



DECEMBER, 2004 NATIONAL INTRAMURAL-RECREATIONAL SPORTS ASSOCIATION • NEWS AND INFORMATION

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 **NIRSA Foundation Commits Funds to Career Opportunities Center (COC)**  
Funds for COC and scholarships are approved.

 **Soccer Sport Club Championships Drenched in Austin**  
Volunteer Staff valiantly adapts and reorganizes to launch abbreviated tournament.

 **Candidates Slated for 2005 Elections**  
Members Step Up to Serve

 **NIRSA Honor Award Nomination Deadline Approaching**  
Submit nominations now for NIRSA's highest award.

 **Plans Heating Up for 2005 NIRSA Annual Conference & Recreational Sports Exposition in Orlando**  
Visit NIRSA online to see the latest information!

 **Step Up to Volunteer for NIRSA**  
Complete 2005-06 Committee and Work Team Preference form online by December 17th.

 **University of Oregon Recognized For Advocating Safe Glass in High Activity Areas**  
After a mishap at his facility, Dennis Munroe wants other directors to rethink wired glass.

 **No Co-location with AB for NIRSA**  
Members spoke loud and clear, so the NIRSA Annual Conference and Recreational Sports Exposition will remain a spring NIRSA event.

 **Certified Recreational Sports Specialist (CRSS) Exam Under Review**  
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 **'Tis the Season: Regional Conferences Score Big Numbers and Social Success**  
Regions I, II, IV and VI report enthusiastically attended NIRSA conferences this fall.

 **NIRSA Institutional Member Showcase in Orlando**  
Take your program to an enthusiastic crowd — at a discount!



**Act Fast: National Marketing Institute Registration Still Open**



Time's running out but you can still sign up for this great opportunity in Seattle.



### The University Network Issues Initial Revenue Checks

High traffic areas on campuses generate revenue with plasma-screened messages.



### Associate Member Sponsors Tout Great Exposure at the National Recreation Facilities Institute

Presentations and tours delight all attendees.



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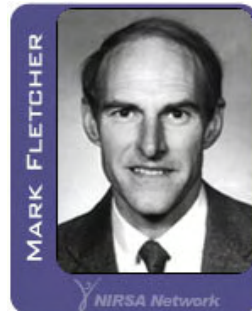
NIRSA Know is a member service of the National Intramural-Recreational Sports Association.



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### President-elect Candidates



Candidate for  
President-elect  
**Mark Fletcher**



Candidate for  
President-elect  
**Maureen McGonagle**



### Region I Vice-President Candidates



Candidate for  
Region I Vice-President  
**Sev-Ira' Brown**



Candidate for  
Region I Vice-President  
**William Crockett**



### Region III Vice-President Candidates



Candidate for  
**Region III Vice-President**  
**Ken Hill**

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know  
more...](#)



Candidate for  
**Region III Vice-President**  
**Therese Kennedy**

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know  
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### Region V Vice-President Candidates



Candidate for  
**Region V Vice-President**  
**Vicki Highstreet**

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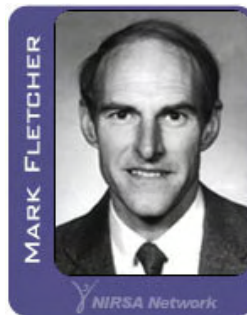


Candidate for  
**Region V Vice-President**  
**Kevin May**

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### President-elect Candidates



Candidate for  
**President-elect**  
**Mark Fletcher**

**Mark Fletcher, CRSS**, is Associate Director of Athletics/Director of Intramural Recreational Sports at the University of Virginia. He has been at the University of Virginia since 1985 and has had various responsibilities including being responsible for all Athletic facilities and operations, being the Director of Athletic & Recreation Capital Projects, and consistently having oversight for the University's comprehensive Intramural and Recreational Sports program.

Prior to moving to Virginia, Mark was the Assistant Director of Athletics/Recreation at the University of Denver (1979-85), the Coordinator of Intramurals at the University of Utah (1977-79), a Residence Hall Director at Utah (1976-77), and an Area Coordinator for the Residence Halls at Radford University. He was also an Assistant Men's Basketball Coach while at Radford (1974-76). Mark obtained a Bachelor of Arts from Heidelberg College and a Master of Arts from Bowling Green State University in College Student Personnel.

A NIRSA member since 1977, Mark's involvement has included:

- State Director in Utah & Colorado
- NIRSA Region II Vice President
- NIRSA Foundation Board as Chair, Vice Chair and member
- Coordinator for State Workshops: Utah, Colorado, Virginia
- Coordinator for Regional Conferences in Region V & Region II
- Chair and Member of various NIRSA Committees
- More than 50 presentations at NIRSA state, regional, and national conferences and symposiums
- Member of the NIRSA Planning Principles for College and University Recreation Task Force
- Member of the NIRSA National Center Planning Team



- Recipient of the NIRSA Region II Merit Award
- Member for 28 years

At the University of Virginia, Mark has been involved on multiple University committees including: the University Master Plan; Intramural Recreational Sports Master Plan (Chair); University Safety & Security (Chair); Graduation, Reunion Weekend; Family Weekend; Parking & Transportation; Facilities Management Advisory Board; and as Chair of numerous Athletic and Recreational Sports Building Committees.

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Candidate for  
**President-elect**  
**Maureen**  
**McGonagle**

Maureen McGonagle, CRSS, Director of Campus Recreation at DePaul University, previously worked as the Associate Director and Intramural Sports Director at the University of Illinois at Chicago (UIC). She earned an MBA from UIC after undergraduate and graduate studies in Leisure Studies at the University of Illinois. Maureen, a NIRSA member for 19 years, is currently serving NIRSA as:

- Cochair of the Annual Conference Program Committee
- Board Member of the National Services Corporation
- Member of the Athletic Business Senior Work Team
- Advisor for the Region III Lead On
- Authoring two chapters for Human Kinetics' Facilities Management book
- Host for both the 2005 Lead On and 2005 Fitness Symposium

She has received the Region III Award of Merit and four NIRSA Service Awards in recognition for her service at the national, regional, and state level. Her past contributions include:

- Faculty member of the School of Recreational Sports Management (SRSB) – 3-year term
- Chair/Cochair of twelve committees, including: SRSB faculty team – 2 years, Student Professional Development, Career Opportunities, Annual Conference Program – 3 years, NIRSA's 50th Anniversary and Conference Program, Region III Award of Merit Selection, Recreational Sports & Fitness Magazine Advisory Board – 2 years, and Illinois Intramural-Recreational Sports Association (IIRSA) Finance Committee
- Member of various committees/task forces, including: Facilities Task Force, Professional Standards, IIRSA Program, Region III Mentoring Program, Student Professional Development, and Career Opportunities
- IIRSA State Director – 2-year term
- Founder and coordinator of the first two Lead On Workshops
- Host of two Illinois State workshops and two Lead On workshops

Maureen gave her first conference presentation as a student member in 1987 and has presented every year since, giving more than 50 professional development sessions at national, regional, and state workshops and conferences.

Since joining NIRSA, Maureen has attended every Region III Lead On Workshop, every IIRSA state workshop, and all but one Annual Conference (due to the birth of her daughter).

She is a graduate of the SRSB and the Executive Institute and has participated in a variety of other NIRSA professional development opportunities, including: the Emerging Recreational Sports Leaders Conference; Region II Conference; Region V Lead On; Indiana (IRSA) State Workshop; Big 10 Conference; and Region III Summit.

Maureen is active on DePaul's campus, including current teaching responsibilities with the Student Leadership Institute and the First Year Program. She was the first Centers LLC employee and Director of Campus Recreation at DePaul; she hired the entire staff, opened its first recreation facility, and developed a well-respected department and program.

She is also active in her community, including volunteer efforts with school activities, youth sports, and neighborhood events and issues.

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## Vice-President Candidates

**Sev Brown** joined Syracuse University Recreation Services staff in 1989 after 16 years of service as a Park Director with the Chicago Park District. He served as the Operations Manager for Recreation Services at Syracuse University for 13 years and in 2001 was



Candidate for  
**Region I Vice-President**  
**Sev-Ira' Brown**

promoted to the position of Assistant Director for Operations. Since 1992, he has served as the Director of the Neighborhood Recreation Program (a community recreation program sponsored by Syracuse University), that annually serves 450 Syracuse Community youth.

On the Syracuse University campus, Sev is well known for his commitment to student development and his proactive attitude and actions toward diversity. In 2001, Syracuse University acknowledged Sev's commitment to excellence and awarded him the Sr. Vice President's Award for Excellence in the area of Diversity. In 1998, he was awarded the coveted Martin Luther King Humanitarian Award from Syracuse University. He is also very active in the Syracuse community working with university students and community youth.

He joined NIRSA in 1990 and attended his first national conference in St. Louis that same year. For many years, Sev has been an active advocate and supporter for the Emerging Recreation Sports Leaders Conference by doing presentations, bringing students, encouraging and supporting student attendance at the conference, and mentoring those students he meets at these conferences. NIRSA acknowledged his commitment to Student Development in 2002 by awarding him the Horace Moody Award.

Sev has attended NIRSA's School of Management and the Executive Institute and attended numerous national and regional conferences. In 2000, he attended NIRSA's 50-year celebration at Dillard University in New Orleans with his student staff, as well as attending the NIRSA National Center's opening in 1998.

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Candidate for  
**Region I Vice-President**  
**William Crockett**

**Bill Crockett** is the Director of Recreational Services University Athletic Center at the University of Maryland Baltimore (UMB), a position he's held since 1990. Before UMB, he worked at Campus Recreation Services at the University of Maryland College Park (UMCP), as both a graduate assistant (1988-1990) and undergraduate supervisor (1986-1987).

Bill holds a Bachelor of Science (UMCP) and a Master of Science (UMUC).

Bill joined NIRSA as a student member in 1988, and has been a professional member since 1991. He has served the Association in the following capacities:

- State Director for Maryland/DC/Delaware – 1997-1999
- Professional Ethics Committee – Chair (2002), Member (2001)
- Softball Committee Member – 1992-1993
- Host Region I Conference and Student Lead On – 1998
- Region I Award of Merit Selection Committee – 2001
- Attended various NIRSA symposiums and professional development programs including National School of Recreational Sports Management, Executive Institute, and several Facility Symposiums
- Volunteer at various NIRSA national Annual Conferences, including as a session monitor, an exhibit hall volunteer, and T-shirt awards judge

At UMB, Bill has been active in representing his department and Academic Affairs on a variety of campuswide committees including chairing or cochairing the following:

- Annual Maryland Charity Campaign – 1998-2004
- Red Cross Blood Drive – 2003
- Youthworks Mentoring Program – 2003
- The University's MLK, Jr. Diversity Recognition Award program – 2003-2004

He is also an active participant in the governance structure of the University and is serving his third year as Staff Senate President. In July 2004, he was elected to serve as Chair of the Council of University System Staff for the 13 institutions of the University System of Maryland.

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**Ken Hill, CRSS**, has been a NIRSA member for 15 years. Since 1999, the Lawton, Oklahoma, native has been the Assistant Director for Intramurals and Special Events at The Ohio State University in the Department of Recreational Sports. Ken also held the Director of Intramurals and Director of Summer Youth Sports Day Camp positions at Cornell University from 1992-1999. While receiving his M.S. in Sports Management at Oklahoma State University from 1990-92, Ken was a Graduate Assistant in intramurals. His experience also dates back to Cameron University, where he received his B.S. in Physical Education and Recreation, as he was a Student Coordinator of Intramurals and was named the Intramural Official of the Year, during the 1987-88 school year.



Candidate for  
**Region III Vice-President**  
**Ken Hill**

Ken has served NIRSA and state associations in multiple areas, including:

- Emerging Recreational Leaders Workshop Planning Committee, 1995-present
- National Conference presenter, 2002 and 1995
- New York State Director, 1996-99
- National Conference Program Committee, 1998
- Elementary and Secondary Committee, 1998
- Emerging Recreational Leaders Workshop (chair), 1998
- Youth and Family Committee, 1996
- Minority Student Recruitment Task Force, 1995

He has also assisted with several regional and national tournaments, including:

- Tournament Director:
  - Ohio State Flag Football Regional, 1999-present
  - Cornell University Basketball Regional, 1999
- Club Volleyball National Championships, 2003
- All-Tournament Selection Committee Chair:
  - Central Michigan University Basketball Regional, 2004
  - University of Kentucky Basketball Regional, 2004
  - University of Maryland Flag Football Regional, 2003
- Officials Committee Chair, Middle Tennessee State University Basketball Regional, 2002
- All-Tournament Selection Committee:
  - Western Kentucky Flag Football Regional, 2002
  - Cornell University Flag Football Regional, 2001 and 2002

Ken has also attended and certified in:

- National Recreation Facilities Institute, 2002
- Total Risk Management for Climbing Walls, pre-conference workshop, 2002
- Soccer officials pre-conference workshop, 1998
- Intramural Sportsmanship pre-conference workshop, 1996
- Flag Football Officials pre-conference workshop, 1995
- School of Recreational Sports Management (Level 1), 1995
- Certified Recreational Sports Specialist (CRSS), 1992

Furthermore, Ken is active on campus lending his talents to the Ohio State's Late Night Programming Recognition Committee, the Student Affairs Civility Intervention Team, the Community Alcohol Coalition, Family Weekend and Little Sibs Weekend, and the planning of the Spring Sports Fest. Hill is also a Class 1 OHSAA basketball official, and a media assistant at the Ohio State High School Wrestling Tournament and State High School Track Meet.

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Candidate for  
**Region III Vice-President**  
**Therese Kennedy**

**Therese Kennedy, CRSS**, has been the Associate Director of Recreation Sports and Facilities at the University of Wisconsin – Whitewater since 1998. Before being promoted to her current position, she was the Coordinator of Intramural Sports there since 1991. She obtained both her Bachelor of Arts and Master of Science in Sport Studies from Miami University in Oxford, Ohio, and she is also a graduate of the NIRSA School of Recreational Sports Management and the NIRSA Executive Institute.

Therese has been very active in two recreational sports associations – NIRSA, which she joined in 1990, and the Wisconsin Intramural Recreational Sports Association (WIRSA) in 1991. She has served both in a variety of ways, including:

NIRSA

- Marketing Committee Chair 2004 – Present
- Program Committee 2002-2003
- Finance Committee 1999- 2002
- Nominations and Elections Committee 1996 – 1999
- Executive Director's Search and Screen Committee
- Other NIRSA Committees served on over her tenure include:
  - The Basketball Committee
  - National Conference Host Committee
  - Ad Hoc Youth and Family Programs Committee
  - Student Development Committee
  - Intramural Sports Committee

## WIRSA

- WIRSA Student Scholarship Committee 2002 – Present
- WIRSA State Director 1993 – 1995
- WIRSA Secretary 2001 – 2003
- Hosted a WIRSA state workshop 2002

On the Whitewater campus, Therese teaches a Recreation Sports Management class and she serves as a staff advisor for the Alpha Sigma Sorority. She has served as the Academic Staff Assembly Chair since 1998 and also represents her campus as a UW System Academic Staff Representative.

Other UW committees that she has served on and/or chaired include:

- The Economic Issues Committee
- Search and Screen Committees for such positions as the Chancellor, Provost and Human Resource Director
- Office Planning and Review Committee for Recreation Sports
- New Student Programs Office Planning and Review
- The University Center Office Planning and Review
- The Williams Center/DLK/Kachel Fieldhouse Building Committee

Within the Whitewater Community, Therese serves on the Whitewater Tourism Council and is a Charter Member of the UW-Whitewater/Community Optimist Club that began in 1991. She has served as Chair of the Youth of the Month Committee since 1995, and as its President 2002-2003.

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Candidate for  
**Region V Vice-President**  
**Vicki Highstreet**

**Vicki Highstreet, CRSS**, is the Assistant Director for Instruction and Staff Development for Campus Recreation at the University of Nebraska-Lincoln. She was hired by the University Health Center in 1982 to develop noncredit fitness classes for students, staff and faculty. In 1988, she joined the staff at Campus Recreation as Coordinator for Fitness & Instruction. Over the years, the position evolved to include wellness evaluations, personal training, and instructor preparation classes. Vicki has been responsible for the academic credit recreational activity courses, as well as the noncredit instructional classes since 1992.

Vicki holds a bachelor's degree in Education (K-12 Physical Education), a Coaching Endorsement (7-12), and a master's in Physical Education (Sports Studies). She is also involved in teaching Emerging Leader Courses to undergraduate students at UNL, as well as health and safety, and recreational activity courses. Vicki is a "7 Habits for Highly Effective People" facilitator.

Vicki joined the NIRSA in 1988 and has served the Association and her state in the following roles:

- Coauthor of the NIRSA Instructional Programs Manual
- Instructional Programming Committee as member, the chair, and a consultant
- Fitness Committee as a member, the chair, and a consultant
- State Director – Nebraska
- Big XII Conference Coordinator
- Numerous state, regional, and national presentations, including the coordination of two different Instructional Program Preconferences at NIRSA national conferences

Vicki is also active in AAHPERD, and is a past president of the American Association for Leisure and Recreation. She also serves on various committees and has the opportunity to facilitate strategic planning/mission/vision/goal setting sessions for a variety of departments at the University of Nebraska. She has received a Kudo for meritorious service and dedication to improving the quality of the University from the University of Nebraska's Board of Regents. She is an Instructor Trainer for the American Red Cross, where she was recognized nationally as a top instructor in 2000.

She is the current president of the University Sertoma Club (Regional Education Coordinator), and President of the Girls and Women in Sport and Fitness Committee, both serving the Lincoln community. She has two daughters, one a middle school Special Education Teacher/Coach in Fort Collins, CO; and the other a junior at the University of Nebraska-Lincoln studying Interior Design.

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**Kevin May**, has been the Assistant Director for Informal Recreation at Colorado State





Candidate for  
**Region V Vice-President**  
**Kevin May**

University for the past four years.

Before coming to CSU, he worked for three years at Texas A&M University, College Station serving as both an intramural coordinator, and an aquatics coordinator. Kevin holds a Master of Education and a Bachelor of Business Administration from Texas A&M University.

Kevin joined NIRSA as a student member in 1996, and has served the Association in the following ways:

- As Colorado/Wyoming State Director–2002 to present
- Host committee for two state conferences
- Host committee for the 2003 Region V Conference
- Presented at several NIRSA state and regional conferences
- Has presented twice at the Annual Conference and Recreational Sports Exhibition
- Served on the Athletic Business conference committee to investigate a possible partnership with Athletic Business.

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**SIDELINES**

Explore all of the contents within this issue of the NIRSA Know!



## Plans Heating Up for 2005 NIRSA Annual Conference & Recreational Sports Exposition in Orlando

New developments are happening fast as we look ahead to the Annual Conference & Recreational Sports Exposition, April 5-9, 2005, in Orlando, Florida. Visit the NIRSA Network frequently and see what's new!

Here's what we have so far:

- The NIRSA 2005 Annual Conference overall schedule is available at <http://www.nirsa.net/education/conference.htm>
- Online registration will be available soon.
- Early bird registration **deadline is March 4, 2005.**
- Information about invited speakers, educational sessions, and networking opportunities will be available soon.

The latest information will also come to you in future issues of the *NIRSA Know* and eFASTNEWS.



# NIRSA 2005

## NIRSA Annual Conference & Recreational Sports Exposition

April 5-9, 2005 • Orlando, Florida

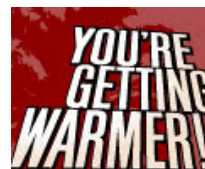


The Essential Conference for Recreation Professionals

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### HEAT THINGS UP!

CHECK OUT  
SPONSORSHIP  
OPPORTUNITIES  
AT THE NIRSA  
EXPOSITION



## NIRSA 2005

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## No Co-location with AB for NIRSA

Dear NIRSA Colleagues:

I would like to extend sincere appreciation to the membership for taking an active role in voicing its opinion about NIRSA's discussions with Athletic Business concerning a potential co-location of our Annual Conference and consolidation of our Expo.

We received 727 responses to an online questionnaire launched last week about this issue (just under 25 percent response of our total individual membership), one of our largest survey responses. Results indicated nearly one-half of respondents were not interested in co-locating our Annual Conference with Athletic Business during pre-Thanksgiving November. Approximately one-third of the survey respondents said that they were not interested in co-locating with Athletic Business regardless of time-of-year circumstances.

Complete results of the two question survey are available online at: [http://www.nirsa.org/secure/research/surveys/nirsa\\_ab.htm](http://www.nirsa.org/secure/research/surveys/nirsa_ab.htm).

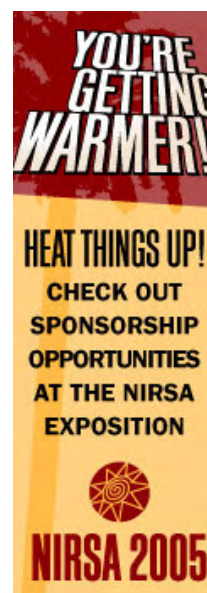
Based on the survey results, the Executive Committee determined that springtime was when NIRSA needs to continue to have the Annual Conference and Expo. Consequently, during a teleconference with Athletic Business officials on November 18th, we expressed that further consideration of co-location outside of springtime was not an option. Athletic Business shared a similar sentiment of not wanting to change the time of year of its event. Therefore, co-location of our conferences and expos will no longer be considered.

Athletic Business is interested in continuing a viable relationship with NIRSA, and may propose options to the Board of Directors to work with NIRSA in the future. Regardless, it is clear that both organizations have high regard and mutual respect for one another.

There has been a great deal of time and effort spent by the last three boards and the Athletic Business work teams. A special thanks is extended to the Athletic Business Work Team: 2004 chair, Sid Gonsoulin, 2003 chair, Brian Carswell, Tiffany Barr (National Student Representative), Tony Clements, Dennis Corrington, Tom Dison, Bill Healey, Dave Koch, Maureen McGonagle, John Meyer, Eric Nickel, and Mark Jacobson (NNC liaison).

The entire membership is to be commended for its participation throughout these NIRSA/Athletic Business discussions. Through this experience, exploration, and knowledge gained, we will boldly move our NIRSA to a promising future.

Sincerely,  
Tamra Garstka  
NIRSA President



## 'Tis the Season: Regional Conferences Score Big Numbers and Social Success

November was a popular month for NIRSA Regional Conferences in Regions I, II and VI, and representatives from each region's host campus report large turnouts and eager participants at their events.

**Region I** Member Mitch Gartenberg, the Director of Recreation Services at Syracuse University in Syracuse, New York, the host campus, says their November 11-13 event was "the highest attended EVER for a Region I Conference" with 234 attendees



out of 236 registrants—"or one out of every three people in the region!" Syracuse staff hosted and offered six of the presentations on the conference's schedule, which included a "Coaches vs. Cancer" basketball game between SU and Princeton at the Carrier Dome, and a keynote speech by Barry L. Wells, SU's Senior Vice President and Dean of Student Affairs, on the connection between recreation services, out of classroom learning, and retention.



A lively table of members at the Region I Opening Night Social.  
Photo courtesy of Mitch Gartenberg



Region I keynote speaker, Syracuse University's Senior Vice President and Dean of Student Affairs Barry L. Wells.

Photo courtesy of Mitch Gartenberg

The **Region II** Conference was hosted by the Department of Intramural and Recreational Services of the University of North Carolina at Charlotte, November 4-6. According to Kemet Gatchell, Assistant Director for Marketing & Club Sports at UNCC, nearly 150 attendees from colleges and universities in ten southern states participated in over twenty workshops in the field of campus recreation. Michele Howard, Dean of Students, delivered the keynote address, and scheduled socials included a dinner at Lowe's Motor Speedway's "Speedway Club."



Jenny McCarthy, left, Student Worker at UNCC, offers a shirt to Nicole Piscitelli, Assistant Director, Intramurals & Club Sports, at University of North Carolina in Greensboro, during the Region II Conference T-Shirt Exchange. Photo courtesy of Kemet Gatchell.

The **Region VI** Conference assembled 184 attendees in Tempe, Arizona, reports Stefani Price, Assistant Director in Outdoor Recreation and Experimental Learning at Arizona State University. The highlight of the program occurred at the closing luncheon when a t-shirt quilt crafted by Roy Easley, from California State Polytechnic University in Pomona, was won in a raffle by Darcy Bingham, CRSS, NIRSA Foundation Board Member. The raffle raised \$1249, and with the first thousand dollars of that amount earmarked for student development at ASU, the remainder will go to the Foundation to help fund scholarships.

One of the earliest events in conference season, the 2004 NIRSA Big 12 & Friends and the **Region IV** NIRSA Regional Conference was held October 13-15 at Oklahoma State University in Stillwater, Oklahoma. The event was a huge success, with over 120 delegates and participants in attendance. Kent Bunker, Director Of Campus Recreation, coordinated the event.



Region VI's Roy Easley crafted this quilt from t-shirts sent in by each member institution in the region.

Photo courtesy of ASU



**University of Oregon Recognized For Advocating Safe Glass in High Activity Areas**

Dennis Munroe, Director of Physical Activity and Recreational Services at the University of Oregon, recently accepted an award in recognition of UO's proactive leadership in protecting or eliminating wired glass in the Student Recreation Center, even when existing code did not require action. The Protecting People First Foundation presented its Safety Award to UO at a news conference on Friday, October 15, at the Oregon Convention Center in Portland. Munroe was joined in his acceptance by State Senator Vicki Walker (D-Eugene) and Greg Abel of Eugene, who founded Advocates for Safe Glass in 2001 after his son, Jarred, suffered a serious injury as a result of impact with wired glass in the UO facility. Aren Almon-Kok presented the award; she established Protecting People First Foundation in memory of her daughter, Baylee, who was one of 168 victims killed in the 1995 Oklahoma City bombing. Many deaths and injuries that occurred in the event have been attributed to flying glass. A painfully familiar image from that day--of a firefighter carrying Baylee's lifeless body--appears on the plaque her mother presented to Dennis and, as he says, "it was a moving moment to be sure."

Jarred Abel's injury, which has left him with limited mobility in one hand, set in motion several events that have led to heightened awareness, both of the hazards of wired glass and of the solutions that can diminish or eliminate the danger. As director of the facility where Jarred's injury occurred, Munroe went to work on the problem right away. "The wired glass was a brand new installation from our recent expansion, completed in 2000," Dennis says. "Drew Gilliland [former Associate Director for Facilities] and I quickly concluded that if it can happen once, it can happen again and we responded immediately." Dennis and Drew instigated the installation of a protective film, invisible but impact resistant, on the gymnasium side of the glass.

Greg Abel reacted swiftly too. His work within the advocacy and in lobbying with Senator Walker on the state and national level against the legality of wired glass installed in high activity areas has resulted in a major victory. On May 19, 2004, The International Code Council (ICC), the regulatory body which oversees the development and implementation of the International Building Code, resoundingly voted to restrict the use of wired glass. On September 30, 2004, the ICC's Board of Directors rejected an appeal of that vote, filed by wired glass manufacturers. The code change will now become a part of the International Building Code to be adopted by states nationwide.

Although this hazard will no longer exist in new facilities, the work to raise awareness of wired glass danger in existing structures continues. As Dennis says, "It takes very little imagination to picture the kind of injury that can occur when a body part first penetrates, then extricates from a glass panel that remains held together with wire mesh." He is committed to spreading the word about solutions to the wired glass problem, and is available for further information at (541) 346-4153 or by email at [dmunroe@uoregon.edu](mailto:dmunroe@uoregon.edu).



Left to right: William O'Keeffe, from Safety & Fire Technology International, Aren Almon-Kok, founder of Protecting People First Foundation, State Senator Vicki Walker, Greg Abel, founder of Advocates for Safe Glass, and Dennis Munroe, Director of Physical Activity and Recreational Services, University of Oregon.



## The University Network Issues Initial Revenue Checks

Thanks to the support of NIRSA members, The University Network (TUN) has reached a milestone. Revenue-sharing checks were issued October 15th, 2004, to many NIRSA Member Institutions that participate in this NIRSA sponsored and endorsed program. Shared revenues came from movie trailers from DreamWorks Pictures' "Anchorman" and "Collateral," and Paramount Pictures' "Sky Captain and the World of Tomorrow," and were supported by Hollywood Update on Campus. The Network continues to grow, with twenty-five new installations planned before the end of March 2005, and four national advertisers committed to ads in the fourth quarter of 2004. Personnel expansions at TUN include hiring a senior vice president of sales, and contracting a national sales force for



advertising with ten sales people in New York, Chicago and Los Angeles. For more information contact Barry Brown, Marketing Director, at [barry@nirsa.org](mailto:barry@nirsa.org).



## NIRSA Institutional Member Showcase in Orlando

NIRSA Institutional Members (colleges, universities, military bases, etc): here's a great opportunity to showcase your programs at the NIRSA Annual Conference in Orlando. You can exhibit at the Recreational Sports Exposition and generate exposure for your institution, degree programs, recreational sports programs and facilities. The Institutional Member Rate is \$575: that's 66 percent less than the corporate rate! For Expo details, go to <http://www.nirsa.net/expo/index.htm>.

For more information, contact Carole Marie Hobrock, Exposition Director, by emailing [carole@nirsa.org](mailto:carole@nirsa.org).



## Act Fast: National Marketing Institute Registration Still Open

The effective use of NIRSA market research, sessions on cutting-edge, web-based marketing and graphic design, and outstanding guest speakers are just a few items on the program for what is shaping up to be an outstanding 2004 National Marketing Institute, presented by NIRSA, **December 1-3** in downtown **Seattle**. The brochure is available online with quick access to a complete schedule, information on lodgings at the Red Lion Hotel where the Institute will take place, details on Seattle attractions, and a speedy registration process. This year's event will be better than ever, offering a wide range of information for today's professional sports marketers and for students who are interested in pursuing a career in marketing nonprofit recreation, sports and fitness. Browse the brochure at <http://www.nirsa.net/education/marketing.htm>, and sign up to attend before time runs out!



## Certified Recreational Sports Specialist (CRSS) Exam Under Review

*By Nick Todorovich, NIRSA Assistant Education Director*

In the past two months, the NIRSA Board of Directors has rendered two major decisions regarding the Certified Recreational Sports Specialist (CRSS) exam. On September 21, the BOD voted to eliminate the NIRSA two-year membership requirement to take the exam, thus bringing NIRSA into compliance with federal antitrust laws concerning application requirements for professional credentialing programs. At an October 19 teleconference, the Directors voted to suspend CRSS exam offerings as of June 30, 2005, and to appoint a work team to study the current CRSS program. The BOD also charged the Professional Registry Work Team to move forward with their Registry proposal that would not include the current CRSS exam.

Now that all of the fall state workshops and regional conferences have occurred, only five opportunities remain to take the CRSS exam prior to June 30, 2005:

Feb. 4, 2005	TIRSA State Workshop	Clarksville, TN
April 5-9, 2005	Annual Conference	Orlando, FL
May 18-20, 2005	National Fitness Institute	Chicago, IL
June 7-10, 2005	NSRSM - Level II	Hilton Head Island, SC
June 9-11, 2005	Collegiate Sport Club Symposium	Hilton Head Island, SC

The 125-question multiple choice exam covers the following subject areas determined to be required in entry level positions: programming, management and operations, risk management and legal concepts, program evaluation, participant's rights, history and philosophical foundations, and professional ethics. Studying for and taking the CRSS exam demonstrates commitment to the recreational sports profession.

To take the exam at one of these five NIRSA events, applicants must submit a CRSS application,

sponsorship forms, current CPR and first aid cards, and an application fee of \$45 for members and \$125 for nonmembers to the NIRSA National Center (NNC) thirty days before the proposed testing date. All CRSS materials are available at <http://www.nirsa.net/education/crss.htm>. For information, contact Nick Todorovich, Assistant Education Director, at (541) 766-8211 or by email at [nick@nirsa.org](mailto:nick@nirsa.org).



## Associate Member Sponsors Tout Great Exposure at the National Recreation Facilities Institute

Representatives from Hastings & Chivetta Architects, Inc., and Life Fitness, the generous NIRSA Associate Members who sponsored the Facilities Tours and the Networking Social, respectively, at the October National Recreation Facilities Institute (NRFI) in Atlanta, each report a worthwhile and enjoyable experience at the event.

Set at the Georgia Institute of Technology's Campus Recreation Center (CRC) on October 20, the social coincided with a tour of the CRC, the first of four excursions on the institute schedule. NIRSA member Chris Chivetta, a Principal at the firm, feels H & C's sponsorship was "very well received" by the 112 attendees in a friendly atmosphere that he sees as characteristic of the closely-knit membership of NIRSA, which his firm joined in 1984. "We saw several current clients," Chris says, "and met several potential ones who were impressed with the CRC." The CRC's recently opened renovation project was designed by Hastings & Chivetta, and the sponsorship was partly undertaken "as a thank you to Georgia Tech" on an occasion that would "showcase the building and design," Chris says.

Tom Proffitt, National Sales Manager for Life Fitness, sees his firm's sponsorship experience as "very good": "a chance to interact with a lot of directors." The social is "not like a trade show," Tom says, but rather offers a "very relaxed atmosphere" and "good quality time" for conversation. As the exclusive provider of fitness equipment for the CRC renovation, with a list price totaling \$750,000, Tom envisioned Life Fitness as the social's "belle of the ball." Response from the attendees and hosts was "very appreciative," he says, resulting in "good exposure" for the Chicago-area firm, a member of NIRSA since 1986.

NIRSA salutes Hastings & Chivetta and Life Fitness for their generous sponsorships at the 2004 NRFI! For information on upcoming sponsorship opportunities, please visit <http://www.nirsa.info/know/expo1.htm> or contact Carole Hobrock, Exposition Director: [carole@nirsa.org](mailto:carole@nirsa.org).



"It is so nice to have an association that 'huddles the masses' together to discuss all that is dear to us in the different areas of recreational sports."

Deirdre' L. Joseph, Rice University. NRFI Attendees tour the Georgia Tech CRC.  
NIRSA Photo



"Well worth attending, great for those planning on new construction, to those managing facilities daily."  
Kenneth B. Dunlap, University of Alabama at Birmingham. Life Fitness at Networking Social.  
NIRSA Photo



"The quality of the presenters and the quantity of the material were excellent. Thank you for a grand experience."  
Marie Sather, Western Washington University. Hastings and Chivetta's booth.  
NIRSA Photo



## NIRSA Honor Award Nomination Deadline Approaching

**December 15th** is the deadline for members to nominate individuals for NIRSA's highest honor, the Honor Award. Presented each year at the annual conference, this award recognizes a member for outstanding achievements in the profession and exemplary service to the Association. Letters of nomination and support materials (resume, letters of support, etc.) must be submitted to the Honor Award Committee Chair no later than December 15th.

For more details, please click on  
([http://www.nirsa.org/secure/crss/honor\\_process.htm](http://www.nirsa.org/secure/crss/honor_process.htm)) or contact the Committee Chair  
([nataliekovac@comcast.net](mailto:nataliekovac@comcast.net)).



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NATIONAL INTRAMURAL-RECREATIONAL SPORTS ASSOCIATION - NEWS & INFORMATION

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## NIRSA MEMBERS ON THE MOVE

**CLICK HERE**

TO CHECK OUT THE COMINGS AND GOINGS OF YOUR NIRSA COLLEAGUES



### Please Welcome NIRSA's Newest Members!

#### New Associate Members

- Tube Tone Concepts, Inc.  
<http://www.tubetoneconcepts.com/>

#### New Institutional Members

- Bowie State College  
Bowie, Maryland
- Saint Mary's College  
Notre Dame, Indiana
- Palm Beach Community College  
Palm Beach, Florida
- University of the Sciences in Philadelphia,  
Philadelphia, Pennsylvania

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### In Memoriam: NIRSA Member Warren Williamson

**Warren E. Williamson, NIRSA member since 1959, died November 9, 2004 in Brookings, South Dakota.**

After receiving his bachelor's and master's degrees at South Dakota State University, Warren joined the SDSU staff as an assistant football coach, head wrestling coach and coordinator of intramurals in June, 1956.

As coordinator of intramural and recreational sports at SDSU, Warren saw the program grow from six to 35 structured activities. In addition, he assisted in the establishment of the club sports program, which grew to field teams in 11 different activities; and helped develop the Century Fitness Club. Williamson's leadership was also responsible for the popular free play and open recreation programs at SDSU in June 1956.

Williamson retired from the faculty at SDSU in June of 1987, after serving thirty-one years. On his retirement from SDSU, Governor George S. Mickelson proclaimed June 30, 1987, as Warren E. Williamson Day in South Dakota. The Warren E. Williamson Public Recreation Scholarship was established in the early 1980s to honor Williamson for his many contributions to the Public Recreation program at South Dakota State University.



About a year and a half ago, Warren contacted NNC staff member Mary Callender, who had been a student of his while at SDSU. Warren had been good friends with NIRSA Past President Paul Gunsten, and Mrs. Gunsten had contacted him about what to do with some NIRSA memorabilia she thought shouldn't be thrown away. Warren forwarded the "Shares in the Future of NIRSA" certificates which are now framed and hang in the NIRSA lobby.

Memorials should be directed to the Warren E. Williamson Scholarship Fund at SDSU. If you would like to send Mrs. Dorothy Williamson and the family a card, her address is 1340 Trail Ridge Circle, Brookings, SD 57006.



### NIRSA Institutional Member Showcase in Orlando

NIRSA institutional members (colleges, universities, military bases, etc): here's a great opportunity to showcase your programs at the NIRSA Annual Conference in Orlando. You can exhibit at the Recreational Sports Exposition and generate exposure for your institution, degree programs,

recreational sports programs and facilities. The Institutional Member Rate is \$575: that's 66 percent less than the corporate rate! For expo details, go to <http://www.nirsa.net/expo/index.htm>.

For more information, contact Carole Marie Hobrock, Exposition Director, by emailing [carole@nirsa.org](mailto:carole@nirsa.org).



## CSI Software's Client List Growing Among NIRSA Members

As of November 1, CSI Software, a NIRSA Associate Member, has added two more campus recreation centers to its growing list of clients, with both the University of Alabama Birmingham and the University of Maryland College Park purchasing Spectrum management software for their respective campus recreation centers last month. These latest installations bring the number of campus facilities on CSI's roster to approximately fifty, according to CSI representative Andy Wigderson.

The University of Alabama in Birmingham (UAB) will be installing Spectrum at its new \$21,000,000 campus recreation center scheduled to open in February, 2005. UAB will be using Member Management, Facility Access, Point of Sale, Inventory, Accounts Receivable, Scheduling, Equipment Checkout, Series Sales, Locker Management, Program Registration and League Scheduler. For more information, logon to <http://main.uab.edu/>.

The University of Maryland in College Park (UMD) will be installing Spectrum at its state-of-the-art Campus Recreation Center. UMD will be replacing Centrec by EFTechnologies with Spectrum and will be installing Member Management, Facility Access, Point of Sale, Inventory, Employee Check-in, Accounts Receivable, Equipment Checkout, Locker Management and Program Registration. For more information, logon to <http://www.crs.umd.edu/facilities>.

CSI Software provides integrated software solutions to health and fitness clubs, campus recreation centers, wellness centers, JCC/YMCA/YWCA organizations and parks and recreation centers. Founded in 1977, CSI Software is a private company based in Houston, Texas. For more information, log on to [www.csisoftwareusa.com](http://www.csisoftwareusa.com).



## UTA Completes New Outdoor Complex

University of Texas at Arlington is celebrating the completion of a new outdoor complex this fall. According to Lisa Nagy, Assistant Director for Marketing and Public Relations and Campus Recreation, the complex, which opened September 9, covers sixteen acres devoted to intramural sports, sport clubs and informal recreation for the UTA student population of 26,000. The complex contains two dedicated softball fields (fenced), three multi-purpose fields for flag football, lacrosse, soccer and rugby, and a 6/10-mile illuminated jogging path. Amenities include concrete walkways, scoreboards, restrooms, and accommodations for meetings, equipment checkout and guest services. The project, designed by NIRSA Associate Member F&S Partners, Dallas, TX, and constructed by Allshall Construction Company, cost \$2.9 million and was funded by recreational sports fees. Lisa says the complex has been enthusiastically received. With an offering of fifteen hours of informal recreation a week, nineteen practice hours for four sport clubs (women's and men's soccer, ultimate Frisbee, and men's lacrosse), and intramural flag football and softball teams taking the field, the new complex is seeing plenty of action.

UTA's new softball field, part of the new project completed recently.







## WSU Recreation Center Invites Students to Their “New Backyard”

With the completion of Washington State University's Student Recreation Center (SRC) in 2000, students were surveyed to determine what they would like to see next in their recreation options. That student input has resulted in a “New Backyard” for the SRC that features three basketball courts and four sand volleyball courts. A Challenge Course designed by Rope Course International offers high ropes, low ropes, and a “pamper pole” that invites the adventurous to jump from its sixteen-foot height to a tethered buoy. Designed by campus architects and built by Brown Contracting, the backyard is now open whenever weather permits the student population of 17,000 to come out and play. Sean Greene, Associate Director of Facilities, Operations and Finance, notes that this latest addition to the SRC, “really in the backyard” of the facility, is also open for rental by private groups who might find the rope courses useful for team-building exercises.

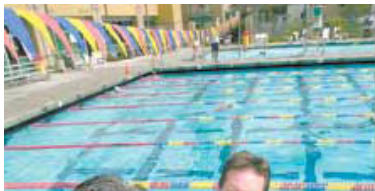
New courts for sand volleyball and basketball, with the WSU SRC in the background.



The Rope Challenge Course new to WSU's SRC.



## Aquatic Design Group: Fast Pools a Wave of Their Future, Happening Now



Ask Randy Mendioroz how many records were broken at this year's U.S. Olympic Swimming Trials in Long Beach, California, and you don't just get a number: you get a rapid rundown. “Six world, nine American, sixteen U.S. Open, and twenty-one meet,” Randy recites, slowing down to add with a laugh, “But who's counting?”

The principal and cofounder of Aquatic Design Group (ADG), a NIRSA Associate Member, Randy has good reason to commit these figures to memory. As one of the masterminds behind this venue, the country's largest temporary above-ground swimming pool ever constructed in the U.S., Randy predicted "a substantial number of record-breaking times" at the Olympic Trials. When the lights went up on the "Charter All Digital Centre," constructed and deconstructed in record-breaking time for the July event, that's just what the enthusiastic audience witnessed.

ADG, based in Carlsbad, California, provided the architectural design and structural, mechanical and electrical engineering for the venue's competition and warm-up pools. Randy, who founded ADG in 1984, says a number of key elements, including surface wakes, water recirculation systems and water depth, come into play when engineering a "fast pool." The rapid leg and arm movements of swimmers create turbulence, which causes resistance and makes swimming more difficult. ADG's mission is to "make the water as smooth as possible," Randy says, to "ensure that surface wakes do not roll back into the pool." The competitive pool was accordingly designed with many water outlets connected to drains to mitigate the wakes, fifty percent more inlets to counteract the small vortices that impede swimmers when water is returned to the pool too quickly, and an ideal uniform water depth of seven feet.

In retrospect, Randy feels the center was "a great project to be involved in—the first time in a long time that a venue was constructed that put swimmers first." Built on the parking lot of the Long Beach Arena and Convention Center, the venue's 10,000 seat capacities, with bleachers and luxury boxes rising more than seventy feet above the pools, seemed to Randy to produce an "intimate environment" once the trials began. The front row spectators sat no more than five feet above the pool deck, and audience participation was "rocking—a great party atmosphere." Athletes who may have been used to competing for crowds of three to five hundred were given star treatment by a stomping and clapping crowd much larger than the 6500 who attended meets at the Olympic Games. The roaring fans also kept track of the action on a huge video screen which played post-match interviews with winners as they were conducted on the deck. The experience, Randy says, "gave me chills": "it was like a concert with Elvis and the Beatles all at once."


Now that the venue is deconstructed, with the pools packed up and sold, feedback to ADG has been overwhelmingly positive. Seeing an email message in his mailbox from a Long Beach resident who lived three blocks away from the venue, Randy at first thought it might be a complaint about the noise and traffic. It turned out to be a fan letter from a retired swimming coach who is now a meet official. "He said, 'Thank you for arguably the best swim meet ever held on American soil,'" Randy recalls. Even with all the stress attendant upon design and construction in such an undertaking, favorable responses such as this, combined with a long list of broken records, ensure that ADG would do it all again, as Randy says, "in a second."

Aerial view of the Olympic Trials venue. Photo courtesy of Randy Mendioroz



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11/23/2004



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- **Michael Bond**, former Coordinator of Intramurals and Sport Clubs at the University of West Florida, is the new Director of Recreational Sports and Wellness at Mercer University in Macon, Georgia.

- **Earl Cabellon**, former Graduate Assistant of Facilities at Bowling Green State University in Bowling Green, Ohio, is the new Coordinator of Facility Staff at the University of Maryland in College Park.

- **John Horn**, former Associate Director at the University of Arkansas in Fayetteville, is the new Director of Recreational Programs and Facilities at the University of Wisconsin in Madison.

- **Scott Jones**, former Assistant Director of Intramural and Club Sports at Ohio University in Athens, is the new Intramural Sports Director at the University of South Carolina in Columbia.

- **Bill Pierce**, former Senior Systems Analyst at SunGuard Work Flow Solutions in Birmingham, Alabama, is the new Assistant Director of Campus Recreation for Outdoor Pursuits and Climbing Wall at the University of Alabama at Birmingham.

- **Cody Sims**, former Graduate Assistant for Exercise Physiology at Central Washington University in Ellensburg, is the new Assistant Director of Campus Recreation for Fitness, Wellness, and Weight Room Operations at the University of Alabama at Birmingham.

- **Seth Thomas**, former Coordinator of Intramural Sports at the University of Louisville in Kentucky, is the new Manager for Intramurals and Sport Clubs at the University of Alabama in Tuscaloosa.



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## **Show Us Your Bright Ideas: Time for the 2005 Creative Excellence Awards**

Is there a way to achieve national exposure and recognition for your institution? Yes! Be recognized for the contributions that you make in the marketing of your institution's recreational sports programs, services, and facilities by entering the 2005 NIRSA Creative Excellence Awards. Designed to recognize the innovation and creativity of NIRSA members, the Creative Excellence Awards distinguish outstanding accomplishments in recreational sports and fitness marketing.

The deadline for entries is **January 18, 2005**. All marketing pieces created between February 1, 2004 and January 17, 2005 are eligible. The winning entries will be announced at the 2005 NIRSA Annual Conference & Recreational Sports Exposition in Orlando, Florida, on April 5-9. Check out all the details at [http://www.nirsa.org/about/awards\\_creative\\_excellence.htm](http://www.nirsa.org/about/awards_creative_excellence.htm) and contact Barry Brown, Marketing Director, with any questions: [barry@nirsa.org](mailto:barry@nirsa.org).

## **Region VI Scholarship Winners Announced**

NIRSA Region VI Vice President Thomas Kirch has announced the Region VI Student Scholarship Award Winners for 2004. Each of these students attended the Region VI Conference in Tempe, Arizona, November 14-16, through the generous contributions of the region's NIRSA members. Winners of the SoCal Scramble Scholarship Award were: Nicole Hagar, Cal Poly State University; Mike Domineque, Northern Arizona University; Shari Moulton, Idaho State University; and Teresa Mortara, University of Arizona. Troy Snow, Oregon State University, received the Willie McCool Scholarship Award.

## **Faculty Opening in National School of Recreational Sports Management**

NIRSA needs two professionals to serve on the faculty of the National School of Recreational Sports Management. Applicants must have two years of continuous NIRSA membership, a minimum of three years at a managerial or administrative level in a recreational sport, corporate or public setting, proven presentation or teaching experience. If selected, the successful candidate's attendance would be required at a faculty meeting immediately following the annual NSRSM Level II event June 7-10, 2005 in Hilton Head, South Carolina. In addition, it is preferred that applicants have experience supervising full-time employees and are themselves graduates of the NIRSA NSRSM (level II) or past participants in the NIRSA Executive Institute. The faculty position is a three-year voluntary commitment.

Applications are available from the NIRSA web site at <http://www.nirsa.net/education/school.htm> and must be submitted to the NNC by **February 11, 2005**. The NIRSA Board of Directors will approve faculty appointments by April 29, 2005.

## **NIRSA's 2005 Professional Development Opportunities**

May 18-20, 2005	National Fitness Institute	Chicago, IL	Valerie McCutchan
June 7-10, 2005	National School of Recreational Sports Management-Level II	Hilton Head Island, South Carolina	Karen Bach
June 9-11, 2005	Collegiate Sport Club Symposium	Hilton Head Island, South Carolina	Mary Callender
September 28 - October 1, 2005	National Aquatic Institute	Atlanta, GA	Mary Callender
October 19-22, 2005	National Recreation Facilities Institute	Minneapolis, MN	Karen Bach

## **NIRSA Awards and Scholarships: Nominations and Applications Due Soon!**

Nominations for the Association's highest annual awards and student scholarships are due in the next few months. Please help NIRSA celebrate our membership by marking these deadline dates on





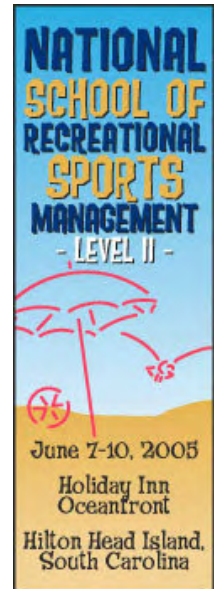
your calendar, visiting the website for details, and submitting your nominations for worthy members of your NIRSA.

Select <http://www.nirsa.org/secure/crss/index.htm> for information about the following annual awards, lists of current and past recipients, and nomination forms.

- The National Service Award acknowledges exceptional performance or dedication, encourages creativity and innovation, and establishes a standard of excellence in professional achievement. Each year up to six awards for professional members and one award for a student member are presented. The deadline for nominations is **November 30, 2004**.
- The NIRSA Honor Award is the highest honor NIRSA bestows for outstanding achievements in the profession and exemplary service to the Association. The presentation of the Honor Award is the highlight of the Honor Award Banquet during the Annual Conference. Deadline for nominations is **December 15, 2004**.
- The Regional Awards of Merit are presented each year at the NIRSA Annual Conference & Recreational Sports Exposition to one member from each of the six NIRSA regions. Deadline for nominations is **December 31, 2004**.
- The William N. Wasson Student Leadership and Academic Award recognizes outstanding students nationwide who are active participants of, volunteers for, or employed by the department of recreational sports on university and college campuses. Named after NIRSA's founder, Dr. William N. Wasson, the award is intended to identify undergraduate and graduate students who "set the standard" on campuses across the country. Nominations are due **December 31, 2004**.
- The Horace Moody Award recognizes professional members who have made contributions to student development by their encouragement, support, and performance. Deadline for nominations is **January 31, 2004**.

Further information on Foundation Student Scholarships, which cover registration costs to NIRSA events, can be found at: <http://www.nirsafoundation.org/scholar.htm>. The application deadline for each of the following scholarships is **January 14, 2005**.

- The NIRSA Foundation 2005 Annual Conference Scholarships are awarded to graduating seniors or graduate students in good standing with plans to pursue a career in recreational sports. Applicants will be considered only if they have not been awarded the scholarship for another year, if their NIRSA membership is current, and if they meet the application deadline.
- In addition to the NIRSA Foundation Scholarships, proceeds from the annual SoCal Scramble Golf Tournament are donated to the NIRSA Foundation to fund two scholarships, which also cover registration to the 2005 NIRSA Annual Conference & Recreational Sports Exposition. To be eligible the applicant must be a Region VI undergraduate or graduate student in good standing with plans to pursue a career in recreational sports. All eligible Region VI student members are encouraged to submit application forms for both scholarships.
- The 2005 National School of Recreational Sports Management Level II Scholarship (The Will Holsberry Endowment) is awarded to a current NIRSA Professional Member with five years of membership who must submit an application essay describing his or her service and loyalty to the Association, interest in leadership within the Association, and financial need.



## Apply for 2005-2006 NIRSA Committees & Work Teams

NIRSA's ongoing success as a vibrant and leading-edge organization is largely dependent upon the continued commitment, professionalism, and selfless contributions of its 3,000-plus professional and student members. If you are interested in serving on a NIRSA Committee or Work Team next year, please complete and submit the new online 2005-2006 Preference Form & Acceptance Agreement today. Individuals serving multiyear Committee appointments need not resubmit the Preference Form & Acceptance Agreement during the period of their multiyear appointment. However, work teams that have not completed their charges may be reappointed. Therefore, current work team members who are willing to continue service must indicate their intentions on the drop-down menu labeled "Reappointment to Work Teams" on the Preference Form. Terms that expire in 2006 or later are considered multiyear appointments.

To submit the Preference Form, [go to this page](#). The deadline to submit the form is **Friday, December 17, 2004**.



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**Order your 2005 Recreational Sports Directory NOW!**

## Heat Things Up with Conference Sponsorship Opportunities!

Make a lasting impact on NIRSA attendees by sponsoring one of these highly visible items and social events!

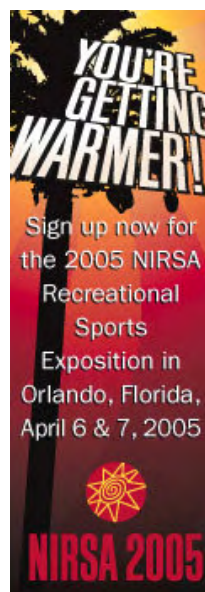
- Three-Ring Conference Binder ~ \$8000
- Conference Briefcase/Bag ~ \$4000
- Cyberbyte (email) Café ~ \$3500
- People of Color Social ~ \$3000
- Dance Party ~ \$5000
- Theme Night Social ~ \$8000
- Lunch in the Expo ~ \$5000 each day
- Notebook Inserts ~ \$500 member/\$795 nonmember

### NEW! Career Opportunities Center!

Open to a captive audience for five days, the Career Opportunities Center (COC) offers a variety of sponsorship opportunities! Last year the COC was attended by over 650 individuals looking for jobs or employees. Partner your name with one of the conference's busiest spots!

- COC Title Sponsor ~ \$5000
- COC Computer Station Sponsor ~ \$3000
- COC Presentation Rooms Sponsor ~ \$1000

**Contact Carole Hobrock, [carole@nirsa.org](mailto:carole@nirsa.org),  
for more information on sponsorship opportunities.**

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## Soccer Sport Club Championships Drenched in Austin

What can we say, but we tried! After a deluge in Austin, Texas, on Monday and Tuesday, the 2004 Soccer Championships, scheduled to begin November 18th, were postponed on Thursday, to allow the fields to dry out. Shortened games got underway on Friday morning, and 70 percent of the teams completed play Friday and Saturday morning. However, a second electrical storm passed through Austin about noon on Saturday. As a result of the lightning and flooded fields, the remaining games were cancelled, leaving twenty four teams still vying to complete play in the Men's Championship, Men's Open, Women's Championship and Women's Open Divisions. NNC staff, NSC Board Members and tournament administrators are discussing the ramifications of the aborted tournament. Watch the website for updates: <http://www.nirsa.net/sc/soccer/2004/schedule.htm>.



Howard Taylor, Director of Competition attempts to stay dry. Photo by Alan Poizner



## 2005 USA Team Tennis National Campus Championship

The 6th annual USA Team Tennis National Campus Championship presented by the United States Tennis Association, NIRSA and the Intercollegiate Tennis Association will be contested on March 10 - 12, 2005 at the Barnes Tennis Center in San Diego, California. Entry forms and information are available at <http://www.nirsa.net/sc/tennis/2005/index.htm>. Please view the website for detailed team and individual eligibility guidelines or contact Valerie McCutchan at the NNC: [valerie@nirsa.org](mailto:valerie@nirsa.org) or (541) 766-8211 ext. 15.

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## Collegiate Golf Alliance Announces Championship Team Roster

The Collegiate Golf Alliance (CGA) has announced that twenty five schools will be competing for the 3rd Annual National Collegiate Golf Championship in Las Vegas, Nevada, December 3-5, 2004. The California-based company has teamed with the NIRSA to manage the 2004 National Collegiate Golf Championship pilot program. A two-person scramble net event for collegiate and university amateurs, the NCGC allows golfers to compete for their universities to see who will be the 2004 National Champion. The Championship has three divisions: Student, Faculty and Staff, Alumni, and Community. For more information, visit CGA, the premier online registration and golf event management tool, at <http://www.cgagolflinks.com>.



### ▷ SIDELINES



Focused on university recreational golfers, this amateur event is the culmination of thirty five local qualifying tournaments held nationwide this fall, with local qualifying winners advancing to the championship. The CGA and NIRSA promoted and marketed this premier recreational college golf event to over 700 colleges and universities. Portions of proceeds from the local qualifiers and the championship will benefit the NIRSA Foundation, a not-for-profit organization that provides opportunities for students through professional development, research, scholarships, and educational resources. To date, the NCGC program has raised over \$6600 for the Foundation.

Teams from University of Iowa, University of Rhode Island, University of Miami, University of Texas, UCLA, and the University of Southern California will be attending the event, among others. For a full listing of who is participating please go to: <http://www.cgagolflinks.com/ncgcqualifiers.asp>. "The NCGC brings together students, faculty and alumni to compete for their university and against other colleges and universities," says CGA President and CEO Mike Munson. "If the level of play at the local qualifiers is an indication of the talent level, we'll be in for quite a competitive tournament."

Sponsors of the event include Southwest Airlines, Warrior Custom Golf, Cutter & Buck, American Hole in One, Red Bull, Sports Illustrated On Campus and American Golf. To provide additional resources, CGA has appointed six regional managers to assist in programming campus golf events and coordinating the National Tournament.

The NCGC Nationals includes a Pairings Party, a Practice Round, a Championship round, an awards banquet and a Putt Off for a chance to win \$25,000. For more information on the Championship Weekend please go to <http://www.cgagolflinks.com/ncgc.asp>.

For more information, please contact [info@cgagolflinks.com](mailto:info@cgagolflinks.com), or call (413) 332-6038.





<<< Student Division Winners Blake Owens and Cole Cornwell from Central Michigan University at the Riverwood Golf Course & Resort, September 24, 2004.



AJ Restanino and Pat Scanlan >>> from Fairfield University won the three-way playoff at the Connecticut Intramural Golf Championships hosted by Fairfield University and Sacred Heart University at D. Fairchild Wheeler Golf Course, October 2, 2004.

Evan Schmidt and Will Steuber captured the USC LQ NCGC Tournament.



Will Steuber made the Birdie on the 18th hole to win the USC Local Qualifier as Evan Schmidt looked on.



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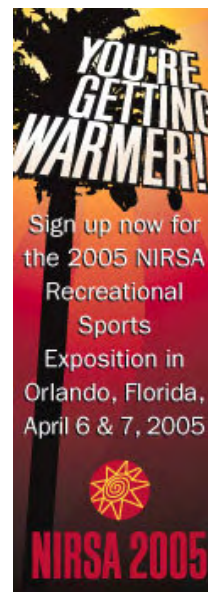


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## 2004-2006 NIRSA Master Calendar of Events

- **December 1-3, 2004**  
\*National Marketing Institute, Seattle, WA  
Barry Brown, NIRSA National Center, [barry@nirsa.org](mailto:barry@nirsa.org), (541) 766-8211, ext. 13
- **December 3-5, 2004**  
National Collegiate Golf Championship, Las Vegas, NV  
Collegiate Golf Alliance, [info@cgaolinks.com](mailto:info@cgaolinks.com), (413) 332-6038
- **December 24-31, 2004**  
NIRSA National Center closed  
Kiki Alexander, NIRSA National Center, [kiki@nirsa.org](mailto:kiki@nirsa.org), (541) 766-8211, ext. 11
- **January 28-29, 2005**  
Region III Student Lead On, Chicago, IL  
Dan Wahl, Ball State University, [dkwahl@bsu.edu](mailto:dkwahl@bsu.edu), (765) 285-1753
- **February 4, 2005**  
TIRSA (Tennessee Intramural-Recreational Sports Association) State Workshop, Austin  
Peay State University, Clarksville, TN  
David Davenport, [davenportdl@apsu.edu](mailto:davenportdl@apsu.edu)
- **February 10-12, 2005**  
Region IV Student Lead On, San Marcos, TX  
Daniel Vasquez, Texas State University (San Marcos), [dv04@txstate.edu](mailto:dv04@txstate.edu), (512) 245-2392
- **February 18, 2005**  
Nebraska and Friends, Wayne, NE  
Jim Langel, [james.langel@uni.edu](mailto:james.langel@uni.edu), (319) 273-7160
- **February 18-19, 2005**  
14th Annual Emerging Recreational Sports Leaders Conference: Florida International University  
Demond Pryor, Oakland University, [pryor2@oakland.edu](mailto:pryor2@oakland.edu), (248) 370-4881; and Sikirat Kazeem, Texas A&M University, [skazeem@rec.tamu.edu](mailto:skazeem@rec.tamu.edu), (979) 862-1857
- **February 22, 2005**  
National Recreational Sports Fitness Day  
Sarah Hubert, NIRSA National Center, [sarah@nirsa.org](mailto:sarah@nirsa.org), (541) 766-8211 ext. 20
- **March 10-12, 2005**  
USA Team Tennis National Campus Championship, San Diego, CA  
Valerie McCutchan, NIRSA National Center, [valerie@nirsa.org](mailto:valerie@nirsa.org), (541) 766-8211, ext. 15
- **April 3-5, 2005**  
NIRSA Board of Directors Year-end Meeting, Orlando, FL  
Kiki Alexander, NIRSA National Center, [kiki@nirsa.org](mailto:kiki@nirsa.org), (541) 766-8211, ext. 11
- **April 5-9, 2005**  
\*Annual Conference & Recreational Sports Exposition: Orlando, FL  
Karen Bach, NIRSA National Center, [karen@nirsa.org](mailto:karen@nirsa.org), (541) 766-8211, ext. 17
- **April 14-16, 2005**  
Volleyball Sport Club Championships: Kansas City, MO  
Mary Callender, NIRSA National Center, [mary@nirsa.org](mailto:mary@nirsa.org), (541) 766-8211, ext. 14
- **May 11-14, 2005**  
Big Ten Recreational Sports Conference, The Ohio State University, Columbus, OH  
Contact: Jilaine Anderson, (614) 688-8787, [anderson.1049@osu.edu](mailto:anderson.1049@osu.edu), or Kurt Carmen (614) 688-3587, [carmen.7@osu.edu](mailto:carmen.7@osu.edu)
- **May 18-20, 2005**  
\*National Fitness Institute, DePaul University, Chicago, IL  
Valerie McCutchan, NIRSA National Center, [valerie@nirsa.org](mailto:valerie@nirsa.org), (541) 766-8211, ext. 15
- **June 7-10, 2005**  
\*National School of Recreational Sports Management-Level II  
Hilton Head Island, SC  
Karen Bach, NIRSA National Center, [karen@nirsa.org](mailto:karen@nirsa.org), (541) 766-8211, ext. 17



- **June 9-11, 2005**  
\*Collegiate Sport Club Symposium, Hilton Head Island, SC  
Mary Callender, NIRSA National Center, [mary@nirsa.org](mailto:mary@nirsa.org), (541) 766-8211, ext. 14
- **June 21-24, 2005 (Tentative)**  
NIRSA Board of Directors Summer Meeting, Corvallis, OR  
Kiki Alexander, NIRSA National Center, [kiki@nirsa.org](mailto:kiki@nirsa.org), (541) 766-8211, ext. 11
- **September 28 - October 1, 2005**  
National Aquatic Institute, Atlanta, GA  
Mary Callender, NIRSA National Center, [mary@nirsa.org](mailto:mary@nirsa.org), (541) 766-8211, ext. 14
- **October 19-22, 2005**  
National Recreation Facilities Institute: Minneapolis, MN  
Karen Bach, NIRSA National Center, [karen@nirsa.org](mailto:karen@nirsa.org), (541) 766-8211, ext. 17
- **October 27-31, 2005**  
Region II Conference, Cruise ship out of Jacksonville, FL, hosted by state of South Carolina  
Gary Pogharian, (803) 777-4694, [poghar@gwm.sc.edu](mailto:poghar@gwm.sc.edu)
- **April 1-3, 2006**  
NIRSA Board of Directors Year-end Meeting, Louisville, KY  
Kiki Alexander, NIRSA National Center, [kiki@nirsa.org](mailto:kiki@nirsa.org), (541) 766-8211, ext. 11
- **April 4-8, 2006**  
Annual Conference & Recreational Sports Exposition, Louisville, KY  
Karen Bach, NIRSA National Center, [karen@nirsa.org](mailto:karen@nirsa.org), (541) 766-8211, ext. 17
- **April 13-15, 2006**  
2006 NIRSA Collegiate Volleyball Sport Club Championships, Salt Lake City, UT  
Mary Callender, NIRSA National Center, [mary@nirsa.org](mailto:mary@nirsa.org), (541) 766-8211, ext. 14

**\* Potential Certification Exam Site**

Certified Recreational Sports Specialist (CRSS) exam applications are available through the NNC Education Department. Individuals must submit a complete exam application accompanied by the appropriate documentation and fee to the NIRSA National Center a minimum of 30 days prior to the preferred testing date. Applications will be reviewed and applicants will be notified of their eligibility to take the examination. The NNC will handle requests for special auxiliary aids during testing, if a written description of the need is attached to a complete application. Both the application and request must be received at the NNC 30 days before the proposed testing date.

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**Deadlines for Nomination of Awards / Scholarships / NIRSA Offices / Bylaws and Amendments**  
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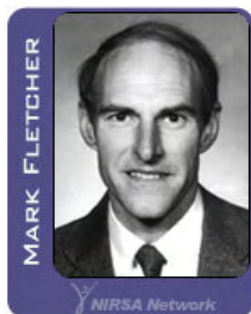
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## NIRSA Foundation Commits Funds to Career Opportunities Center (COC)



Mark Fletcher, Chair  
Foundation Board



Tamra Garstka  
NIRSA President  
Member, Foundation Board



The NIRSA Foundation Board recently gathered in Tempe, Arizona, in conjunction with the Region VI workshop (November 16-17) for their mid-year meeting. The highlight of the meeting was the unanimous approval of the Board to support the Career Opportunity Center at the Annual Conference & Recreational Sports Exposition in the amount of \$50,000 over the next five years. This significant commitment demonstrates the board's continuing focus and support to provide the NIRSA membership with the very best opportunities for student and professional development.

Other highlights during the meetings include the following:

- The board increased the Will Holsberry Scholarship from one to two scholarships. One will fund registration for the National School of Recreational Sports Management, with an application deadline of January 14, 2005, and the other one will fund registration for the 2005 National Recreation Facilities Institute, with a summer application deadline to be announced.
- The board increased the William Wasson Awards from one to two scholarships for the upcoming year. Application deadline is January 14, 2005.
- The Foundation Board is actively pursuing corporate sponsors for the Matching Fund Campaign that occurs during the annual conference. Members who know of any possible interest among our Associate Members or others can contact Mark Fletcher at [mef@virginia.edu](mailto:mef@virginia.edu).
- A recommendation will be made to the NIRSA Finance Committee to increase the one dollar membership donation (currently one dollar of the professional membership dues goes to the Foundation Board).
- A work team will be appointed to coordinate this year's T-Shirt auction and sales for this Annual Conference event. Interested members should contact Tamra Garstka at [Tamra.Garstka@asu.edu](mailto:Tamra.Garstka@asu.edu).

During the Region VI Conference, a beautiful T-Shirt quilt made by Roy Easley was raffled off, with the proceeds going toward student development in Region VI. Region VI raised an outstanding amount of \$1,260, and kindly donated \$260 to the Foundation Board. We would like to express a warm thank you for that kind gesture.

The Foundation Board meetings were very productive, directing a lot of positive energy to the future of our association. Any questions or comments about the meetings or about the Foundation Board can be directed to any of the board members. For more information about the Foundation Board please visit <http://www.nirsafoundation.org/home.htm>.

Sincerely,

Mark Fletcher, Chair  
Foundation Board



Tamra Garstka  
NIRSA President  
Member, Foundation Board



## **An Administrator Speaks on Campus Recreation: What It Does Well, and What It Needs to Do**

**At the Region II Conference, hosted November 4-6, by the Department of Intramural and Recreational Services at the University of North Carolina at Charlotte, Michele Howard, Dean of Students, delivered the keynote address. Her comments on the importance and influence of campus recreation are partially reproduced here.**

I am going to share with you a few thoughts and observations that I have about the field of campus recreation and your contributions to overall student life on your campus. First of all, campus recreation professionals are some of the most dedicated and hard-working staff members on campus. You work incredibly long hours including many nights and weekends in order to meet student needs and make your programs so successful. In fact, many of you are required to work when other units of your institution may be closed. For example, we had several large (well, large for Charlotte) snowstorms last winter that resulted in classes being cancelled and the University closed. However, during this time, it was extremely important to us for our fitness center to be open for students to have access to recreational facilities. Sophia and her staff worked very diligently to ensure that the center was opened and appropriately staffed during the time when most of us were sitting in our houses, eating junk food, and watching movies (because that is what you are supposed to do when it snows in the South)! . . . I feel certain this can-do attitude and approach to your work can be found within every campus represented here today.



Campus recreation professionals and paraprofessionals are also required to be very flexible and to possess the ability to initiate change in a moment's notice. You spend countless hours scheduling and then rescheduling games, competitions, and events due to the weather, facilities conflicts, athletic competitions, forfeits, etc, etc. While this would be terribly stressful for many of us in student affairs, it is simply common practice and business as usual for you. This need for flexibility also requires you to be incredibly creative in your programs and problem solving strategies. . . . This is a wonderful asset to your campus communities and perhaps one that we do not recognize or utilize enough in our overall efforts, especially in times of crises.

Campus recreation professionals and paraprofessionals coordinate and implement the largest student programs and events (except intercollegiate athletic competitions) on our campuses. According to information on the NIRSA webpage, which is extrapolated from . . . The Value of Recreational Sports in Higher Education, 75% of college students participate in campus recreational sports programs. In turn, NIRSA professional members directly impact 5.35 million college students each and every year, which is an overwhelming and amazing statistic to consider. Finally, participation in rec sports programs is a key determinant of college satisfaction, success, recruitment, and retention. Your programs and services play a vital role in the overall satisfaction and success of the students on your campus. Since you work on the front line with students each and every day, you are placed in the unique position to have a major impact on their growth and development in addition to their overall college experience. What a tremendous yet wonderful opportunity! Have you stopped to think about this lately and the importance of your programs? Have you thought about areas where you could be more effective and have a greater impact on your students?

One area where I feel you can continue to make an impression on our students is in the area of alcohol and drug education. According to an article on the NIRSA webpage, the Kerr and Downs report suggests that students who use campus recreational facilities are most often also some of the biggest drinkers. Alcohol is a huge issue and concern for all of our campuses and you are in a unique position to influence student's behaviors and choices in this area. I was delighted to learn that the NIRSA Board of Directors has been talking with representatives from the Consumer Affairs Department of Anheuser-Busch about their alcohol education programs and ways to broadcast alcohol education and responsible drinking on campuses through recreational sports programs. I truly feel this is a step in the right direction and one that could make a significant impact on our campuses. . . . What are YOU doing on your campus to address alcohol and other substance abuse issues? What role do YOU play in these efforts?

Due to your direct interaction and involvement with such a large number of students, there is another area where you can make a huge impact in changing the organizational culture related to hazing incidents in sports clubs. . . . It is our duty as higher education professionals to educate students about the dangers and perils of hazing and the ramifications for these acts on our campuses. This can be accomplished through educational programs, participant agreements, and peer education and accountability. It is also our duty as higher education professionals to promptly

report and address acts of hazing in order to protect our students and curtail these behaviors. What is your campus doing about hazing in athletics? What role do you play in eliminating this practice and culture from your sport clubs and other groups?

Another observation that I have about the field of campus recreation pertains to the lack of diversity within this profession. In my role as Associate Vice Chancellor and Dean of Students, I am well aware of the challenges we had faced in recruiting and retaining people of color for our positions in Intramural and Recreational Services. However, I never really understood why this was so problematic until I attended NIRSA [conference] two years ago where I was very surprised to see so few people of color. . . . I find this to be so very ironic when I now perceive this association as very white male dominated. . . . At any rate, this concerns me and leads me to challenge each and every one of you here to do all that you can to actively recruit and retain people of color to the recreation profession.

One way that I think we can do this is to actively market your programs, services, employment opportunities, and events to the students of color on your campus. Once they are participating in your programs, they may be more interested in assuming leadership roles and paying positions on your staff. We can also seek out or create opportunities to cultivate an interest in the recreation profession for minority students. . . . Initiatives of this nature could be highly beneficial to the recruitment of people of color to the recreation profession. What are you doing on your campus to make recreation more appealing and inviting to minority students? What can you do differently to contribute to these efforts in the future?

Another observation I have about campus recreation professionals is your thorough knowledge, understanding, and appreciation of the facilities that house your programs and efforts. . . . These facilities are the nucleus of your campuses and generate so much energy and excitement. I am always amazed at the level of student activity within these centers at any time of day or night. They are also wonderful recruitment tools for your institutions since these facilities give prospective students a glimpse into student life on your campus. In addition, I am equally impressed with the amount of pride and dedication recreation staff members take in the operation and upkeep of these facilities. What a tremendous yet very important undertaking. Campus recreation facilities are also visual models of the creativity and vision of the professionals involved in their design and program development. Your skills, knowledge, and creativity in this area are certainly appreciated and greatly contribute to the overall quality of campus life at your institution.

My final observation of campus recreation pertains to the many roles you are required to play each and every day in your professional lives. In any one given day, you serve as an advisor, supervisor, disciplinarian, colleague, confidant, mentor, coach, and friend to the students in your department. By serving in these roles, you are in a wonderful position to make a huge impact on the students whom you have the opportunity to interact with and influence. In doing so, always keep in mind that our students are constantly watching what we do and modeling their behaviors and styles after our influences. It is our responsibility to strive to be positive, ethical role models for our students each and every day. Show your students what it means to live and lead with integrity and to run a professional program and department. Think about how your actions (or inactions) may be influencing others who are watching you and aspiring to be like you. Help them to develop a strong work ethic and show them the benefits of doing so. Your programs and your students will be much better served if you do.

Thanks for allowing me to share these thoughts with you. I appreciate the many contributions that you make to your campuses and to higher education as a whole.



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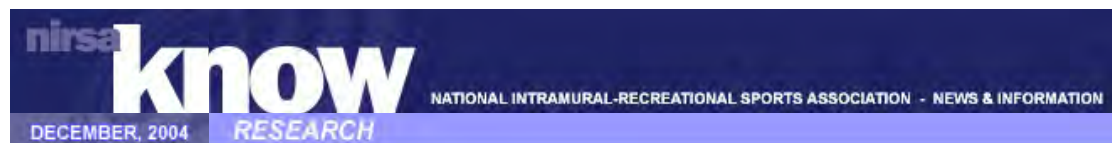
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Explore all of the contents within this issue of the NIRSA Know!



### Focus on Fitness, Not Fatness:

**Critics and experts challenge the goal of thinness as unrealistic and unnecessary; they say fitness is better for health in the long run.**

By Daniel DeNoon, Reviewed By Michael Smith, MD

[Complete article can be viewed here.](#)

Obesity is a real problem. But the myths we build around it make the problem worse. The first myth: Fat is bad; thin is good. The second myth: If you weigh more than "normal," you must lose weight to be healthy. The third myth: Anyone who is overweight can -- and should -- become thin.

### ▶ SIDELINES



That's the central theme of the new book *The Obesity Myth: Why America's Obsession With Weight Is Hazardous to Your Health*. Author Paul Campos, JD, is a University of Colorado law professor. He's not a medical doctor -- but he can cite medical literature with the best of them. Perhaps more importantly, he interviewed more than 400 people about their relationship with food, body image, and dieting.

"We are in the grip of a moral panic," Campos tells WebMD. "It is a form of cultural hysteria in which a risk is tremendously exaggerated. Weight has become a dumping ground for neurotic behavior in the culture as a whole. It is this tendency to think in eating-disordered ways that grips American culture."

### Focus on Fitness

When we think about "getting in shape," the shape we think about is thin. Being in good shape means improving fitness, but we focus on reducing fatness instead. Campos points to several major studies often cited as proof that fat kills. A close reading, he says, leads to a different conclusion.

"The crucial variable was not weight but lifestyle changes -- healthy eating and exercise, which seem to be very beneficial whether they produce any weight loss or not," he says. "When people do become more physically active and are cognizant of their nutritional intake, they get real health benefits. Just a little weight loss -- or even no weight loss -- was as good as a lot of weight loss."

CDC data support this idea. CDC epidemiologist Edward W. Gregg, PhD, led a team that analyzed data from some 6,400 overweight and obese adults. They found that people who tried to lose weight -- and did -- live longer than those who don't try to lose weight. That wasn't a surprise.

"What was unexpected was those who tried to lose weight -- but didn't -- those people had a mortality benefit," Gregg tells WebMD. "And our best speculation as to the reason is there are behaviors that go along with weight loss attempts that are good for you. These may have positive effects regardless of whether a person is able to maintain weight loss. They adopt more active lifestyles, they change diets. Over the long haul they are not successful at losing weight, but these lifestyle changes seem to help."

Steven N. Blair, PED, president and CEO of the Cooper Institute, Dallas, is perhaps America's leading advocate for a focus on fitness. He contributed a blurb to Campos' book cover.

"I've never said we should just ignore overweight and obesity," Blair tells WebMD. "But I do think the health hazards of the so-called obesity epidemic are overstated. That diverts attention from a bigger public health problem: declining levels of activity and fitness."

Stanford University's William L. Haskell, PhD, leads a large study of physical fitness, obesity, and heart disease. He's an expert in exercise, health, and healthy aging.

"It is very important that despite being overweight, physical activity has a lot of health benefits," Haskell tells WebMD. "The idea that's out there is if you are not losing weight, you are not getting a benefit from exercise. People think is the case but it really is not."

### More Fit Doesn't Mean More Fat

It may actually be healthy for an overweight person to gain some weight - if the new weight comes as muscle and not fat. Los Angeles psychologist Keith Valone, PhD, PsyD, helps a number of patients in the entertainment industry with issues such as exercise, weight loss, and body image.

"The first thing I do is tell patients to stop focusing on weight loss and to focus on changing their body composition," Valone tells WebMD. "Weight loss really is the wrong goal. The real issue is to reduce percentage of body fat and, parenthetically for most, to increase percentage of muscle mass. Actual weight may increase, but body composition must change. And that comes from changing



one's diet and altering one's exercise patterns."

Getting active is only half of the equation. Diet -- as in healthy eating -- is just as important. "The idea that maybe overweight individuals should focus on activity and not weight loss is probably not a bad idea for a number of people," Haskell says. "But the problem is, we can always eat a lot more calories than we can burn."

Changing to a healthy diet means cutting back on high-fat food and on starchy carbs. It means eating a balanced diet that includes protein, whole grains, vegetables, fruit, fiber, and, yes, some healthy fats. People who do this, and who get moderate exercise, can lose body fat and gain lean muscle.

"The studies suggest that if a 300-pound person drops 30 pounds, that person will have substantial reduction in several risk factors," the CDC's Gregg says. "And also that person will probably see an improvement in physical function and musculoskeletal problems and reduce his or her risk of osteoarthritis. And there would be a whole effect on health-related quality of life that is independent of these risk factors."

### **America Has an Eating Disorder**

People with eating disorders have a distorted body image. They think they are fat even though they are dangerously thin. They are disgusted by fat. They exercise not for health, but to burn away calories. They weigh themselves not to check on their health, but to see how much weight they have lost. They starve themselves on crash diets until their brains rebel, forcing them to binge. The guilt makes them even harder on themselves.

Americans, Campos argues, have a collective eating disorder: We see normal people as fat. We are so disgusted by fat that the only perfectly acceptable prejudice is prejudice against people who are overweight or obese. We go on all kinds of crash diets, then feel guilty for binging on fast food. We are obsessed with weight, to the detriment of our health.

"The emaciated anorexic who looks in the mirror and says, 'I am fat' -- she is just working out the logical consequence of how we have demonized body fat in this culture," Campos says. "It is astonishing what is considered fat in this society."

According to Census data, the average American woman is about 5'4" tall and weighs a little more than 150 pounds. Her body-mass index or BMI -- a measure of weight adjusted for height -- is 26.3, which puts her in the "overweight" category. Yet she's leaner than half the population.

Campos criticizes those who argue that healthy body mass is between 18 and 21.9 BMI -- "for the average woman 5'4" tall, this is between 108 and 127 pounds," he says. "People flinch if you even say the word fat. It is seen as a poison. We see the elimination of fat as desirable. That is eating-disordered thinking. The difference between fashionable thinness and anorexia is whether you have been hospitalized or not."

People come in all shapes and sizes. Yet we think one size should fit all -- and that size is thin.

"We have turned into a disease the fact that there is a huge variation in normal body mass," Campos says. "There is a huge number of people who are physically active and have nothing wrong with them in terms of anything measurable. They are being 'pathologized' because of this ridiculously narrow definition of what health means."

Blair says Cooper Institute studies show people at much higher BMIs than 25 can be quite fit -- although he stresses that extremely obese people, with a BMI of 45 or more, are almost never fit.

"We find that around half of obese individuals -- those with BMI of 30 or more -- about half do well enough on a maximal exercise test to get out of our 'low-fit category,'" Blair says. "Not only is it possible to be fit and fat, a substantial proportion of fat people are fit. I suspect that 15%-20% of normal-weight people are unfit. I'd like to shift the focus away from BMI."

BMI is an excellent tool for epidemiologists looking at weight across a population. For example, BMI quite accurately shows that the heaviest people are at the highest risk of diabetes.

But on an individual basis, it can yield some absurd results. For example, Campos notes, more than half of the players in the National Football League have a BMI of over 30 -- making them "obese." This includes more than three-fourths of the league's linebackers and tight ends. And nearly all of the league's quarterbacks fall into the "overweight" category.

"It is silly for a doctor to just look at someone's BMI number and recommend weight loss," Blair says. "Suppose you have a person with a BMI of 30 or 31, who doesn't smoke, who eats a diet high in fruit and vegetables, who has good [cholesterol] levels, and who runs a mile every day. Do you tell that person to lose weight? Some fanatics would say yes, you've got to get that BMI down. I think that is silly."

And for heaven's sake, Campos says passionately, let us end what he calls our neurotic obsession with weight loss "If you got this nation to stop obsessing about weight, stop dieting, stop paying



attention to BMI or these ridiculous definitions, people would be healthier, happier, and weigh less," he says. "Stop chasing this thing you are not going to catch. People say, 'If only I could be the same weight I was when I started dieting. People notice that when they diet they gain weight. The cure is right in front of our faces. ... The way to win is to stop fighting.'"

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**NIRSA 2005**  
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**NNC SPOTLIGHT**

*Explore all of the contents within this issue of the NIRSA Know!*



### Mary Callender

For [Mary Callender](#), a career in recreational sports was a simple choice—merely “an extension” of her childhood spent in Parks and Recreation activities in Rapid City, South Dakota. Whatever the reason, the NNC team is grateful for the winding path that brought our National Sport Programs Director to NIRSA. “Ask Mary Callender,” a new employee is likely to be told when questions about the Association arise: “She’s been here the longest.”

Set to celebrate her ten-year anniversary in 2005, Mary plays a diversified role at the NNC, which means she really is a prime source for all kinds of historical and procedural information. Officially, Mary is responsible for the administration of collegiate sport club championships, the facilitation of two of NIRSA’s specialty symposia, and the updating of sports officials’ training materials and other publications; she also assists with the development and implementation of sponsored and endorsed programs on college and university campuses. Working with Valerie McCutchan, the Assistant Director of National Sport Programs, and Ryan Rejda, the Sport Program Assistant, Mary’s job is at the heart of what NIRSA is, and her co-workers depend on her to deliver the energy her job demands.



She never disappoints. Mary’s office reflects her vitality along with the diversity of her work and home life. Photographs of family and NIRSA members cover the walls and scroll by on her monitor’s screen saver (when it’s resting, that is—not very often!) Name tag lanyards from countless events dangle from a bulletin board covered with flyers and children’s art. Souvenir soccer balls and trophies jockey for shelf space, and a placard greets the visitor at the door with a jocular threat: “Give me the chocolate and nobody will get hurt!”

A 1982 Public Recreation graduate from South Dakota State University, Mary received her graduate degree, a Masters of Agriculture in Recreation Resource Development, from Texas A & M University. Her career had thus far taken her from service as a recreation specialist with a job corps dedicated to vocational training for young adults, to four years with the Department of Residence Life at TAMU. After graduate school, Mary took a job as a Recreation Lecturer with the Department of Health and Kinesiology at Sam Houston State University in Huntsville, Texas. After two years she accepted a position “downstairs” as the Assistant Director of Recreational Sports, where she met her husband, Bill, a Texas native. When Bill was hired as the Assistant Director at Oregon State University’s Rec Sports Department, Mary first found contract work at the NNC, and assumed her current position in August of 1995. With her history as a recreational sports professional and a Certified Recreational Sports Specialist (CRSS), Mary brings a unique perspective to her job: she is one of the few NNC team members who have also been a member of NIRSA.

The energy level required by Mary’s work is matched only by the pace of her family life as the mother of Emma, 7, and Sam, 4. In 2002, Mary reconfigured her duties to achieve a part-time schedule, which she hopes to maintain while her children are at home. An annual summer league softball player, Mary has taken on a new role as an Assistant Referee for AYSO Soccer, which Emma is playing this year. Bill plays softball every season also, and is a trombone player in a community band. When they have time, the Callenders enjoy camping and hiking in the Great Northwest.


Whether she is planning the many events that couldn’t happen without her, tracking down an elusive detail from NIRSA’s long history, or just greeting her team mates with a big smile every day, we at the NNC, along with NIRSA members everywhere, harbor great appreciation for Mary Callender.

***Happy Anniversary, Mary!***



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Sign up now for the 2005 NIRSA Recreational Sports Exposition in Orlando, Florida, April 6 & 7, 2005



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Send us your news for the *Know!* If your campus is opening a new or renovated facility, let us know

with an email to the NNC at [nirsa@nirsa.org](mailto:nirsa@nirsa.org). Include digital photos or a link for them, and we will contact you for the scoop.

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NATIONAL INTRAMURAL-RECREATIONAL SPORTS ASSOCIATION - NEWS & INFORMATION

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We invite suggestions, ideas, and recommendations on ways to improve the **NIRSA Know OnLine**. We hope to hear from you soon!

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