indianapolis hospitality employees who far exceed the call of duty—and Ashley received this recognition while also working toward her event management certificate.

I am fortunate to work with a committed group of faculty who not only seek innovation in their classroom but also strive to collaborate around innovation. The results are often incredible. For example, our Physically Active Residential Communities and Schools (PARCS) program has helped over 10,000 Indianapolis residents since its inception in 2004. In this issue, you will read about the impact of this program on one of its participants and the community.

Our dynamic faculty are also achieving results for their respective industries. As you progress through this issue, you will read about Brian Culp, who was named to the Physical Education Standards Committee of the National Board for Professional Teaching Standards. In his capacity,

he has been serving an important role in updating and revising the national physical education standards. I find it quite fitting that the oldest school to prepare physical education teachers has a seat at this important table!

You also will read about the great work of Amanda Cecil. Amanda's expertise in business travel and the creation of educational programs for the hospitality industry resulted in an important relationship with the Global Business Travel Association (GBTA). She will soon be completing research on the educational needs of GBTA members and developing educational programming to advance the professional delivery of business travel services.

This issue also highlights how PETM impacts its surrounding community. While many were relaxing over Memorial Day weekend, Brian Krohn and Yao-Yi Fu were overseeing a team of students

that collected data on people attending the IPL 500 Festival Parade. Their research will enable the 500 Festival Parade to better serve future attendees of this Indianapolis institution.

Finally, you will read about where we are focusing energies toward resource development associated with the IUPUI IMPACT fundraising campaign. Your decision to support PETM with a charitable gift, regardless of size, has a lasting impact on the school, its students, and our ability to continually demonstrate positive outcomes.

I hope you enjoy the most recent version of *In Motion*—happy reading!

Kind regards,


Jay





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



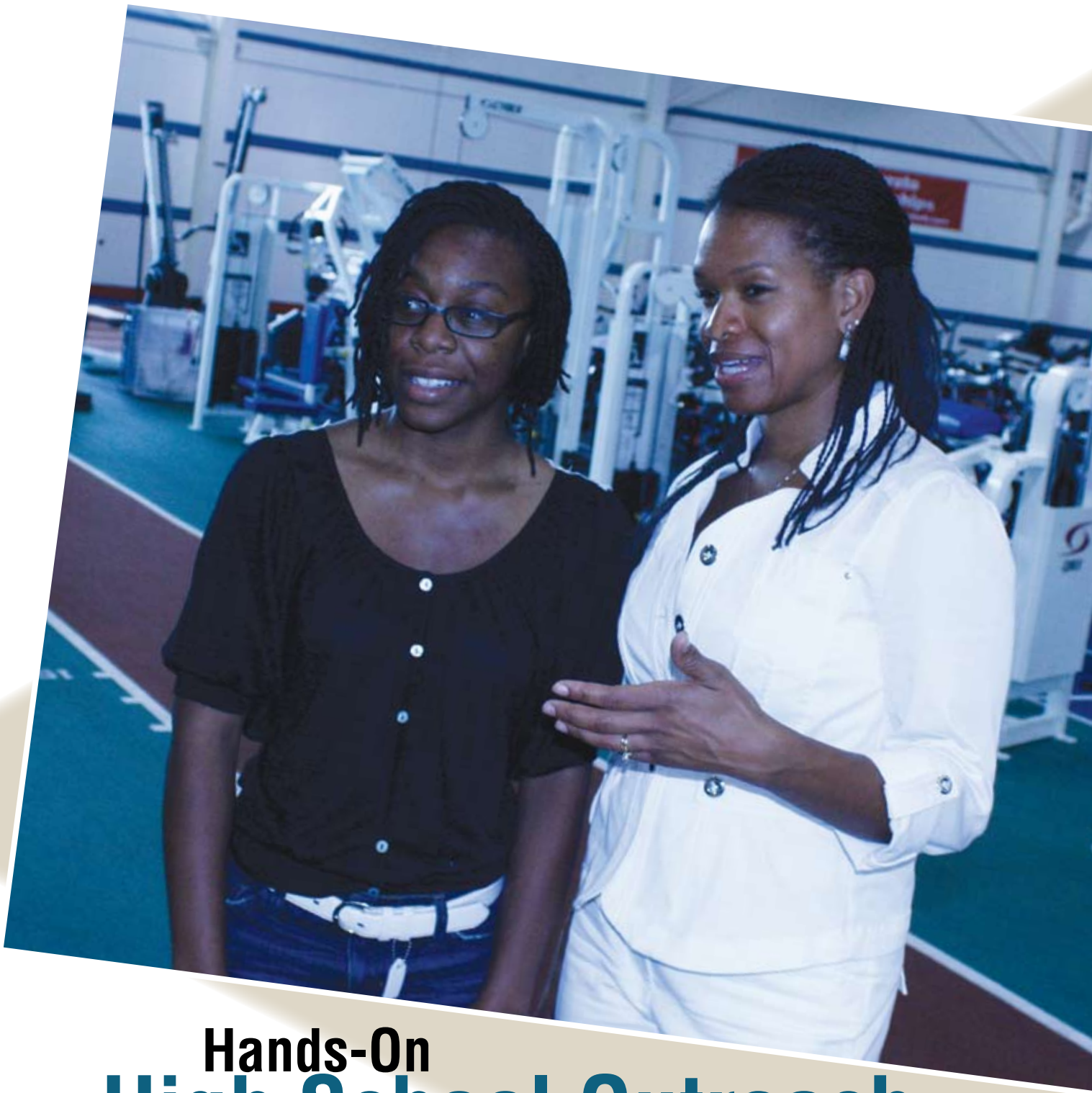
PETM alumni are ideal candidates for these programs!

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

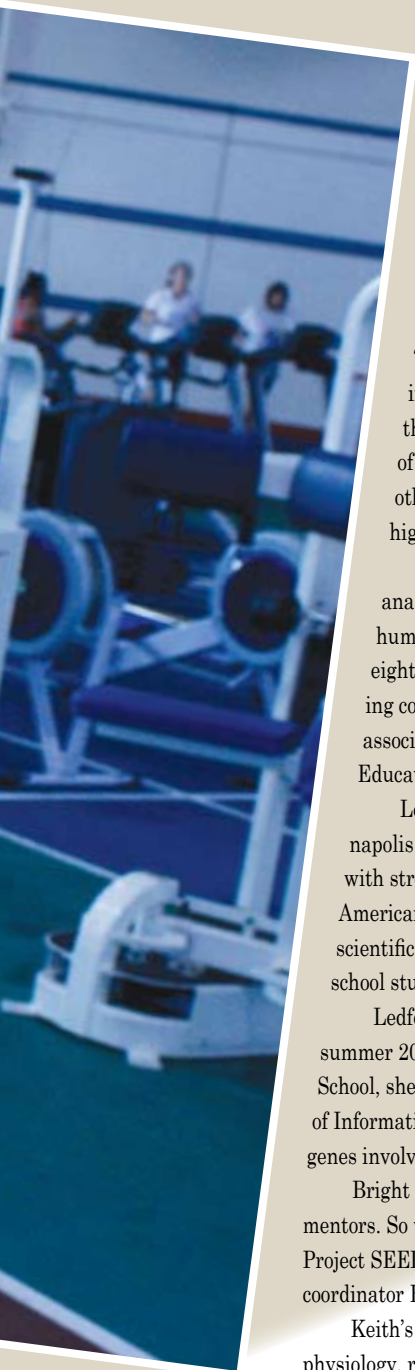
Interested in physical education's program? Schedule an appointment with department chair Rafael Bahamonde, rbahamon@iupui.edu or 317.274.2344

<http://petm.iupui.edu>

(choose academic programs link)



Hands-On High School Outreach



NiCole Keith gives a Lawrence North student a taste of college-level research.

As a child, Lakenvia Ledford didn't mind being taken to see a doctor. "I was never scared. I liked what doctors could do to help people," she recalls. The examining room, the instruments—all were fascinating to her.

It's no surprise, then, that Ledford—"Kenvie" to her friends—has targeted a career in the life sciences. What may be surprising is that she already has amassed hundreds of hours of experience in the field through internships and other programs ... and she only graduated from high school in May.

Ledford, from Indianapolis, will attend Indiana University at Bloomington this fall, majoring in human biology. Her most recent internship was an eight-week summer program that had her performing college-level research with NiCole Keith, Ph.D., associate professor in PETM's Department of Physical Education, as her sponsor and mentor.

Ledford and Keith were matched through Indianapolis Project SEED, a nearly 30-year-old program with strong ties to IU. Established nationally by the American Chemical Society, Project SEED provides scientific research opportunities to high-potential high school students.

Ledford is a two-time Project SEED intern. In summer 2010, as a rising senior at Lawrence North High School, she worked with two professors from IU's School of Informatics. Her focus: data mining to learn more about genes involved in colorectal cancer.

Bright and diligent, Ledford clearly impressed her mentors. So when Keith expressed interest in taking on a Project SEED student for summer 2011, Indianapolis SEED coordinator Elmer Sanders thought of Ledford.

Keith's research, which focuses on exercise science and physiology, requires interaction with human subjects. That's unusual for Project SEED internships, which typically place students in laboratory settings, says Sanders.

Sanders felt Ledford was up to the challenge. "She's hardworking, cheerful, humble, and an athlete," he says. "I thought she'd be a good match for NiCole and her unique needs."

He was right. After a period of training, Ledford supported several of Keith's ongoing research projects, including a four-year, grant-enabled project to create a standardized survey for self-reporting of fitness among adults. Working directly with Keith or with one of her research assistants or graduate students, Ledford helped to recruit research subjects and collect data, including interview notes and vital signs such as blood pressure and heart rates in study participants.

Taking a hands-on approach to research appealed to Ledford, as did the chance to be part of a large and active research team. Ledford especially enjoyed Keith's mentorship. "Her feedback was valuable and encouraging," said Ledford. "If I made mistakes, she helped me figure out how to do better. And she was easy to talk to."

Ledford hopes her work with Keith, along with her previous internship experiences, will help her succeed in her college career. For her part, Keith has confidence in Ledford, who she called "mature beyond her years" and "a self-starter."

No matter what profession or specialty Ledford chooses, she's well-equipped to excel, says Keith. "I don't expect her to major in exercise science. That's not the point," Keith says. "But I'm glad she had this experience. Seeing students like Kenvie shows me that high schools are producing some outstanding students. It gives me hope for the future."

— Laurie Sachtleben

Impact for an Industry on the Move:
Amanda Cecil Focuses
on Professional Development
for the Global
Business
Travel
Industry



In April, the Global Business Travel Association (GBTA), which calls itself “the world’s premier business travel organization,” appointed Amanda Cecil, Ph.D., to the newly created appointment of dean of education. Cecil is an associate professor in the Department of Tourism, Conventions and Event Management (TCEM). Here, she talks about her work with the association.



In Motion: What is a typical business travel professional’s job like?

Cecil: “Typical” may not be quite accurate because the field is so diverse. GBTA focuses in multiple sectors of travel: corporate, government, sports, and strategic meetings management. Within these sectors you’ll find travel managers, service providers, and other specialists.

As far as the work itself, it’s high-level and strategic—more so than many people realize. The 5,000-plus members of GBTA collectively manage over \$340 billion in global business travel and meetings expenditures annually. Many individuals manage multimillion-dollar budgets. And their responsibilities go well beyond dollars and cents. Today’s business travel professionals deal with issues ranging from security to airline baggage policies to hosting “green” meetings. And they truly need to think globally. That’s a major emphasis within GBTA.

In Motion: Why has GBTA created a dean of education position?

Cecil: As the industry evolves and becomes more complex, the association’s educational and professional development offerings need to evolve as well. When GBTA brought me onboard, they also

created a position for a director of certification. The new director, Heather Trusty, and I are working to ensure that GBTA’s education and certification programs are global, leading-edge, and easy for members to access. Ultimately we want these programs to have an impact on the entire profession.

In Motion: What do you bring to your role with GBTA?

Cecil: Where I’m contributing most right now is in curriculum development—exploring the competencies that are needed for various levels of certificates, designing the instruction and experiences that will lead to these competencies, developing tests to measure proficiency, and so on. These are skills I’ve developed within TCEM and through other consulting projects I’ve done for the travel and meetings industries.

In Motion: Will your experiences with GBTA benefit your students?

Cecil: I think so. Global business travel is a dynamic field, and GBTA has a real big-picture view that I can share with students. The research I’m doing and the members and industry experts I’m meeting give me insights I can use in the classroom.

In Motion: And have your experiences made you a better traveler?

Cecil: Yes! I’m not saying that my travel always goes perfectly, but now I have a much better understanding of why things happen and how things work behind the scenes.

— Laurie Sachtleben



Brian Krohn



Community Partnership on Parade

For more than 50 years, the 500 Festival Parade has been part of the Indianapolis 500 and Memorial Day weekend. It consistently ranks among the nation's top parades, along with the Pasadena Tournament of Roses Parade and the Macy's Thanksgiving Day Parade in New York City.



Dave Wilson, the vice-president of corporate sponsorship for the 500 Festival, doesn't want to rest on his laurels; he wants to make this Hoosier favorite even better.

"We were interested in finding out more about the people who come to see the parade," he says. "We wanted to learn who they were, where they're from and what's important to them when it comes to the event."

So, the 500 Festival partnered with IUPUI's Department of Tourism, Conventions and Event Management (TCEM) to gather information from some of the 300,000 attendees. The results, in a nutshell, showed that typical parade-goers are groups of Hoosier family and friends who attend year after year.

"We found that more than 80 percent of parade-goers come with family members—close to 85 percent, actually,"

says TCEM assistant professor Brian Krohn, who led the volunteer team of marketing students who canvassed the parade route. "The people we interviewed also were very loyal attendees. They averaged nine previous parades. And, they overwhelmingly attended based

on recommendations from family and friends.

"We also looked at ticket level," Krohn says. There are three different ticket levels for the parade: reserved chairs are literally the 'front-row seats,' bleachers and a VIP area, which is a nicer stand and has amenities that go along with that. "We collected information on who had what ticket, who they came to the parade with and where they are from."

The "we" Krohn refers to are Dr. Yao-Yi Fu's tourism marketing students, who received valuable hands-on experience through this partnership.

"I teach marketing research methodology in the class," Fu says. "The survey provided students with hands-on research experience. They get to know how to conduct an on-site survey and experienced the benefits and challenges of data collection. After the data collection, they did a paper where they discuss what they think about how they promoted the event, what they think about the survey and the design of the questionnaire."

What Wilson thought about the survey, however, is clear: "We're very happy with the information from the surveys," he says.

Wilson expects the information to help in two ways: "By knowing more about who our attendees are and where they come from, it will help us direct our marketing and ticket sales efforts," he says. "And knowing how strongly our attendees feel about the parade and its importance to our community goes a long way in conversations with existing and potential sponsors. Sponsors are the driving force behind the dramatic floats and huge balloons you see on the route."

While most of the survey results didn't surprise him, the lengths attendees without tickets go to get a good view, does.

"I was a little surprised by how early people got there to get a good seat," he says. "People were putting lawn chairs, blankets and coolers down two to three hours before the parade. This all demonstrates they are a passionate, loyal crowd with a strong sense of pride in the event."

"From a marketing standpoint, I understand why the festival committee is happy with the results," Krohn says. "Now they can say with some confidence that this truly is a community event."

— Shanna Mooney



Yao-Yi Fu

IUPUI Regatta

A canoe race on
the downtown canal

September 24, 2011

Join us in cheering
on the School of
Physical Education
and Tourism
Management team
at IUPUI's
signature event!

Games | Family Fun | Entertainment
Supporting student scholarships

www.iupui.edu/regatta



www.facebook.com/IUPUI.Regatta



[@IUPUIRegatta](https://twitter.com/IUPUIRegatta)

This family-friendly event has activities for everyone. In addition to the canoe race between teams of IUPUI students, staff, faculty and alumni, the downtown canal is lined with the following festivities:

- Face Painting
- Clowns
- Bounce House
- Live Bands on the Entertainment Stage
- Pancake Breakfast
- Food Vendors and Concessions
- Informational Booths with Giveaways

presented by
Herff Jones



INDIANA UNIVERSITY
ALUMNI ASSOCIATION

PETM: Achieving Excellence, Impacting the Community

With You



The School of
Physical Education
and Tourism
Management (PETM)

has a long, successful history of preparing students to excel in fields related to wellness and tourism—two significant quality of life indicators in a community. PETM faculty and students have had a profound effect on the city of Indianapolis and beyond through the school's service learning approach to teaching and learning.

PETM's vision is to be an emerging leader in kinesiology and tourism, where talented students and faculty thrive, employing their expertise and skills to improve the quality of life in the schools and communities they serve.

Dear Alumni and Friends:

The School of Physical Education and Tourism Management (PETM) takes great pride in its rich history of providing unique and challenging educational experiences which enhance the preparation of its students. Through the IMPACT IUPUI Campaign, we hope to continue that tradition

by generating resources that support our efforts to positively impact quality of life through physical activity promotion and tourism and event development.

What does this mean to you?

By remembering the school when you make charitable giving decisions, you can help PETM grow our programs. For example, your funds can help provide more programming associated with the Motor Activity Clinic or Ability Fitness Clinic, two programs that engage PETM students in providing physical activity for people with disabilities.

Your gifts can also help us expand the Physically Active Residential Communities and Schools (PARCS) program, through which over 250 students help members of the community with exercise prescription every semester.

Contributions enhance our ability to examine and promote the quality of life and economic benefits of tourism. This fall, we will launch a Master's of Science Degree in Event Tourism. This program will link with industry to address issues, challenges and problems while also educating the future leaders of the tourism industry.

Additional resources will help PETM recruit and retain the very best faculty. Your support will also help us refurbish research and teaching labs, and develop much-needed learning space.

A final priority is what I now refer to as the "Campaign to Sustain Camp Brosius." Thanks to many of you, we have significantly enhanced the Camp Brosius facilities. The end is in sight, but we still need the help of our alumni and friends to generate resources to finish the renovations on four remaining guest accommodations.

Thank you in advance for considering a gift that is meaningful to you. Your philanthropy is vital to our long-term success and the education of our students.

With gratitude,



Jay
James Gladden, Dean



IMPACT
The campaign for IUPUI



Charles Woods

Charles Woods, BS PE

2004, elementary school physical education teacher in Indianapolis' Warren Township, received the "Outstanding Educator" award from Indiana State Superintendent Tony Bennett for his skill in incorporating language arts and math into the elementary school physical education setting.

"My coursework at the School of Physical Education and Tourism Management set the foundation for my work with students today. It gave me the framework to go beyond being your "run-of-the-mill" physical education teacher, and to reach higher, teaching my students the mechanics of the activities they perform in class, and how and why their muscles and bodies work the way they do."

Stephanie Greer

is pursuing a master's degree in Physical Education-Exercise Science at the School of Physical Education and Tourism Management at IUPUI. Eight hours a week, she participates as a graduate assistant in the PARCS program.

"Working with several populations who have different goals and objectives, I have gained a variety of experiences including improving adults' overall fitness and health and improving student-athletes' strength and ability. I am also learning how to inspire and work with various personalities and help these people to achieve their individual goals."



Stephanie Greer

Health Promotion through Physical Activity

The Physical Education department's Physically Active Residential Communities and Schools (PARCS) program and Motor Activity Clinic are examples of how students are making a difference in the community while simultaneously fulfilling their degree requirements.

Through the PARCS initiative and under faculty supervision, physical education and exercise science students operate fitness centers housed in three Indianapolis Public School (IPS) high schools for students, staff

and community members for free or a nominal fee.

Today, 250 IUPUI students from various schools participate in the program. Since its inception, the popular PARCS program has impacted the health of 10,000 people.

Likewise, under faculty supervision students involved in the Motor Activity Clinic provide affordable physical education activities to children with disabilities.

This campaign

presents an opportunity for our alumni and friends to support the expansion and development of the PARC's program and other emerging service learning opportunities—and in turn, the future of the many people whose lives are touched by our physical education and exercise science students and faculty through these opportunities.

Impacting Communities through Tourism and Event Experiences

Tourism, Convention, and Event Management (TCEM) students and the city of Indianapolis have both gained a valuable resource in TCEM's service learning approach: the students have a ready-made laboratory available to them in downtown Indianapolis, where they put the lessons learned in the classroom to practical use; and, the city gains enthusiastic student volunteers and faculty expertise for its ever-growing convention, leisure travel and sports events industry.

In an effort to extend its outreach in the local community and beyond, TCEM partners with the Efroymsen Family Fund, a CICF Fund, to stage the Indiana Cultural Tourism Conference. The event brings state-wide industry leaders and community organizations together in a forum designed for learning, networking, dialog, and information sharing, all for the benefit of Indiana's economic development. As part of this conference, a \$25,000 prize is awarded to an Indiana leader in cultural tourism.

Reaching out to the community and creating student opportunities for internships, service learning and study abroad options will enhance the school's reputation as the premier program in the field of tourism, convention and event management. Private support from alumni and friends will benefit the expansion of these programs—efforts worth sustaining for a better quality of life in our communities, as well as outstanding experiential learning opportunities for our students.



Raynesha Rogers



Raynesha Rogers

is a PETM exercise science student. She received assistance from the Efroymsen Family Fund, a CICF Fund, and the IUPUI Office of Diversity, Equity and Inclusion, which partially funded her study-abroad experience in Kenya last summer. She raised additional funds through fund-raising activities of her own.

"The trip affected me in profound ways. After seeing how Kenyan students valued their education, and how competitive it was for them to secure advanced education opportunities, it motivated me to work harder and focus more on my studies. It also opened my eyes to another culture much different from my own. They were more friendly, outgoing with strangers than Americans, and they lived with a lot less. It made me thankful for the opportunities I have."



Fringe festival illuminates Indy's imaginations

Pauline Moffat, executive director of the IndyFringe Festival, was ecstatic when her organization was awarded a \$25,000 grant as part of the Indiana Cultural Tourism Conference.

"The grant made a huge difference to our organization and the Mass Avenue district. We created a visually exciting cultural and retail trail that increased awareness of an eclectic mix of locally owned and operated bars and restaurants, live theatre, retail, boutiques, unique gifts, top-notch galleries and spas along the five-block area, producing maps corresponding to colored flags visitors could follow. A Gold-Addy-winning television commercial was also created. As a result of the increased marketing efforts, the IndyFringe Festival saw a 16% increase in audience, 7% from other cities and counties outside of Marion County and 12% had never visited Mass Ave before. The money from the grant was used wisely, so it will have a positive carryover effect for the festival and Mass Avenue for many years."

Margaret Christenson and her husband Milford, Jake Long's grandparents, have been attending Camp Brosius for 22 years. She and her husband, their children, their grandchildren and other extended family have made a week at Camp Brosius a family tradition. Each year, the family stays in the Annex, an eight-room cabin overlooking the lake, where they sit on the porch playing games or just enjoying the view.



Margaret Christenson

"Camp Brosius is the best kept secret of Indiana University! We enjoy every minute we are there. My husband and I, along with other campers, donate often to help with maintenance so that the camp may continue to be the great facility it is for future generations to enjoy."



Jake Long



Alexis and Sam Odle

Alexis Odle The Odle family won a week to Camp Brosius in a fundraising auction at IUPUI. The family had so much fun their first year, they made a vacation week at Camp Brosius an annual summer affair.

"Camp Brosius is going to be part of our family for many years. It is a wonderful way for our family to stay connected—a real bonding experience. We gave a donation to the Camp to make sure it is around for many years to come."

Jake Long, his sister, his parents, and both sets of his grandparents have been attending Camp Brosius since Jake was 5 weeks old. Today, Jake is a senior in college. Last summer he worked as a counselor at the camp.

"My family does not have a lot of traditions, but this one is very special. It was a time when my sister and I would bond, playing cards with other campers or playing night games. It is where we both learned to swim and water ski. I have many fond memories from time at Camp Brosius as a camper and a counselor."

Sustainability of Camp Brosius

Camp Brosius has been enchanting families and individuals with a traditional summer camp experience for many years. The camp is owned by Indiana University and managed by the school. Family camp activities and daily operations are covered by campers' registration fees.

However, continued upkeep and maintenance for Camp Brosius is an on-going challenge. Recent renovations to the camp were funded by the School of Physical Education and Tourism Management and private donations from individuals and foundations. With the current economic times, and future capital improvement needs on the IUPUI campus, the school will be unable to fund future renovations.

Camp Brosius is a place where families grow closer, create lifetime memories and return year after year. It is truly a treasure to be preserved for future generations. To maintain a safe, fun family vacation experience, the school needs a funding stream to provide for renovations and upkeep of Camp Brosius. Through the campaign, the School of Physical Education and Tourism Management seeks gifts to the annual fund, and larger gifts to establish a permanent endowment to maintain Camp Brosius facilities.

To view the Camp Brosius Fiscal Report, visit www.campbrosius.com.

School Infrastructure Improvements

The School of Physical Education and Tourism Management faculty are engaged in important research that may eventually shed light on important quality of life and wellness issues such as sleep apnea, improving stroke patients' ability to interpret information, increasing childhood fitness, and motivating persons with fibromyalgia to exercise. However, the current lack of dedicated research space presents a significant obstacle for faculty researchers.

Restricted laboratory space makes it more challenging for faculty to attract funding for their research. Granting agencies require strict adherence to timelines and the size of sample populations—guidelines PETM faculty researchers cannot easily adhere to with the current lack of dedicated research space. In some instances, faculty researchers must go outside the school to conduct their research.

Yet, as competition for top students and talented research scientists becomes greater, the quality of the physical facilities for research, teaching and learning is paramount.

To continue to recruit and retain talented faculty, as well as to continue to make significant contributions to human health through research, the school is seeking private support to refurbish existing labs and classrooms.

Anthony Kaleth,

Ph.D., is an associate professor in the Physical Education Department. His most recent research activities have centered on motivating individuals with fibromyalgia to exercise, and investigating how exercise improves sleep apnea symptoms. Because of a lack of research space in the school, he pays a fee to use space outside the school to conduct his research activities.

"The ability to get funding for and carry out larger-scale studies is often hampered by the lack of research space. Many funding agencies prefer to see preliminary data to support grant proposals. Because all PE faculty share a relatively small laboratory space that also is shared with courses and teaching labs, schedule conflicts and delays are common. In some cases, faculty have used research funds to pay for space outside the school to conduct research. With increasing

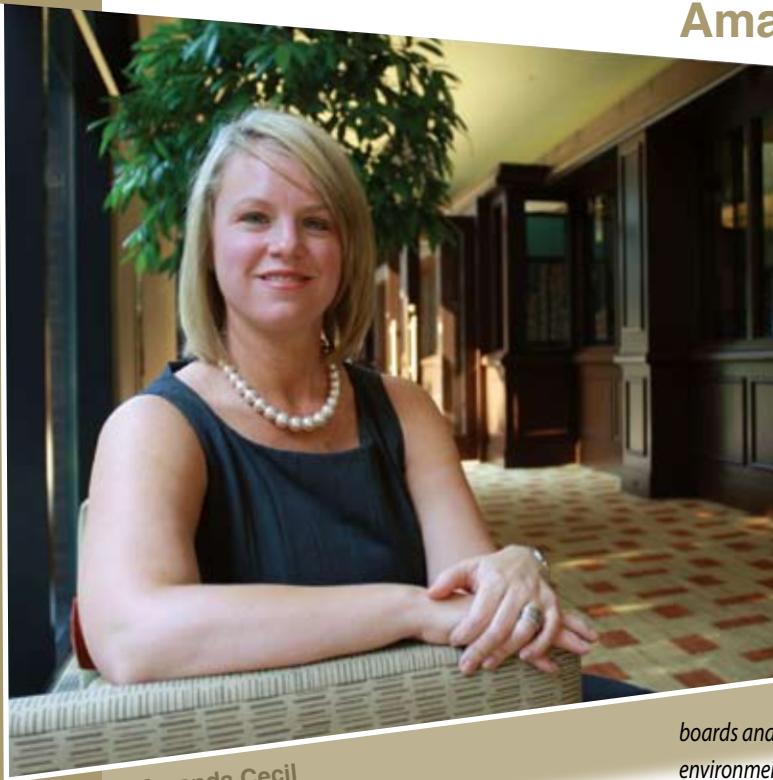


Anthony Kaleth

competition for grant funds in all fields, this is money that could be better used to enhance and strengthen the research project. Additional research space would have a positive impact, not only for faculty in the School of PETM, but for IUPUI as a whole."

Amanda Cecil

TCEM Assistant Professor Amanda Cecil, Ph.D., CMP, teaches in the newly renovated flexible learning laboratory. Before the school had the new teaching space, Amanda's classes were scheduled in classrooms all over the campus. She was often placed in rooms that made no sense for her teaching style. She might be in a lecture room too large to have discussions or a tiny room too small to do activities.



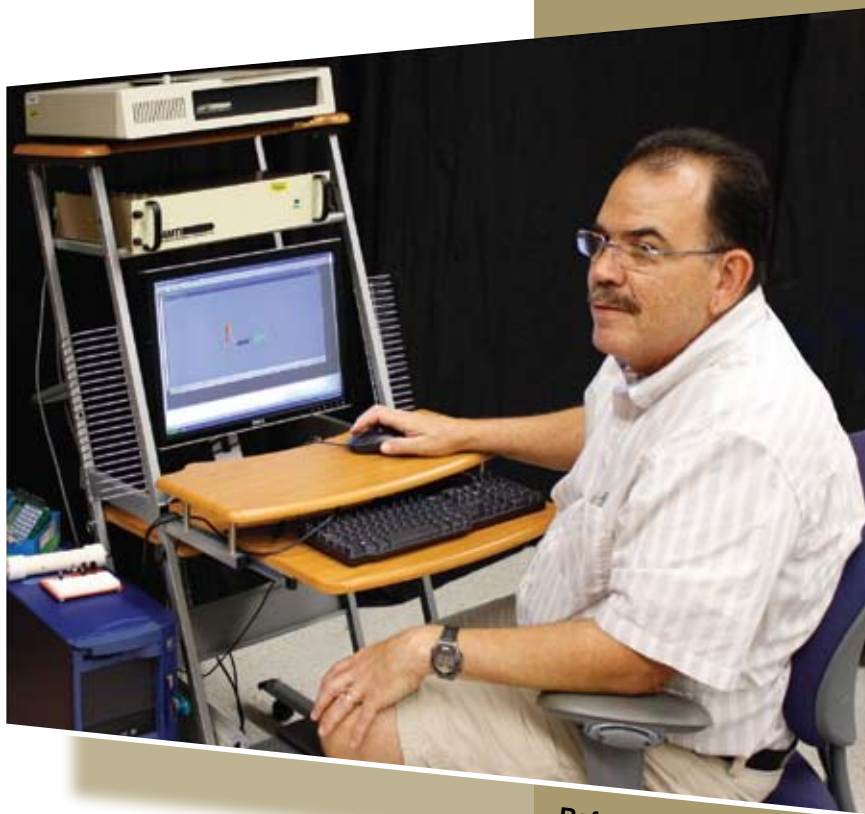
Amanda Cecil

"The new lab was designed to be flexible with movable furniture, white boards and a smart board. I can teach students in an environment that enhances learning, and the room is easily adaptable for use by both departments."

Rafael Bahamonde,

Ph.D., FACSM, FISBS, is a professor and chair of the Physical Education Department.

"The space challenge limits the amount of time faculty can devote to their own research. We have one lab for both teaching and research. When classes are scheduled, faculty research must stop. Equipment must be moved. With more dedicated space for research, faculty could expand their research initiatives. And it would increase the school's opportunities to retain and attract top faculty to the program."



Rafael Bahamonde



Allison Plopper

Allison Plopper

Physical education graduate assistant Allison Plopper indicates her work with the motor activity clinic, or MAC, gives her a valuable learning experience and enables her to directly enhance the lives of the children and families that attend clinic each week.

"Through the MAC," Allison says, "physical education students gain hands-on learning that cannot happen in a classroom environment. Students are challenged in having the responsibility of working one-on-one with an individual that they may have not had the opportunity to work with outside of this setting."

At the same time, Allison indicates, "The MAC positively impacts people with disabilities by providing these individuals a fun place to engage in physical activity specifically tailored for their needs and goals."

School of Physical Education and Tourism Management

Gift Opportunities



Naming the School: \$10 million
Endowing Camp Brosius (facilities upkeep): \$1 million
Endowing a PARCS Director: \$1 million
Naming the Kinesiology Lab: \$500,000
Naming Student Classroom Space: \$100,000
Naming School Conference Room: \$50,000

Endowments are the single most valuable resource for universities. These gifts are carefully managed to provide permanent ongoing support for our students, our faculty and our programs. Endowments exist in perpetuity: the fund is invested for long-term growth, and only a small percentage of the market value is spent each year, so that the endowment endures for the life of the school.

The minimum endowment levels listed guarantee sufficient income will be available to fulfill the intentions of the endowments.

Ways to Give

If you would like to help PETM achieve its vision to become an emerging leader in kinesiology and tourism through the IMPACT campaign, our development staff is ready to work with you.

There are many ways to give, including:

- Gifts by cash, check or credit card
- Electronic funds transfer
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For more information contact:

Laura Klaum

Director, Development & External Affairs

IU School of Physical Education & Tourism Management

lklaum@iupui.edu

317/274-1484

Visit <http://petm.iupui.edu/give> or www.campbrosius.com

Camp Brosius is a week-long vacation adventure for families and individuals of all ages. Located lakeside in Elkhart Lake, Wisconsin, the camp is owned and operated by Indiana University. Accommodations are available to all IU alumni and friends.

■ *So many memories and friends are made. It's great to have 16 members of our family together to enjoy our favorite vacation spot!*

■ *We go to camp because we enjoy the serenity of it.*

■ *We love the safe environment for the entire family to relax and have fun.*

■ *Brosius is a great opportunity for a fun family reunion.*

■ *I enjoyed the staff, the meals, the atmosphere and most of all seeing the campers from previous years.*



INDIANA UNIVERSITY

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School of Physical Education and Tourism Management

Priority registration for guests who attended in 2011 is open now and runs through January 6, 2012.

New guests can register beginning January 6, 2012.

www.campbrosius.com or call 317/274-0606

PETM Homecoming Week: June 10-16, 2012

Brian Culp and NBPTS committee

Setting Standards for Excellence in Physical Education

Awesome. Fulfilling. A blast. These are the ways Brian Culp describes a recent opportunity he had to help update and revise the nation's standards for teaching physical education.

In March, Culp was named to the Physical Education Standards Committee of the National Board for Professional Teaching Standards (NBPTS). Serving on the 13-member committee, he says, is a high point in his professional career. It validates his love for teaching and enables him to connect with other educators who share his passion.

Most important, the committee's work will have lasting impact on students, teachers and school systems, and even on national debate issues such as childhood obesity and funding for school programs.

Serving on the committee "is a great process and a great experience," says Culp, an assistant professor in PETM's physical education department. "It's about a commitment to excellence and helping teachers to be their best."



The committee's charge is reviewing and revising the standards that form the basis for NBPTS certification for physical education teachers in K-12 settings. "This certification—developed by teachers, for teachers—is a symbol of professional teaching excellence," says Lisa Stooksberry, chief standards and assessment officer for NBPTS. Awarded to teachers who successfully complete a performance-based assessment process lasting one to three years, certification aims to complement, not replace, state licensing.

"Our job is to analyze and clearly explain what accomplished physical education teachers should know, along with what they should be able to do for their students," Culp says, noting that the standards should be high but attainable.



An accomplished teacher, for example, should understand the benefits of incorporating other educational content within physical education such as math, in order to strengthen their students' cognitive learning. This blending of math and physical education can help students as they practice the act of free-throw shooting and simultaneously learn how to calculate probability and percentages.

Culp and his colleagues recently submitted draft recommendations to NBPTS officials for review. The revised standards will take effect in 2013 and will be reviewed again in seven to ten years.

Stooksberry complimented Culp's contributions to the committee, which included developing a bibliography for the revised standards. "Brian's focus on

using research and data to support [the standards] has been very valuable," she says, noting that Culp was chosen from a pool of more than 200 highly qualified applicants.

For his part, Culp says working with his committee peers has been one of the best parts of the project. Members include educators who've taught for up to 35 years, who come from urban and rural school systems, and who reflect experience in all levels of education. "What they have in common is that they get it," says Culp, adding that the committee's ultimate shared goal is a nation of accomplished physical education teachers who contribute to students' physical, social, and academic growth.

— Laurie Sachtleben

Student ROSE



Ashley Herring, an events management student, recently received a Recognition of Service Excellence (ROSE) award from the Indianapolis Convention and Visitors Association for her impassioned service to the community. But, like so many other things in her life, that wasn't part of her plan.

She was working toward being an elementary

school teacher. Her father passed away at 53 years young from pancreatic cancer. She wasn't initially an intern candidate with the Greater Indianapolis Chamber of Commerce. And that ROSE award? She had no clue about the nomination, and certainly never expected the honor of winning.

But, throughout each twist and turn of her life, she has forged ahead. Not only bettering herself, but also working to improve life for countless others.

to Excellence

"My father's death changed my life in so many ways," Herring says. "I wanted to help people who cannot help themselves. Watching my father, a completely physically capable and extremely intelligent man, not be able to fight his cancer was painstaking. I knew I had to do something for all the other people in the world who could not fight for themselves. So I started the Richard Herring Memorial Pancreatic Cancer Walk in his honor, so I could continue his fight against pancreatic cancer for him."

She also took on many additional volunteer duties while studying at IUPUI and working as banquet captain and server at Rock Bottom Brewery, which is how the ROSE award came about.

"Ashley's dedication to so many wonderful charities while committing herself to her education and professional success is why she is an exemplary candidate for the ROSE award," Mandy Arnold, Rock Bottom sales manager, wrote in her ROSE nomination letter. "She has a desire to make the world a better place. She is truly a remarkable individual."

"I was thrilled to even be a candidate for such a prestigious award," Herring says. "I am validated through the things I do, and this award said on a piece of paper that my employer and the city of Indianapolis acknowledges it too. That's a pretty profound statement, and I am beyond honored to have received the ROSE Award."

But it wasn't until halfway through her undergraduate education that it dawned on her to make a career out of her passion for service.

"I took my first class with Susie Benko, and I loved everything about event management," Herring says. "I decided at that point, halfway through my undergrad as an elementary educa-

tion major, to change to general studies and work on completing my events management certificate. I knew it would be more difficult to get into the field with a general studies degree, but I was dedicated to getting into the industry through experience.

"When opportunity did not knock with the Greater Indianapolis Chamber of Commerce, I opened the door. That's how I have lived my life; creating my future for myself. I made a connection with the events manager there and persuaded her that I was a candidate not to be passed up on. One week later, I had an interview that led to my position at the Indy Chamber (marketing and events management intern). Persistence and diligence have always been traits that have taken me far in life and that I am so thankful for having!"

She also is thankful for IUPUI.

"I found my passion for volunteering through the TCEM department," she says. "I remember sitting in Susie Benko's office as we were discussing my future, and we got on the topic of volunteering and how beneficial it is for my future career. That was it; I was hooked. I went out to find volunteering, and it found me. She gave me the hammer in my events management toolbox—a tool I needed more than I ever knew. I am grateful for everything she has shown and taught me, (she is) a blessing in my life!"

While her career is heating up (she is now the special events sales consultant for Dave & Buster's), she has no plans of slowing down her volunteer commitments, and she currently is planning the 2011 Richard Herring Memorial

Pancreatic Cancer Walk, which will commence on October 16, 2011, at IUPUI.

"I enjoy my career and what I can do to help my organization. What I gain from volunteering, though, is such a different compensation. The benefits are purely in your soul and heart, not in your pocket.

"I always plan to stay actively involved in philanthropic events I am passionate about. I want to have made the world a little better by being in it. When my father passed, I realized that I wasn't making use of my life like I could... I want to always be doing good for others; it gives me energy, hope and pride."

— Shanna Mooney

PARCS: Building Stronger Communities, Changing Lives

Larry was all too familiar with clichés about the “path to destruction.” A recovering alcoholic, he had strolled it many times.

But a few years ago, Larry chose a different path, one leading to his alma mater, George Washington Community High School on the near west side of Indianapolis. Here, he underwent a life-changing experience by signing up for the Physically Active Residential Communities and Schools (PARCS) program. A collaborative effort between the School of Physical Education and Tourism Management and Indianapolis Public Schools, PARCS is a health-and-wellness outreach program geared to improve the quality of life in neighborhoods near the IUPUI campus.

“I believe PARCS may have saved Larry’s life,” says Jennifer Anderson, visiting lecturer in the Physical Education Department. “He could have drunk himself to death, but he traded in his old habits for healthful ones. PARCS has given him a renewed passion for life.”

Larry also has become the program’s most passionate proponent.

“He’s made PARCS his thing,” Anderson explains. “He’s here the first day each year so he can meet my students and introduce them to participants. He brings people from his church and neighborhood and encourages them to bring their neighbors. He even takes program fliers to bus stops and other locations and hands them out. He’s taken

ownership of this program and that has led, in big part, to its success.”

Indeed, since PARCS was introduced at George Washington in 2005, the number of participants has risen from about 20 — all students — the first year to more than 725, including 400 adults, of whom only a handful are parents of students. In all, more than 1,500 students and adults participate in PARCS programs at George Washington, Howe Community High School and Manual High School.

“Our goal has always been to not only get students involved in this program, but everybody in the community,” notes Jim Grim, the school’s director of community coordination. “There are obvious benefits to both. (PARCS) gives students another activity they can participate in after school with benefits that will last them a lifetime. Adults have a place they can go to learn how to exercise and address health issues that will improve their quality of life.”

There are obvious benefits for the IUPUI students who take part, as well.

“Our lower-level students—freshmen and sophomores—act as staff, answering questions and showing people how to use equipment correctly,” Anderson says. “Our upper level students—juniors and seniors—serve as personal trainers and conduct group exercise sessions.”

“Student trainers conduct health assessments and work with participants in setting health goals and devising strategies to meet those goals. They provide individualized exercise prescriptions to every participant. They also try to connect with each participant and provide encouragement and support so students and adults are comfortable enough to ask questions.”

The opportunity to get real-world experience in a state-of-the-art facility has led to a boom in the number of students enrolling in Anderson’s Teaching of Cardiovascular and Resistance Training (P246) class. She notes that 60 of her upper level students will serve as trainers this year, the highest number ever.

The future of PARCS is promising, Anderson says, thanks to a grant from the Anthem Blue Cross and Blue Shield Foundation in Indiana, which is making it possible to track the progress of participants in the program. In the meantime, though, she stresses there is more than enough anecdotal information to show PARCS is a smashing success.

“People go out of their way to tell you how PARCS has made a difference to them,” Anderson says. “I was talking with one woman recently who was just in tears telling me how grateful she is for the PARCS program and how it had changed her life.”

— Richard Isenhour

Anthem 
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PARCS helped change Larry's life.

Alumni Tracks

Stephanie Bingham, BS TCEM 2011, is business services coordinator at University Place Conference Center and Hotel, Indianapolis, Ind.

Lauren Civils, BS TCEM 2010, is membership services assistant with Raybourn Group International, Indianapolis, Ind.

LaRae Didier, BS TCEM 2010, is admissions administrative assistant, Chef's Academy, Raleigh, N.C.

Rachel Hinesley Dillow, BS TCEM 2010, is events assistant manager, Eiteljorg Museum of American Indians and Western Art, Indianapolis, Ind.

Tim Hecke, MS PE 2011, is exercise physiologist for the United States Air Force in Calif.

Kathryn Heckman, BS TCEM 2009, is convention meeting planner for Aramark, UMass Lowell Inn & Conference Center, Lowell, Mass.

Christine Henderson, BS TCEM 2010, is human resource assistant at Hall Render Killian Heath & Lyman, and event coordinator assistant at Plum Creek Golf Club, both in Indianapolis, Ind.

Marissa Hile, BS TCEM 2009, is event and program coordinator, Indianapolis, Ind., Bar Association.

Helena Masters, BS TCEM 1984, is human resources manager, Cunningham Restaurant Group, Avon, Ind.

Enza Schoettle, BS TCEM 2010, is a supervisor, J.W. Marriott's Osteria Pronto, Indianapolis, Ind.

Mandolyn Vandergriff, BS TCEM 2010, is MCL Catering Manager, Bloomington Convention Center, Bloomington, Ind.

Max Williams, BS TCEM 2006, is promotions coordinator with Radio Now 100.9, Indianapolis, Ind.

Kyle Yoder, BS PE 2009, is assistant athletic director, Danville, Ind., Community School Corporation.

PETM Staff Additions

Melissa Pohlman, Director, Student Success

Melissa has 14 years of experience in higher education, and over 10 years of experience at IUPUI, most recently serving as the Executive Director of Student Affairs in the School of Science. She has a deep background in academic advising, academic affairs, recruitment, retention, and career services. Melissa received her B.S. from the University of Evansville, where she majored in Secondary Education, and she has a master's degree in higher education from IUPUI.

Melissa Seibert, Assistant Director, Development and External Affairs

Melissa brings to the school 10 years of progressive IUPUI experience including significant roles in campus external affairs, event planning, and alumni relations. Prior to working with the university, she raised money for the American Cancer Society and worked in various volunteer/office management capacities with Indianapolis Downtown, Inc. Melissa has a B.S. in Business from IUPUI's Kelley School of Business, double majoring in human resource management and marketing. She is an active community volunteer, currently serving on the 2012 Super Bowl Volunteer Services subcommittee and tutoring homeless children with Schools on Wheels, among other things.

Donor Honor Roll

Annual gifts received July 1, 2010-June 30, 2011

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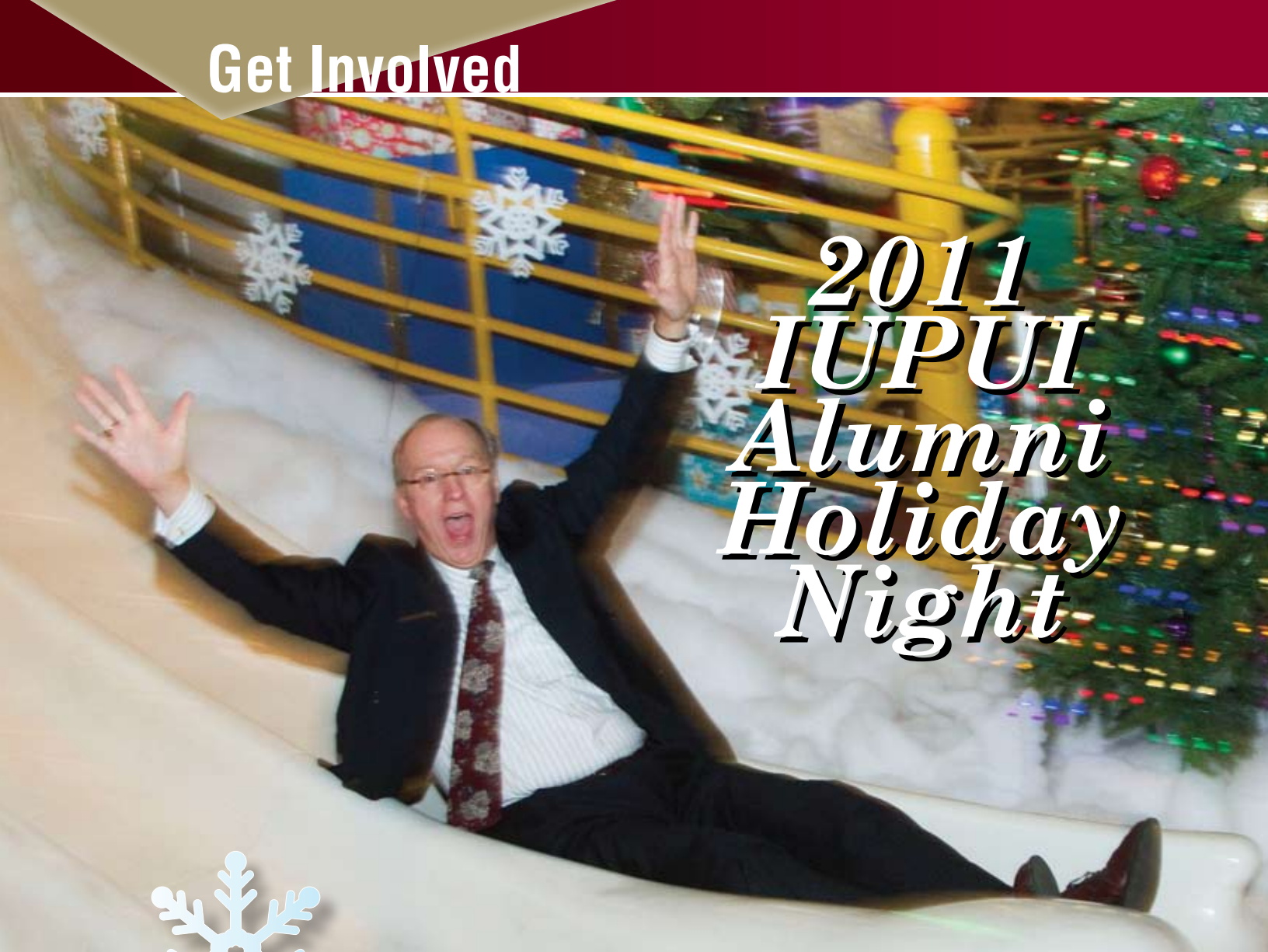
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Camp is changing with the times, thanks in large part to its most important asset: you.

- *Thank you to those who volunteer annually.*
- *Thank you for your continued patronage, and for inviting your friends and family to camp.*
- *Thank you for your financial gifts.*
- *Thanks to those of you who will help in the future.*

View the 2011 Camp Brosius Fiscal Report at www.campbrosius.com.

Get Involved



2011 IUPUI Alumni Holiday Night



**IUPUI Alumni Holiday Night is Wednesday,
December 7, 2011, from 6:30 p.m. – 9:00 p.m.**

Come and enjoy holiday cheer, good food, great times and festive holiday music. All five floors of The Indianapolis Children's Museum will be open, including the Yule Slide, Jolly Days, and the Carousel.

The cost of this event is \$20.00 for adults and \$13.00 for children ages 3-12 (children under three are free). This price includes your admission ticket, an Italian buffet from 6:30 p.m. to 8:00 p.m., drinks, and dessert.

Visit our on-line registration available through www.alumni.iupui.edu beginning October 1. If you have questions, contact Yvonne Owens at 317/274-5063 or yowens@iupui.edu.

Registration Deadline: December 2, 2011

This event is open to all our IUPUI family – alumni, students, staff and faculty.



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