

PERSPECTIVE

COLLEGE OF PHYSICAL ACTIVITY AND SPORT SCIENCES | WINTER 2015



CELEBRATE!

LOOKING AT OUR FIRST YEAR
IN THE NEW BUILDING



A Message From **THE DEAN**

On behalf of the College's faculty, staff and students, I would like to wish you and your family a happy and healthy holiday season.

I thank you for your support, feedback and encouragement over the past few months and would like to share highlights from this past semester.

The following new student scholarships were established for CPASS student assistance: CFT, Inc., Barbara and Gary Dalton CPASS Fund Scholarship; Robin L. Hayhurst Sport Management Scholarship; Bob and June Huggins Athletic Coaching Education Scholarships; Dr. Patricia K. Fehl Undergraduate Scholarships; and the Bob and Jean Wilson Memorial Scholarship.

The College recently established two centers within CPASS. The Russell (Bud) Bolton Center for Sport Ethics was crafted due to the generosity of Ruth Bolton and the Bolton Family in memory of her husband. The Center will promote the use of specialized lectures, case studies, guest speakers and research related to the topic of ethics in sport and in athletic coaching education, sport management and sport and exercise psychology, with the ability to expand in the future to athletic training and physical education teacher education.

"To improve is to change, to be perfect is to change often." – Winston Churchill

The Center for Applied Coaching and Sport Science is led by Drs. Kristen Dieffenbach and Roch King and will focus on projects that improve the work of those who coach, train coaches and research coaches and highlight projects that promote multiple aspects of applied coaching science.

The Visiting Committee provides support for student recruitment, job placement, fund development and scholarship along with the Hall of Fame selection process. I would like to thank the committee for their advice and support of the College and its mission.

Congratulations to the College's 2015 Hall of Fame inductees: David Cohen, Leslie Poolman, Ronald Shewcraft, and James Sottile; Elizabeth Majestic, Outstanding Alumnus; and former Associate Dean Lynn Housner, Distinguished Service Award.

The College's Athletic Training program celebrated its 40th anniversary July 17-19, 2015. I would like to personally thank the members of the planning committee: Vince Stilger, John Spiker, Paul Grace, Jerry Koloskie, Herb Amato and Phil Donley, for their leadership and contribution in making the anniversary a major success. It was

an honor to meet the many athletic training alumni who returned to campus for this historic event.

We are proud of the outstanding community-based service grants received by our faculty: National Inclusion Project Grant, Athletic Training Central Greene School District, ATTR Fairmont State College, ATTR HealthWorks, Monongalia County Board of Education Strength and Conditioning, Kidematics, McDowell CHOICES, PEIA Weight Management Research and Evaluation and National Youth Sports Summer Food Service Program.

In summary, I remain optimistic about the future of CPASS, its service and its outreach tradition. The College has attracted students of high academic standards and faculty who continue to publish papers in quality journals and deliver community programming to people throughout the state of West Virginia.

Dana D. Brooks, Ed.D.

Dean/Professor of Physical Education

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Perspective is distributed twice each year, in winter and summer, for the alumni, friends and other supporters of the College of Physical Activity and Sport Sciences.

The College of Physical Activity and Sport Sciences is actively engaged in enhancing the University's commitment to teaching, research and service. This academic unit holds the intellectual and personal growth of the individual as its central purpose. The College is dedicated to offering academic and professional programs related to sport and human movement activities. These programs are characterized by curricular experiences which are designed to broaden perspectives, enrich awareness, deepen understanding, establish disciplined habits of thought, prepare for meaningful careers and, thus, help individuals become informed, responsive and productive citizens. The College's administration and faculty remain committed to fulfilling this mission.

The WVU Board of Governors is the governing body of WVU. The Higher Education Policy Commission in West Virginia is responsible for developing, establishing and overseeing the implementation of a public policy agenda for the state's four-year colleges and universities.

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▼ Celebrate

The College of Physical Activity and Sport Sciences celebrates one year in our new building. We reflect on alumni success, faculty contributions and student passion. **Join us as we dream big to expand academic and professional programs, enrich awareness and improve wellness in West Virginia and beyond.**





News From THE VISITING COMMITTEE

The CPASS Visiting Committee came together for our fall meeting October 29-31, 2015. We are a group of alumni appointed by the WVU Provost who volunteer our time to serve in an advisory capacity to the dean and various CPASS academic programs. We are looking forward to celebrating a year in the new building as well as the accomplishments of faculty, staff and students during the past year.

On behalf of the Visiting Committee and alumni of the College of Physical Activity and Sport Sciences, I would like to acknowledge and thank John and Sabra Spiker and Bob and June Huggins for their generous contributions to the College and our students. We are thrilled that the unveiling of the rooms named in their honor took place over the summer.

The Athletic Training program held their 40th Anniversary Celebration this summer. Many thanks to our visiting committee members Herb Amato, Paul Grace and Jerry Koloskie for their efforts in planning the event. We extend special recognition to Phil Donley, John Spiker and Vince Stilger for their accomplishments in planning the weekend activities. This was a great example of faculty and alumni working together to celebrate the success of a very accomplished program, alumni and faculty. Well done!

In closing, I challenge you to find a way to get involved, experience CPASS and show your Mountaineer pride!

Be well,
Julie Wallace Carr

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Morgantown, WV

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BENEFITS OF A CHARITABLE GIFT ANNUITY

Jim and Loreta Smith, ages 76 and 74, respectively, watched interest rates remain low for years. They were not satisfied with the 1.5 percent return on their CD and were reluctant to increase their market risk by investing in securities in this volatile market.

Instead, the Smiths decided to establish a charitable gift annuity with the WVU Foundation. This is a contract between the Smiths and the Foundation, promising to pay Jim and Loreta a fixed rate of return for the rest of their lives. In this case, the Smiths chose a \$100,000 annuity. Based on market conditions and other factors, such as their age, the rate recommended by the American Council on Gift Annuities (ACGA) is 5.0 percent. This means the WVU Foundation promises and guarantees to them \$5,000 a year, regardless of changes in interest rates.

Based on current calculations, \$3,980 of the \$5,000 annual income will be free from income taxes for 16.4 years. Also, the Smiths will receive a charitable tax deduction in the current year of \$36,814. That deduction will save Jim and Loreta \$12,885 this year (based upon their 35 percent federal tax bracket). The tax deduction and tax-free income mean the Smiths' effective annuity rate (what they would have to earn to equal it with fully taxable income) is 8.14 percent.

Jim and Loreta are happy with the increased income and the tax savings and are excited their gift will establish an endowed scholarship at the College of Physical Activity and Sport Sciences.

For more information about gift annuities and other attractive planned giving vehicles, please contact Cliff McNary at CPASS.

CD

Value: \$100,000
Interest Rate: 1.5%
Annual Return: \$1,500

Charitable Gift Annuity

Amount: \$100,000
Annual Income: \$5,000
Tax Savings: \$12,885
Effective Rate: 8.14%



W. Clifford McNary Jr.

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WHY I ESTABLISHED THE "BOB AND JEAN WILSON SCHOLARSHIP" AT CPASS



My family has a long history at West Virginia University. Both my parents and their siblings graduated from WVU. My sister and I were hauled to WVU football games as small children and parked with our aunt so our parents could attend the games. There was never any doubt where we would attend college. I decided to donate money for a CPASS scholarship due to my long-term relationship with Dana Brooks, who has visited me annually and invited me to CPASS functions for over 25 years. After attending the grand opening of the new CPASS building, I was certain I wanted to give back to the college that launched me into the working world.

My experiences at WVU enabled me to not only teach PE but gave me the confidence to try other fields of work. I retired from being a licensed insurance agent in December of 2011. My parents always joked that their two girls went to WVU on the Bob and Jean Wilson scholarship. Now another female CPASS student will have the same opportunity that I did.

← **Sandra L. Marshall (BS Physical Education 1969; MS Physical Education 1971) and John S. Marshall**

Note: Sandy Marshall established the new scholarship for the College to provide support for a West Virginia resident undergraduate student in CPASS physical education teacher education. The scholarship, the Bob and Jean Wilson Memorial Scholarship, is named in memory of her parents. The College will highlight a new donor story in future issues of Perspective.

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**Thank you for
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WVU'S GIACOBBI COLLABORATES ON “SEE ME SMOKE-FREE” APP

A collaboration between West Virginia University's Dr. Peter Giacobbi and experts at the University of Arizona has resulted in the development and testing of a new app, “See Me Smoke-Free,” the first multi-behavioral mobile app designed to promote healthy habits for women.

HOW IT WORKS

Supported by a two-year, \$366,400 grant from the National Cancer Institute, the Android phone app uses guided imagery to give women the tools to resist the urge to smoke. It also encourages them to improve their fitness and nutrition and provide them with an overall sense of well-being.

The guided imagery feature is a key component in the success of the app, as it allows for enhanced visualization, says Giacobbi, who has a joint appointment at WVU as an associate research professor with the WVU College of Physical and Sport Sciences and School of Public Health.

“Guided imagery has a long history of use to address a variety of health issues,” he said. “Our hope is that guided imagery can be used to successfully address smoking, diet and exercise behaviors using cell phones.”

Users will be prompted to use the guided imagery files daily. The app, which was launched March 30 on the Google Play store, will allow users to access additional information and resources on quitting smoking, eating well and being physically active. Participants can see daily goals and display how many days they have gone without smoking, their cravings over time and how much money they have saved.

Users will receive daily motivational messages and tips for living a healthy lifestyle and will get virtual rewards for meeting their goals and engaging with the app.

HOW IT STARTED

Giacobbi said “See Me Smoke-Free” was designed first for Android phones, but developers are hoping to expand following a future study to include Apple and Windows platforms.

Judith Gordon, associate professor and associate head for research in the Department of Family and Community Medicine at the University of Arizona, led the research team responsible for development of the app. She said it was created with the hope of giving women the power to gain control over their health and wellness choices, as



studies demonstrate that women face specific hurdles when they try to curb smoking – such as gaining weight – that increase their challenge of quitting over men who smoke.

“We want women to recognize that they are strong, they are beautiful, they are powerful and they are in control of their lives,” said Gordon. “They can use the app to engage in a healthier lifestyle. And that includes being smoke-free.”

Gordon said the project was a result of collaboration among experts from a variety of fields.

In addition to Giacobbi and Gordon, the research team included Melanie Hingle, assistant professor of nutritional sciences at Arizona; Thienne Johnson, research associate in Arizona's Department of Electrical and Computer Engineering; and Jim Cunningham, an epidemiologist with the University of Arizona's Department of Family and Community Medicine.

“See Me Smoke-Free” is available for Android phones free of charge on the Google Play store.

Study identifies connection between physical activity and academic performance

Current analysis adds to the increasing number of discussions that point to the academic benefits of physical activity in the often inactive world of K-12 education.

In a study involving WVU researcher James C. Hannon, along with David Phillips, Southern Utah University, and Darla M. Castelli, University of Texas at Austin, the group's findings suggest that brief bouts of vigorous intensity physical activity throughout the school day can be beneficial.

This is in stark contrast to the culture in many schools where children typically spend the majority of their time learning while in a deskbound environment.

The study, published in the *Journal of Teaching in Physical Education*, examined the connection between physical activity and academic performance within field-based research. The results suggest that engaging in brief bouts of vigorous physical activity may increase mathematic academic performance test scores following exercise.

"In a world where the place of physical education in the school curriculum is often targeted for removal, it would seem important to consider the growing line of research that suggests physical activity may enhance academics," Hannon, assistant dean of academic affairs and research and professor at WVU, said.

"Essentially, studying the association between physical activity and academic performance can help inform physical education policy and curriculum decisions," he added. The results showed that students achieved 11-22 percent higher math scores 30 minutes after physical activity compared with other time points, such as 45 minutes after physical activity and after no physical activity.

Other studies have supported the idea that physically active and fit students academically outperform inactive and unfit classmates.

"It would seem beneficial within a traditional PE lesson to include not only the advancement of sports type skills, but for aerobic physical activity as well to be a fundamental part of lesson objectives. These two elements of a lesson objective should be viewed as an important combination," Hannon and colleagues commented.

According to the study, as the connection between physical activity and mathematics becomes clearer, the positioning of physical education within the school day may become strategic. School administrators may consider scheduling PE before mathematics.



RESULTS SHOWED THAT STUDENTS ACHIEVED
11-22%
HIGHER MATH SCORES
30 MINUTES AFTER PHYSICAL ACTIVITY



WVU RESEARCHERS IDENTIFY ALTERNATIVE TREATMENT FOR ARTHRITIS PATIENTS

A study that looked at the use of an unconventional treatment method for adults suffering from arthritis has reported promising results. In an article published in *Pain Management Nursing*, a group of WVU researchers evaluated multiple studies that used mental imagery to impact patients' quality of life.

Peter R. Giacobbi Jr., PhD, along with Meagan E. Stabler, BS, Jonathan Stewart, MS, Ann-Marie Jaeschke, MS, Jean L. Siebert, MA, MBA, and George A. Kelley, DA, looked at seven studies that examined the use of mental imagery to help control pain related to arthritis and other rheumatic diseases.

As outlined in the article, guided imagery could become an effective supplement in addition to current treatments that typically combine exercise, diet and medications. Guided imagery uses audio files that allow individuals to visualize movement and physical activity free of pain and stiffness. According to the article, the treatment is inexpensive and easy to learn.

Guided imagery is a popular treatment employed by coaches and sport psychologists in treating athletes suffering from injuries and in overcoming mental barriers.

"Guided imagery is an effective strategy to help adults increase their mobility. It can increase quality of life and reduce pain," Giacobbi said.

"There are enormous costs and side effects attributed to medications. Patients are frequently dissatisfied with the results. This is an alternative technique that is proven to result in significant improvements," he continued.

When patients experience pain, they tend to move less, explained Giacobbi, and a pattern of inactivity emerges.

"In this systematic review, we identified clear outcomes to show that guided imagery is effective as a tool to help patients cope with pain and improve physical function," said Giacobbi.

WVU commemorates Brown v. Board of Education decision

CELEBRATING PIONEERING AFRICAN-AMERICAN STUDENT-ATHLETES

The West Virginia University community gathered in commemoration of former WVU African-American student-athletes who broke the color barrier.



True Pioneers

L-R: Jim Lewis, John Mallory,
John Spiker, Ed Harvard, Fulton Walker



L-R: Yvett Spratling Clark, Shirley Robinson, Cathy Parson and Cheryl Nabors Phillips

This three-day event, held April 23-25, recognized those who forged a new way for African-Americans to be a part of WVU and the Morgantown community.

The celebration began with a welcome presentation at the Erickson Alumni Center on Thursday, April 23, which highlighted pioneers and featuring the re-launching of the Integration of Sports web page.

The activities continued on Friday, April 24, beginning that morning and running through the afternoon at the Erickson Alumni Center, with a discussion by pioneering African-American men and African-American quarterbacks. Pioneering African-American women and African-American coaches at WVU were presented in separate panel discussions. Finally, a panel highlighting media personalities completed the day's event. A reception followed featuring CPASS student research posters.

On Saturday morning, the tribute concluded at the WVU Student Recreation Center by honoring those athletes who moved on to professional careers or competed in the Olympic Games. All former WVU African-American student-athletes in attendance were recognized.

The entire occasion was open to the public and concluded prior to the annual Gold-Blue game.



L-R: Daryl Talley, Cheryl Nabors Phillips, David Riley and Garrett Ford

For more information about the event and a list of participants, please visit sportsintegration.wvu.edu/tribute.



HUGGINS FAMILY EXPANDS

SUPPORT FOR STUDENT SCHOLARSHIPS

▲ L-R: Shane Lyons, Bob Huggins, June Huggins, C.B. Wilson, B.J. Davisson, Dana Brooks

CPASS celebrated a new scholarship funded by Bob and June Huggins. A large crowd attended the Bob and June Huggins Room dedication in honor of their gift, Friday, August 28, in the CPASS building main lobby. CPASS faculty, staff and students and Athletic Department personnel paid tribute to the couple for their generosity in support of student scholarships.

Dean Brooks greeted the crowd, followed by B.J. Davisson, WVU Foundation, and C.B. Wilson, of the WVU Office of the Provost, who spoke about the importance of donor support. He was followed by Chaz McIntire, the first

recipient of the Bob and June Huggins Scholarship. Coach Huggins provided the final comments as he reflected on his early days as a player and student and shared stories about lifelong friends.

The guests moved to the second floor for the official room plaque unveiling and then gathered for the reception. Coach Huggins spent time with students, providing guidance and advice for sports careers. This was a once-in-a-lifetime opportunity for the students to have a personal audience with the coach. Thanks, Coach and Mrs. Huggins, for your kind support.



John Spiker greets guests at the plaque unveiling.

JOHN AND SABRA SPIKER ROOM DEDICATION FEATURED DURING ATHLETIC TRAINING'S 40TH ANNIVERSARY WEEKEND

CPASS faculty, staff and students celebrated the John and Sabra Spiker Room dedication and plaque unveiling on Saturday, July 18, 2015, in the CPASS Health and Education building. More than 150 Athletic Training alumni were on hand to honor the Spikers as part of the Athletic Training program's 40th anniversary weekend.

Dean Brooks welcomed the crowd, followed by Lyn Dotson, WVU Foundation, C.B. Wilson, WVU Office of the Provost, and Kalin Fisher, 2012 athletic training graduate. John and Sabra Spiker shared their comments with guests before the group moved upstairs for the plaque unveiling. The reception was held in the main lobby, along with the cake cutting honoring John Spiker's retirement.

The Athletic Training program celebrated its 40th anniversary throughout the weekend. The celebration included a presentation by Phil Donley, PT, ATC. The group headed out to the new Monongalia baseball stadium to watch the West Virginia Black Bears take on the State College Cardinals.

Saturday morning presentations were followed by the room dedication and tours of athletic facilities. Finally, attendees met at Touchdown Terrace at Milan Puskar Stadium for fellowship and more tributes to John and Sabra. A Sunday morning golf outing completed the weekend activities.

The Spikers were later honored on the field during the Georgia Southern vs. WVU football game, Saturday, September 5 at Milan Puskar Stadium.



NEW WVU CENTER WILL FOCUS ON COACHING TRAINING AND RESEARCH

A team of West Virginia University College of Physical Activity and Sport Sciences faculty provide the leadership for the new Center for Applied Coaching and Sport Sciences (CACSS). Co-directors, Kristen Dieffenbach and Roch King head up the Center.

CACSS focuses on projects designed to improve the work of those who coach, train coaches and conduct and support research related to coaching and coach development. The Center highlights projects that promote multiple aspects of applied coaching science simultaneously.

The Center's initial projects focus on developing expertise in the latest sport data gathering technology and on building more efficient channels of communication between key local, state, national and international sport governing bodies.

"This Center will become a place where we share what we are doing, as we look to shape connections that help us all take our work to the next level. We hope to solidify WVU's leadership in the field of coach development and athletic coaching education," explained Dieffenbach, CPASS associate professor, athletic coaching education.

The guiding vision behind CACSS is a culture that values and supports all individuals as athletes who will be trained by quality coaches who have access to the best science, best practices and best training.

The team's mission emphasizes research, practice, innovation and student experience. The Center will support the generation of original research related to coaching and coaching education while developing collaborative relationships with both WVU and sport organizations.

"The Center will fill the gap between cutting-edge sport science knowledge and technology and real-world coaching across the levels of sport. We envision creating a supportive incubator to take real-world ideas from coaches and athletes and cutting-edge science-based concepts to develop ideas into products and services," added King, CPASS teaching assistant professor, athletic coaching education.

"We hope to enhance coaching education, the profession of coaching and the athlete sport experience. We will

strive to enrich student learning by providing hands-on experiences. We want to develop professional networks to strengthen the student experience," King said.

Recent CACSS activities include a technology partnership with the United States Olympic Center, hosting the 2015 National Coaching Conference, research roundtable meetings and conducting coach training workshops held at WVU.

In addition to Dieffenbach and King, Clayton Kuklick, CPASS teaching assistant professor, will serve as the group's chief technology officer, while Valerie Wayda, CPASS Coaching and Teaching Studies Department chair and associate professor, will serve as the chief financial officer.

"We envision creating a supportive incubator to take real-world ideas from coaches and athletes and cutting-edge science-based concepts to develop ideas into products and services." — Roch King

WVU HOSTS OLYMPIANS AS PART OF 2015 NATIONAL COACHING CONFERENCE

Three Olympians visited the West Virginia University campus in early June as part of the 2015 National Coaching Conference hosted by the WVU College of Physical Activity and Sport Sciences.

Edward Etzel, 1984 gold medalist in Rifle and West Virginia University faculty member; Melinda Rhoads, a member of 1984 Handball team that took 4th place in the Games; and Clarissa Chun, a 2008 and 2012 Wrestling bronze medalist in London, all attended the opening reception at the Waterfront Place Hotel in Morgantown.

The conference, which ran three days, was co-sponsored by the United States Coaching Coalition, made up of the U.S. Olympic Committee, NCAA, National Federation of State High School Associations, Society of Health and Physical Educators America and the National Strength and Coaching Association.

The conference is part of the College's efforts to improve the work of those who coach, train coaches and those who research coaches as established through the Center for Applied Coaching and Sport Sciences.

WVU CPASS athletic coaching education faculty have a strong presence in the field and many leading organizations.

Kristen Dieffenbach, associate professor, athletic coaching education at WVU, serves as the Center co-director. She has a history working with the USOC and various athletic coaching education associations, including the National Council for the Accreditation of Coaching Education. She has attended the conference for the past nine years.

"This conference has been growing in strength and size. This year we saw a strong program that included both national and international scholars and leaders in the field," said Dieffenbach.

This year's theme, "Physical Literacy: The Launching Pad for Lifetime Athletic Development and Performance," focused on integrating athletic development for both performance and participation. Top speakers, researchers and coaches provided their insight regarding these ideas.

"Physical literacy is a concept that has been around for a while, but that is growing in use as a part of the

discussion for quality physical education and as a part of the foundation for long-term athletic participation and performance," Dieffenbach added.

Dean Kriellaars, associate professor, Department of Physical Therapy, the University of Manitoba, was the featured keynote speaker. He is a world-renowned physical literacy expert whose research focuses on obesity and prevention of disease and injury.

Other speakers included Tom Farrey, ESPN reporter and executive director, Aspen Institute, Sport and Society Program; Sergio Lara-Bercial, International Council for Coaching Excellence; Brian Hainline, chief medical officer, NCAA Sport Science Institute; and Dan Schuster, director of coaching education, National Federation of High Schools.

This is the second time WVU has co-hosted a conference, but this is the first time it was conducted on campus. WVU co-hosted in 2010, but the site was Pittsburgh, Pa.

Edward Etzel

- **Gold Medalist**
1984 Rifle Team

Clarissa Chun

- **Bronze Medalist**
2012 Wrestling Team
5th Place
2008 Wrestling Team

Melinda Rhoads

- 4th Place**
1984 Handball Team



▲ (L-R): Melinda Rhoads, Edward Etzel and Clarissa Chun



CPASS HOSTS FIRST-YEAR ACADEMY

Freshman in the College celebrated their initial weekend on campus by attending First-Year Academy, the official kickoff to the fall semester.

First-Year Academy is held prior to the start of classes each fall and complements the New Student Orientation experience most students attended during the summer. First-Year Academy is designed to connect new students to the campus, their academic departments and other students, assist them in learning the culture and values of West Virginia University and gain some on-site knowledge of the campus and its resources. It is also about having fun.

CPASS freshmen gathered on Saturday, August 15 at the Evansdale Residential Complex (also known as Towers) Blue and Gold rooms. They participated in trivia games, a panel discussion featuring CPASS student ambassadors and academic presentations highlighting majors, and received tips and library resources. Students learned about CPASS student clubs and the Living-Learning Community. Numerous faculty and advising staff attended the get-together, providing helpful recommendations to ensure the WVU Class of 2019 has all the tools needed to blossom in their new home.



▲ Dean Dana Brooks offered tips for success during the First-Year Academy. CPASS Student Advisory Council members answered questions from the audience.

CPASS students travel to Brazil

In May 2015, five CPASS students explored Brazil during a seven-day study abroad trip. The group visited various sport organizations located in both Rio de Janeiro and Sao Paulo. They were joined by nine other students from the School of Hospitality in the Sport and Recreation Management program at James Madison University.

Earlier in the spring semester, CPASS students completed an eight-week course titled Sport in Brazil. During that course, students learned not only the way sport is organized in Brazil but also different aspects of Brazilian culture. The CPASS group included Matthew Scalora, Matthew Bell, Zackery Vaji, William Combs and Drew Sendek, along with Gonzalo Bravo, CPASS associate professor, sport management.

In Rio de Janeiro the group met with executives and staff from the Rio 2016 Organizing Committee for the Olympic Games, which offered a better understanding of the planning of the 2016 Olympic Games that will take place in Rio de Janeiro. In Rio the group met with Saam Momen, business director for special projects, CSM Sport and Entertainment, a multinational sport marketing firm that previously provided services for the 2014 FIFA World Cup.



The students then visited Sao Paulo, the largest city in South America. There, they met with Renata Netto, senior production manager, ESPN Brazil, who provided a facility tour. They participated in a live production of “Bate-Bola,” a show that discusses soccer from around the globe.

They also met with Marcello Soares, director of Global Partnerships for AEG Brazil and visited the newly finished Allianz Parque, home stadium of Palmeiras F.C. In addition, the students toured several sport venues in Sao Paulo, including Arena Corinthians, Clube Pinheiros and the Soccer Museum. At the University of Sao Paulo they attended a presentation on the role of government in Brazilian sport.

CPASS SELECTED AS AN INAUGURAL LIVING-LEARNING COMMUNITY

WVU's Living-Learning Communities (LLC) are on-campus student communities formed around a theme or specific field of study. They provide a smaller, more intimate environment where students can live with others who share similar academic and social interests. LLC members will study, live and learn with new friends who understand one another's dreams.

Tobin Richardson joined CPASS this summer as a teaching assistant professor and will oversee the CPASS Living-Learning Community. Richardson works primarily with freshman CPASS students teaching first-year seminar and special topics classes. His desire to teach has led him to WVU, where he hopes to instill success in his students by using the living-learning method while incorporating team activities into the classroom.

CPASS LLC students live in Bennett Tower, which is close to the CPASS building and a rec field where they enjoy wellness and fitness activities. According to Richardson, the communities are important because they create a positive atmosphere that will enhance students' learning experience and strengthen retention rates.

The LLC is open to students majoring in athletic coaching education, athletic training, physical education teacher education, sport and exercise psychology and sport management.

CPASS faculty member shares expertise in global sports



G. Bravo

Last June, the Brazil House of Representatives invited sports authorities and experts to evaluate the development of a future national sport system in Brazil. CPASS Associate Professor of Sport Management Gonzalo Bravo was invited to speak in front of the Brazil House of Representatives in the capital city of Brasilia. In the context of being the host of the two largest sporting events in the world, the FIFA World Cup in 2014 and the upcoming 2016 Rio Olympics in Rio de Janeiro, the Brazilian government is currently in the process of examining the impact of sport in its country.

Bravo's presentation discussed the structure and organization of sport in the United States, Canada and the United Kingdom. His previous work on comparative national sport systems – including Brazil – gave him a unique position to provide not only the highlights of what other countries are doing regarding sport policies but also how those systems diverge and converge when compared with the Brazilian sport system.

Faculty Briefs



Damien Clement started on August 1 as the resident faculty leader for Summit Hall.

Presentations and Conferences

Two presentations at the Association for Applied Sport Annual Conference in Indianapolis, Indiana, in October.

Arvinen-Barrow, M. & **Clement, D.** (October 2015). A Preliminary investigation into sport psychology professionals' views and experiences of a multidisciplinary team approach to sport injury rehabilitation.

Bryant, L., **Clement, D.**, Voelker, D., & Onderik, A. (October, 2015). Injury, perfectionism, and eating and exercise behaviors in college dance majors.



Kristen Dieffenbach and **Roch King** recently attended the International Council for Coaching Excellence 10th Global Coach Conference in Finland, hosted by Vierumäki, the Sport Institute of Finland, in cooperation with the Finnish Olympic Committee and the Finnish Ministry of Education and Culture. The theme of the conference was "Coach and Athlete Empowerment: a winning combination" and was attended by approximately 400 delegates from around the globe, along with a number of international organizations. Dieffenbach had one presentation, two posters and presented a workshop at the research fair with colleagues from the UK and Japan. King had one presentation.



Dieffenbach was elected to the 2015 Association for Applied Sport Psychology Executive Board and will serve as the public relations and outreach division head.



Eloise Elliott

Publications

Brusseau, T., Bulger, S., **Elliott, E.**, Hannon, J., Jones, E. (in press) University and community partnerships to implement comprehensive school physical activity programs: Insights and impacts for Kinesiology Departments. *Kinesiology Reviews*.

Sutcliffe JT, Carnot MJ, Palmer, SE, **Elliott E.** (2015). Ten-Year Trends in Children's Caloric-Beverage Consumption and Behavioral Intent. *Int J Food Sci Nutr Diet*.

Presentations

Elliott, E., Classroom teachers and physical activity: Lessons learned from WV. National PETE/HETE SHAPE Conference, Atlanta, GA, Oct 28-31, 2015.

Pyles, L., Lilly, C., **Elliott, E.**, Neal, W. Association of Lower Height and Higher LDL-c in a Statewide Schoolchild cholesterol screening program. AHA Scientific Sessions 2015, Orlando, FL Nov 9, 2015.

Grants

Neal, W., **Elliott, E.**, Pyle, L. (Co-PIs) The WV CARDIAC Project, Governor's Office (WVDHHR), \$427,000.

Elliott, E. (PI). Bulger, S., Jones, E., Neal, W. Kristjansson, A., Taliaferro, A. USDA – NIFA. McDowell CHOICES Project Outreach: Coordinated Health Opportunities Involving Communities, Environments, and Schools.

Awards and Special Appointments:

Appointed to the President's Council for Fitness, Sports and Nutrition Science Board (three-year term).

Service-related

USDA funding provided for the McDowell CHOICES project to continue with all 11 schools offering two after-school programs for students and their families. More on social media: @mcdowellchoices and www.mcdowellchoices.org



Edward Etzel was the co-presenter (and second author) of a presentation at the American Psychological Association in Toronto in August. He was second author of a journal article with SEP alum Dr. Samantha Monda, of Robert Morris University, in Athletic Insight, Understanding the Academic Experiences of Freshman Football Athletes: Insights for Sport

Psychology Professionals. Etzel taught an online ethics course for the Association of Applied Sport Psychology over the summer. The course prepares professionals to become AASP certified consultants. He also co-presented two workshops at the 2015 AASP conference in Indianapolis in October. One was on supervision in applied sport psychology and the other on ethics and teaching.



Stephen Harvey won the Physical Education and Sport Pedagogy reviewer of the year and was shortlisted for paper of 2014.



Floyd Jones was a member of an international team of sport management scholars who presented a research paper titled "Athlete Product Endorsement and Use of Twitter." Jones attended the annual European Association Sport Management International Conference for Sport Managers and is a member of EASM.



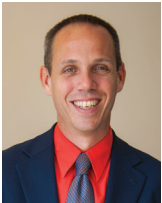
Cindy Lee attended the European Association for Sport Management held in Dublin, Ireland. (Sep. 9-12) More info at <http://www.easm2015.com/>

Publications

Lee, C., & Bang, H. Influencing factors on gameday experience: MLB



Randall Meador was named to the Ambassadors for Progress team with the Dominion Post, Morgantown, WV, newspaper. Meador also presented to the Morgantown North Rotary.



Jack Watson

Publications

Harris, B. & **Watson II, J.** (In Press). Stick a fork in me, I'm done: Burnout among child and adolescent athletes. In S. Arthur-Banning, M. Wells, and B. Greenwood (Eds.), Youth Sports in America: The 50 most important issues in youth sports today.

Watson II, J., Cranney, A., & Halbrook, M. (In Press). The application of technology into sport, exercise, and performance consulting: The case of Phil. Cremades, J.G. & Tashman, L.S. (Eds.). Global practices and training in applied sport, exercise, and performance psychology: A case study approach. New York: Routledge, Taylor & Francis Group.

Lui, W., Ji, L., **Watson II, J. C.** (2015). Dispositional differences of collegiate athletes' flow state: A cross-cultural comparison. Spanish Journal of Psychology, 18, 1-10.

Watson II, J. C., & Lubker, J. (In Press). Supervision in Applied Sport Psychology. In D. Lane, M. Wtts, and S. Corrie (Eds.),

Supervision in the psychology professions: Building your own professional model. Open University Press, Berkshire, England. Etzel, E., Harris, B., Sachs, M., & **Watson II, J.** (2015). Ethical considerations in teaching and mentorship for faculty and students. Presented at the annual conference of the Association for Applied Sport Psychology, Indianapolis, IN.



Samuel Zizzi had two international presentations over the summer, one with Dr. Voelker, at the European Congress in Sport and Exercise Psychology in Bern, Switzerland. This congress was organized by CPASS alumnus Olivier Schmid.

Zizzi, S., Visek, A., & Weinstein, M. (2015). Girls LEAD Nepal: An evidence-based workshop for empowering girls and women through sport. Data-based workshop presented at the FEPSAC Congress in Bern, Switzerland.

Zizzi, S., & Voelker, D. (2015). What can under and over-eaters learn from each other? An application of self-regulation theory. Data-based workshop presented at the FEPSAC Congress in Bern, Switzerland.

Announcements

Welcome to new CPASS staff member, **Stephanie Martin**, administrative secretary senior, providing services to the Dean's office and Lifetime Activities Program.

Lisa Romeo joined the College at the end of August as administrative secretary senior, providing support for both department chairs and several faculty.

Lifetime Activities Program has collaborated with WVU Employee Wellness to offer fitness classes to employees at a special reduced rate.

Welcome New Faculty



Welcome **Byron Towner**, WVU alum and West Virginia native, who serves as a clinical instructor in the Coaching and Teaching Studies department specializing in instructive content knowledge. After earning his Master of Science degree in physical education teacher education from WVU in 2007, Towner worked as a physical education teacher and basketball and football coach in Horry County, South Carolina, for the last eight years.

Excited to return to his alma mater, Towner will lead PETE students as they learn to properly and effectively teach sport skills. He hopes to bridge the gap between him and his students by incorporating his past experiences into the curriculum. His goal is to successfully teach his students while working toward his doctorate degree.



Tobin Richardson joined CPASS this summer as a teaching assistant professor and will oversee the CPASS Living-Learning Community. While earning three degrees from Ball State University, Richardson coached intramural sports and served as a doctoral assistant. From Hartford City, Indiana, his dream was always to teach.

WVU Living-Learning Communities are on-campus housing environments formed for specific interests and majors.

According to Richardson, the communities are important because they create a positive atmosphere that will enhance the students' learning experience and strengthen retention rates.

Former Dean Inducted Into 2015 Order of Vandalia

There are Mountaineers. And then there are Mountaineers with an extra dose of gold-and-blue running through their veins.



J. William Douglas

The University recognized devout Mountaineers for this year's Order of Vandalia, an award given to the most loyal servants of the University.

For the 2015 class, four people with a lasting influence on the University were selected, including the College's own J. William "Bill" Douglas, former dean of the School of Physical Education. The remaining three

include John Fisher II, former dean of the College of Law; Kenneth D. Gray, former vice president of Student Affairs; and Arthur I. Jacknowitz, professor and former chair of the Department of Clinical Pharmacy.

Bill Douglas, a Morgantown native, earned his bachelor's and master's degrees from WVU, in addition to a doctorate from The Ohio State University. In 1972, he was named chair of the WVU Department of Physical Education and later served as dean of the College and professor in the Sport Management program. He is the author of "The School of Physical Education at West Virginia University: An Historical Perspective 1891-1999," a significant contribution to WVU's history.

Since his retirement, Douglas has been a member of the College of Physical Activity and Sport Sciences' Visiting Committee and has chaired both the Hall of Fame and Outstanding Alumni committees. In recognition of his service to the College, he is a member of its Hall of Fame

and is a recipient of its Outstanding Alumnus award. His service to WVU includes chairing the campuswide United Way drive, serving as a member of the Athletic Hall of Fame selection committee and being named to search committees for hiring athletic directors, college deans and vice presidents. In addition, he has been an active member of the University's Alumni Association, where he has served on its board of directors and as president of the Emeritus Club.

Douglas has also been active in the Morgantown community where he served on numerous boards of directors and was a member of the Morgantown Rotary Club for 33 years. Douglas is a member of Phi Sigma Kappa and was active with planning the fraternity's centennial celebration in 2001. For his efforts, he has twice been selected the fraternity's Outstanding Alumnus. In recognition of his contributions to the local chapter, the national chapter selected him to receive the Stewart W. Herman Award.

He has been recognized for the development of physical education throughout the state and nation. In recognition of his service, scholarly publications, presentations and leadership offices held in professional organizations, he has received meritorious service, honor and distinguished achievement awards.

Dean Dana Brooks noted, "Bill's life has been dedicated to paying it forward to the next generation of West Virginia students, faculty, alumni and students." Douglas and his wife Karen, a professor emeritus of the WVU School of Public Health, reside in Sun City, Indian Land, South Carolina.

Alumni Notes

Jillian Blalock (Sport and Exercise Psychology) is a first-year student at the West Virginia School of Osteopathic Medicine.

Azman Shah Dato'Aziz (Sport Sciences) is the president of the Malaysia Alumni Chapter of the WVU Alumni Association.

Kristen Kakascik (Sport and Exercise Psychology) is a first-year law student at the University of Pittsburgh.

David Keiling (BS, MS Physical Education Teacher Education) is a physical education teacher in Frederick, Maryland, West Frederick Middle School, where he is the health department chair, lead adaptive physical education teacher and third-year head baseball coach at Linganore High School, Frederick, Maryland.

Robert Schlote (BS Sport and Exercise Psychology) accepted a position in August working for CSF2 as an MRT-PE and started work at Ft. Leonard Wood, Missouri. "I wanted to thank you (Dr. Clement) first and foremost for all that you have done for me and my family. Alessia and I could not be where we are without the love and support from you and the WVU family."

Pete Zulia (Athletic Training) was chosen as one of the "20 People to Know in Healthcare for 2015 in Cincinnati, OH." Zulia is a co-founder of Oxford Physical Therapy in Cincinnati.

Mark Your Calendar

WVU DECEMBER COMMENCEMENT

December 18, 2015 • 1:30 p.m. • WVU Coliseum

OFFICE OF STUDENT SUCCESS OPEN HOUSE FIRESIDE CHAT WITH VISITING COMMITTEE AND LLC

April 14, 2016 • Evansdale Campus

DALLAS BRANCH RETIREMENT CELEBRATION

April 15, 2016 • Location TBA

SPRING VISITING COMMITTEE MEETING

April 14-16, 2016 • Morgantown, WV

DEAN'S LECTURE SERIES

April 16, 2016 • 7:00 p.m. • Erickson Alumni Center



WVU GOLD-BLUE SPRING GAME

April 2016 (Date TBA) • The Greenbrier

CPASS MAY COMMENCEMENT

May 13, 2016 • 12:30 p.m. • WVU Coliseum

In Memoriam

Michael A. Boyd

Class of 1985

Physical Education
Princeton, WV

July 28, 2015

Darrell K. Carr

Class of 1961

Physical Education
Charleston, WV

June 30, 2015

Danny N. Hylbert

Class of 1972

Physical Education
Parkersburg, WV

September 6, 2015

Jack L. Linn

Class of 1990

Physical Education
Nokomis, FL

September 7, 2015

John M. Lowe

Class of 1949

Physical Education
Mechanicsburg, PA

July 19, 2015

Paul E. Polink

Class of 1952

Physical Education
Carmichaels, PA

July 6, 2015

Tyler M. Westbrook

Class of 2006

Sports Management
Williamstown, WV

August 28, 2015

George R. Whitman

Class of 1969

Physical Education
Saint Albans, WV

August 2, 2015

Alumni Success

SPORT MANAGEMENT GRAD BRINGS WVU FOOTBALL HISTORY TO LIFE

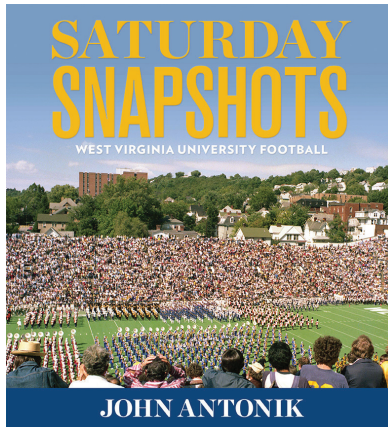


For decades, hundreds of photographs chronicling some of the greatest moments in West Virginia University football history have been scattered in

numerous places. Within the archives of the WVU Athletic Department, these treasures have been overlooked through the years. John Antonik, who earned his sport management master's degree in 1992, has taken that task to heart.

These memories are now part of a book published by WVU Press titled "Saturday Snapshots: West Virginia University Football" and written by Antonik, director of digital media for Intercollegiate Athletics. Saturday Snapshots is Antonik's fourth book about WVU sports.

"Saturday Snapshots is really an extension of my two prior books covering Mountaineer football, with more of an emphasis on the great photography we have buried in our archives. Many of the photos in this book have never been



published before, and it's very pleasing to be able to bring them to light," Antonik explained.

By spanning WVU football's entire history – from that first wintery game in Morgantown on Saturday, November 28, 1891, to West Virginia's appearance in the AutoZone Liberty Bowl in Memphis, Tennessee, on December 29, 2014 – the stories focus on the vast expanse that is Mountaineer sport history.

"Hopefully, Mountaineer fans will enjoy this as much as I enjoyed putting it together," he added. With more than 24 years with WVU Athletics, Antonik is involved in the department's social media program, serves on the WVU Sports Hall of Fame committee and all-time team committees for men's basketball and football and is also a contributor on the Mountaineer Sports Network from IMG football pre-game show, Mountaineer Tailgate.

He is the author of "West Virginia University Football Vault: The History of the Mountaineers," "Roll Out the Carpet: 101 Seasons of West Virginia University Basketball," and "The Backyard Brawl: Stories from One of the Weirdest, Wildest, Longest Running and Most Intense Rivalries in College Football History."

A native of New Martinsville, W.Va., Antonik received a bachelor's degree in journalism from WVU in 1990 and a master's degree in sport management from WVU in 1992. He received The Lifetime Achievement Award from Magnolia High School in August, 2008, and in 2010, he was the recipient of the Paul B. "Buck" Martin Award, presented by the WVU Alumni Association to an individual who has helped to preserve and maintain West Virginia University's traditions.



A recent Physical Education Teacher Education master's graduate wants to make a difference in his school and community. Bobby Waugh, an August CPASS graduate, serves as a physical education instructor at Pleasant Valley Elementary School in Maryland. He was chosen as the guest speaker at the fifth grade graduation, and he dedicated his speech to how much the students mean to him.

"I feel like we've grown up together," Waugh proclaimed. Physical education happened by accident for him, but he is glad that it did.

CPASS MASTER'S GRAD PAVES THE WAY FOR NEW BRAND OF PE

Waugh originally wanted to study wildlife management before discovering his school did not offer that program. He then chose physical education as his career path.

"CPASS honestly changed my teaching entirely. It allowed me to assess my program, assess myself and improve my teaching in all aspects. I am a far better teacher after going through the CPASS program," he explained.

"I want to continue trying to be the best teacher that I can be for my students and to hopefully become the teacher of the year in my county. I think that would help to validate us, as PE teachers, myself and the work that I have put in to pave the way for a new brand of PE in my county," Waugh added.

Waugh is making an impact within his profession. He was selected as the featured

presenter at the Fredrick County professional development day and spoke to all the PE teachers in the area. He gave two, 65-minute presentations, one to secondary and one to elementary teachers.

"Without the experience I received presenting my advocacy project and my final project, I would have never been prepared to do that. My presentation focused on my CSPAP, what it is and how to implement it, as well as how to incorporate technology into PE and how to advocate for your program," said Waugh.

"I got great feedback from the teachers as well as my supervisor," he explained. What are his thoughts for his former professors at CPASS? "Thanks again for all that you have taught me. Hopefully, I'm making you proud."

CONFERENCES

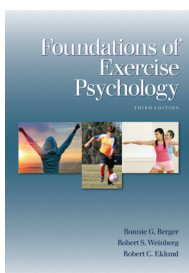
Barbara Dalton, interim director, and Nita Shippy, senior editor, just concluded a bustling conference season. FIT featured the new third edition of “Foundations of Exercise Psychology” at the Association for Applied Sport Psychology (AASP) Conference in Indianapolis, IN. Berger and co-author’s highly anticipated new edition of “Foundations” was warmly received by AASP attendees.

The Sport Marketing Association Conference in Atlanta, GA, was an ideal opportunity to highlight the new release of “Global Sport Marketing.” Furthermore, FIT staff were able to collaborate with the editorial board of Sport Marketing Quarterly (SMQ) on new initiatives for the 2016 volume of FIT’s oldest journal. SMQ is the preferred journal of the Sport Marketing Association.



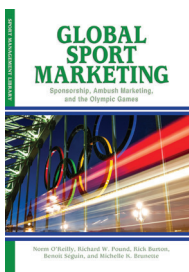
DEVELOPING SUCCESSFUL SOCIAL MEDIA PLANS IN SPORT ORGANIZATIONS

This book links practical examples with academic research to provide an overview of developing successful social media plans for sport organizations. It outlines strategies for sport organizations such as employing social media to engage fans, enhancing marketing and customer service, elevating the organization’s brand and monitoring how players, coaches and team personnel use individual social media accounts.



FOUNDATIONS OF EXERCISE PSYCHOLOGY, 3RD EDITION

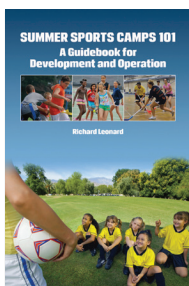
Robert C. Eklund joined the writing team of Bonnie G. Berger and Robert S. Weinberg in the third edition of “Foundations of Exercise Psychology.” The authors expand upon the key concepts and models of the field, focusing on the interrelationships of exercise and psychology. A new chapter on exercise and cognitive function authored by Yu-Kai Chang of the National Taiwan Sport University is included.



GLOBAL SPORT MARKETING: AMBUSH MARKETING, SPONSORSHIP AND THE OLYMPIC GAMES

As sport marketing matures, as social technologies advance and as the Olympic Games cement their position as the largest and most important mega-event in the world, marketers everywhere are increasing their sophistication in using the Olympic platform to achieve their objectives. Whether you are a student of marketing or a practitioner in the field, this book provides knowledge, context and tools to help you in your career.

UPCOMING BOOKS



SUMMER SPORTS CAMPS 101: A GUIDEBOOK FOR DEVELOPMENT AND OPERATION

This book is an authoritative and comprehensive resource for coaches and administrators who plan and operate summer sports camps. It also serves as an important educational guide in athletic coaching and education curriculum.



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Madlyn Alqutub
Brittany Dulin
Alli Daniels
Madison Smith
Tyler Zimm
Chris Pharis



Student interns celebrate the end of the inaugural season

 Matthew Drayer
General Manager
BS Sport Management, 2000

 Jackie Riggleman
Business Manager
MS Sport Management, 2015

**CONGRATULATIONS
ON GOING FIRST**