



Department Head Notes

Next week is Green Week at Purdue. Our HK department faculty and staff suggested a number of green activities to support the focus on our environment. But most of the suggestions had already been included in the week long activities. The most popular suggestion we came up with was already in the planning stages: the alternative transportation challenge.

"Those who bike, bus, carpool, or walk around the Purdue-Lafayette area during Green Week (Sept. 15-19) can earn prizes, reduce your carbon footprint, and save money, too. Take the Alternative Transportation Challenge by registering (free) for prizes and helping track mileage: www.purdue.edu/dp/environment/ATC. Registration is available through September 17. The challenge is organized by the student organization Boiler Green Initiative with support from Center for the Environment at Discovery Park."


Lee Fong Ku-Chong, Deputy Director of Foods and Nutrition, and Hui Kheng Toh, Senior Lecturer in Technology, are faculty members in Nutrition, Health & Wellness at Singapore Polytechnic. They visited our department yesterday. They were both guests of the Department of Foods and Nutrition. Their itinerary included a tour of the Ismail Center, the physiology labs, and discussions with a number of our faculty. They are seeking collaboration on a degree program with F&N whereby their students devote three years to foundation study in Singapore, and then come to Purdue for two years to complete a Purdue degree. The two Polytechnic faculty members were very interested in further collaboration with us in the areas of health and fitness and health promotion. They said "hello" to you all.

Zorba Paster has given us his talk titles. On Friday October 17 at 1:30 in the East Faculty Lounge (PMU) he will discuss "The Four Pillars of Perfect Health: How to Live Your Personal Best." Later that same day, at 7:00 in Duncan Hall, Lafayette, he will speak on "How to Live a Long, Sweet, Life." All talks are free and open to the public. Then on Saturday October 18 at 10:00 A.M., Zorba will take the lead on the Just Walk for the Health of It! The walk is either .5 or 2.0 miles. His appearance is part of the Experience Liberal Arts month and is jointly sponsored by our department and the Coalition for Living Well after Fifty. Other supporting organizations are: the Community Health Collaborative; the Lafayette/West Lafayette Economic Development Corporation; YMCA Activate America; Purdue Extension Tippecanoe County; INShape Indiana; and the Area IV Agency on Aging and Community Action Programs. Please announce these events to your students.

Please do the very best you can in everything you do.



Calendar – Sept 14 - Sept 27, 2008

Sun	Mon	Tues	Wed	Thur	Fri	Sat
14	15 GREEN WEEK Sept 15-20 www.purdue.edu/green	16	17 Graduate Faculty Meeting 3:30 LAMB 108	18 Grad school Work Shop Topic: <i>Research Integrity</i> Whistler Hall Room 116 5-6:30 p.m.	19	20 Football Home vs. Central Michigan 12:00 p.m.
21 Happy Birthday Jon Laswell 	22 Last day to cancel a course without a grade, for course additions, change of level, or pass/no pass option	23	24 New Orleans Black Mardi Gras Indians: Performance Street Ritual of Resistance Fowler Hall, Stew Center 7:00 p.m.	25	26	27 Football at Notre Dame 3:30 p.m.

Reminders

Graduate Faculty Meeting
September 17
3:30 p.m.
LAMB 108

HK FALL FACULTY MEETINGS
Wednesday, Oct. 1st 3:30 p.m.
Wednesday, Nov. 5th 3:30 p.m.

HKGSO Announces Professional Development Grant

The Health & Kinesiology Graduate Student Organization has allocated \$300 in funds to assist graduate student professional development. The aim is to augment some of the cost for travel, conference registrations, or other relevant expenses. Grants are awarded on a competitive basis and all HK graduate students are eligible to apply. A graduate committee will review applications for any professional development expenditures that take place between August 15, 2008 and August 15, 2009. Please see the HKGSO web-page (<http://www.cla.purdue.edu/hk/hkgso/index.html>) for more information.

In the

Spotlight Spotlight



Adam Barry

Title: Assistant Professor

Hometown: Tampa, Florida



I was born and raised in Tampa FL. I have a wonderful mom and dad that raised me to have a good work ethic and strong morals. I am the youngest of three. Unfortunately, both my sister and brother went to the University of Florida. Realizing their mistake, I attended Florida State University. I was even lucky enough to witness the Seminole's perfect season and 1999 national championship!

Education:

Originally, I had planned on getting my undergraduate degree in School Health and then returning to Tampa to teach high school health and coach basketball. However, after graduating with my B.S. I realized I wasn't ready to 'get a real job.' So, I stayed at FSU and pursued a Master's in Health Education. After graduating with my M.S., I realized I still wasn't ready to 'get a real job.' So, in 2003 I moved to College Station, TX to begin working on my doctorate at Texas A&M University. While there, I met my beautiful wife, Lindsay. In fact, I defended my dissertation just five days before our wedding! I would not recommend this to any graduate students... After marriage and graduation, Lindsay and I lived in College Station where I worked at Texas A&M as a Lecturer in the Dept. of Health & Kinesiology.



We do not have children yet, but we do have a spoiled 5 yr old chocolate lab, named Russell (Russell Stover actually).

Most Memorable Class/Job Experience:

First and foremost, would be meeting my wife.....

A distant second would have to be the summer I spent studying abroad in London. I was enrolled in "Death and Dying" but the real education that summer came from my travels around the city and other European countries. During my trip I was lucky enough to go to Wimbledon. We had front row tickets on Court 1 and later sneaked into Center Court where I got a few pictures of Andre Agassi playing Patrick Rafter. After that trip I swore I would go back and work in London at some point in my career. I wish I had an English accent...

Activities/Hobbies/Travel:

I enjoy playing golf, working out, going to church, being outside with the dog, traveling, watching movies, a nice bottle of wine, football season, March Madness and live music. I am also an avid leaf collector (kidding). I also enjoy hanging with my wife while she shops... My favorite place would have to be the beach. In particular, the Grand Caymans or Sea Side, FL.

Some of my favorite restaurants include Firehouse Subs and Gordos (Tallahassee), La Bodega (College Station), and Americas (Houston). Still searching for one in Lafayette...

Interesting fact:

An interesting fact about me that you may not know is that my high school basketball teammates nicknamed me Opie. Do you see any resemblance?





Vitality

Welcome!

Introducing...



My name is Heidi Campbell and I wanted to introduce myself as the new Business Manager for Health and Kinesiology. I am new to Purdue and I am looking forward to getting to know the faculty and staff in H & K. I will also be serving the Sociology, Anthropology, and History Departments. I am originally from Northwest Indiana and moved to Monticello five years ago. I worked in Chicago as a tax accountant and most recently as the Junior Achievement area coordinator for White and Carroll Counties.

Please feel free to contact me at 44670 or at hcampbell@purdue.edu if you have any questions.

The Business Offices throughout the College coordinate and supervise all business aspects of the College's academic and administrative units. We are the link between the academic departments and other areas of Business Services. More than 27 Business Managers and Account Clerks serve the Faculty and Staff of the College of Liberal Arts by providing services in these areas: Account Management, Budgeting, Employment, Human Resource Services, Purchasing, Sponsored Programs, Supervision and Travel.

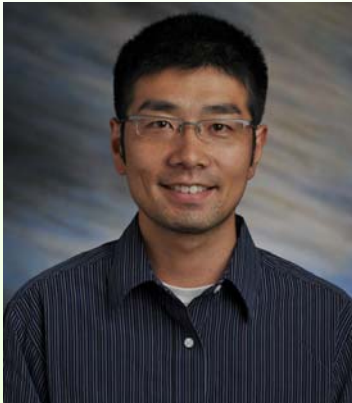
We are pleased to introduce Jocelyn Cavalier as a new HK academic advisor. Jocelyn began her position in CLA on September 2nd. She graduated from our department with a dual-degree in Physical Education and Movement and Sports Science. She just recently earned her Masters in Pedagogy and Administration with Dr. Tom Templin serving as her advisor.

Jocelyn worked as a soccer instructor for NYSP for three summers. She was a scholarship athlete and 4-year starter for the Purdue Women's Varsity Soccer Team from 1998-2002. We are thrilled to have her join our academic advising team. Her vast knowledge of our department should serve our students well. Congratulations to Jocelyn!





congratulations!



Kosuke Tamura had the following paper accepted for the Spatial Econometrics Association Second World Meeting, Nov 17-19 in New York.

Title: *Proximity of Uninsured Population and Hospital Market Concentration in the U.S.*

Authors: Susan E. Chen, Kosuke Tamura, Raymond J.G.M. Florax, and George H. Avery

Announcement!

Tuesday, September 15th, HK will be represented at the Regenstrief Center for Healthcare Engineering's fall conference, "Transforming Healthcare Delivery," by the following two presentations:

George Avery, "Studies of Public Health Preparedness Policy" podium presentation.

Felicia Trembath (MPH student) and Robin Jensen, "A Rhetorical Analysis of Obstetrical Recommendations for Vaginal Birth after Previous Cesarean Delivery" poster presentation.



HK Study Abroad Opportunity



HK UBUNTU Swaziland Service Learning Experience: Dec 27th -Jan 11th

Oct 20th -Dec 20th

Dec 27th -Jan 11th

Jan 12th - Mar 12th

8 wks Pre-Africa Preparation
1d/wk (1 credit)

- Cultural/Diversity training
- HIV/AIDS training
- SA History Education
 - Apartheid, HIV epidemic, etc

Mbabane, Swaziland
(1 credit)



8 weeks Post-Africa
Debriefing 1d/wk
(1 credit)

- Debriefing
- Personal Seminars/reflections
- Recruitment
- Fundraising/grant writing
- Pre-designated project completion



Interested? We'd love for you to join us!!

Contact Annie and Anne:

aelble@purdue.edu afogler@purdue.edu



Vitality



Swimsuits for a good cause!

The YWCA staff members are working with the Weed and Seed program to sponsor an after school program that includes swimming. The children at the shelter are provided swimming passes to the YWCA, and many times are in need of swimsuits. YWCA President, Grayce Lechtenberg contacted Mike Piggott, Director of Community Relations and Visitors Information at Purdue to inform him of their need.



L to R: YWCA staff members, Danielle Gaylord, Janet Yaninek and HK/LAMB facilities manager Jon Laswell

Alcoa was kind enough to donate funds to purchase swimsuits from Speedo for the 2008 PALS summer camp. Each camper was given the choice to take their suits home the last day of camp. Some chose not to, which left us with gently used suits.

HK has proudly donated these swimsuits to the YWCA to use for the children in the Weed and Seed program.

Thank you to Mike Piggott and Jon Laswell for your efforts in making this donation possible!





Vitality

HK Adopt-A-Spot

Located on Nighthawk Drive in West Lafayette. (by Dog-n-Suds)

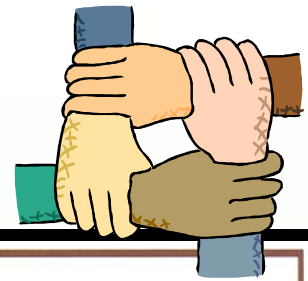


Top L to R: Tobin Silver, J.D. Defreeze, Michael Hemp-hill, Bill Harper, Angie Salazar, Joseph Gonzalez. Bottom L to R: Kristin Alley, Diana Sitar, Lynda Conner and Susan Flynn picture below on bottom right.





Vitality



PURDUE
UNIVERSITY

DIVERSITY RESOURCE OFFICE

2008

Languages Matter at Purdue!

"Languages are indeed essential to the identity of groups and individuals and to their peaceful coexistence. They constitute a strategic factor of progress towards sustainable development and a harmonious relationship between the global and the local context. Only if multilingualism is fully accepted can all languages find their place in our globalized world."

Koichiro Matsuura, UNESCO

Why Languages Matter in the Global University: A Multidisciplinary Faculty Forum for Exploring New Synergies

MODERATOR

Rabindra Mukerjya, *Director of Strategic Planning and Assessment, Office of the President*

September 17, 2008

3:00 - 4:30 p.m.

Stewart Center, Room 202

PANELISTS

Luciana C. de Oliveira, *Assistant Professor, Curriculum and Instruction*

Riall Nolan, *Associate Provost and Dean of International Programs*

Titilayo A. Okoror, Assistant Professor, African American Studies and Health and Kinesiology

Aparajita Sagar, *Associate Professor, English*

Mariko Moroishi Wei, *Associate Professor, Foreign Languages and Literatures*



RSVP for the Forum by contacting the Diversity Resource Office at dro@purdue.edu (subject: Forum) or 494-7307

Free and open to the public

The Diversity Resource Office
American Railway Building, Purdue University
<http://www.purdue.edu/humanrel/dro/language2008.shtml>

Purdue is an equal access, equal opportunity employer

Celebrating International Year of Languages 2008



Aren't We Culture-Bearers?



Edward Sapir (1884-1939) was considered by everybody who knew him, including his peers, to be a *bona fide* genius. We do suppose that anyone who wrote their PhD dissertation (written at the age of 25 in 1909) on the Takelma Indian language of southwestern Oregon might have a leg up on the rest of us when it comes to genius-qualifying. His text and grammar of the Takelma's is still available, by the way, now as Part VII of Sapir's collected works. If you want to learn more about this now extinct language, the 600 page read will set you back about \$235. No, we haven't read it. English is still enough of a challenge for us.

Before his death in 1939 Sapir had managed to tape record the basic structure of 39 different Amerindian languages. This he did for posterity's sake since so many of these languages were in danger of becoming extinct—the Paiute and Nahuatl, the Wiyot and Yurok, the Yahi and Chasta Costa. Sapir's obvious strength from the beginning of his educational background at Columbia University was linguistics. But when he began his studies for the PhD with Franz Boas, he found a comfortable expansion of his language-related talents into anthropology.

Boas, usually referred to as the father of the field of anthropology, brought what the field of anthropology needed in the early 20th Century: a scientific frame of mind; theories **following** painstaking research in the field, not the other way around. Boas' revolutionary approach to cultural anthropology was the inspiration for many other pioneer scholars, and also his students—Ruth Benedict, Alfred Kroeber, and Margaret Mead.

What has always impressed us in particular about Edward Sapir's work was his originality in understanding the dynamic aspects, cross-discipline significance, and individually experienced nature of what culture is. In particular, there is one long-forgotten Sapir essay first published in 1924 (*American Journal of Sociology*, 29:401-429) that tackles head on what genuine—as opposed to spurious—culture is.

And why should we care about Sapir's thinking on the question of culture, especially since his ruminating is nearly 85 years old? Well, as members in mostly good standing of a higher educational institution aren't we at the very least a collective culture-bearer? Our entire educational enterprise means little if it doesn't also include a primary obligation to nurture the growth of culture. Wouldn't it be a good thing to know more about the nature of what we are supposed to be bearing?

So, what is genuine culture? Sapir is wary of the conventional meanings of the term culture. He rather quickly dismisses from his consideration the two most popular meanings: 1) the non-normative meaning of culture used by ethnologists who descriptively refer to culture as a people's traditions, habits, social inheritances, or stages of evolution; and 2) the version of culture that refers to high and low—the high falutin' opera versus the bowels of the bowling alley. Sapir threads his way between these two typical renderings of the meaning of culture by arguing a difference between culture and civilization. "Civilization, as a whole, moves on; culture comes and goes."

Con't...



Aren't We Culture-Bearers?

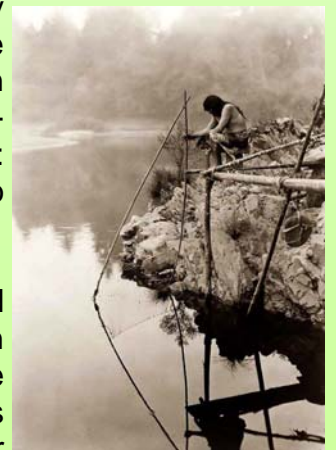
When genuine culture is present, “nothing is spiritually meaningless, in which no important part of the general functioning brings with it a sense of frustration, of misdirected or unsympathetic effort.” Culture has nothing in particular to do with the sophistication of any era either. “A society may be admirably efficient in the sense that all its activities are carefully planned with reference to ends of maximum utility to the society as a whole, it may tolerate no lost motion, yet it may well be an inferior organism as a culture-bearer.”



Sapir puts his faith in the good sense of the individual to know when what he or she does on a day-to-day basis satisfies or not their emotional and creative needs. (Now please remember that this essay was published in 1924 when telephone operators were always “girls”): “The telephone girl who lends her capacities, during the greater part of the living day, to the manipulation of a technical routine that has an eventually high efficiency value but that answers no spiritual needs of her own is an appalling sacrifice to civilization.” For Sapir, the Native American Indian from an earlier era who spears salmon and snares rabbits to solve the economic problem may be functioning on a low level of civilization, but at a comparably higher level of culture than the telephone operator. And this because there is no frustration of the Indian’s human spirit; there is no sense of subservience to higher authorities; there is no disharmony between act and

meaning. But, “As with the telephone girl,” Sapir says, “so, it is to be feared, with the great majority of us, slave-stokers to fires that burn for demons we would destroy, were it not that they appear in the guise of our benefactors.”

Sapir’s essay is not an easy one to unpack. But it appears he is saying something rather simple. If we succumb to the belief that our primary individual role is to shore up and perpetuate an economy (to ostensibly be defined exclusively as consumers), it will surely be an economy that results in the end—and maybe even a whiz bang economy at that—but it will not be a culture. There is a necessary connection between making a living and making a life, Sapir seems to imply. Ideally and when there is internal harmony between making a living and a life, culture naturally grows. But when making a living becomes the be all and end all of an individual’s existence, when human needs are jettisoned in the process of meeting only our creature needs, culture decays. Sapir’s primary question was this: What does making a living in the growing American industrialism of the 1920s do to us as people?



Sapir was uneasy even then about our future ability to perpetuate what he called the more remote ends of culture-creating, especially when the more utilitarian daily work needs were becoming ends in and of themselves. “Part of the time we are dray horses; the rest of the time we are listless consumers of goods which have received no least impress of our personality. In other words, our spiritual selves go hungry, for the most part, pretty much all of the time.”

Con’t...



Aren't We Culture-Bearers?



We can't quite figure out if Sapir is calling us lazy bones; or calling us weak-spined; or calling us smug, tired, or just plain estranged from the necessity of making a life in the face of the unpredictable contours of living itself. But we are certain about this: Sapir is calling our bluff that we can't do much to improve our individual cultural expressions and products:

The habit of playing with loaded dice has given us a dangerous attitude of passivity—dangerous, that is, for culture. Stretching back opulently in our easy chairs, we expect great cultural things to happen to us. We have wound up the machinery, and admirable machinery it is; it is “up to” culture to come forth, in heavy panoply. The minute increment of individuality which alone makes culture in the self and eventually builds up a culture in the community seems somehow overlooked. Canned culture is so much easier to administer.

While Sapir doesn't say much of anything directly about the cultural role of higher education—or, for that matter, education in the main—he does say that when individual selves aspire to be producers of culture, there is an immediate need to assimilate as much as possible of our “accumulated cultural goods.” Providing this nurturing social and cultural soil, it seems to us, is precisely what education is and what it means. The individual, Sapir claims, seeks mastery or accomplishment in one way or another. And pursuing such self-identifying experiences requires learning something of the life of the community into which an individual's contributions will inevitably function. So our role, much like the way a seed plot functions, is to do what we can to assist our individual students to find fertile ground, take root, and grow in the way that they will.

All in all, Sapir believed that genuine culture is produced by individuals who care about what they do in the midst of a community that cares about the individual. The result, Sapir argued, is nothing less than the cultivation of the genius or spirit of the particular generation; it is nothing less than nurturing the cultural growth of even smaller social units, perhaps of a city or town, or even a local business or institution. And the net cultural product is always a result of how and how many distinct individuals find the gumption to get up and do things that matter.

So we end up where we began. The solution to canned culture isn't that far out of reach. Edward Sapir was considered a genius by most all who knew him. “Nothing of the sort,” we can almost hear him say over the ages. “All I did was follow where my spirit took me. And it happened that by producing what I did I became who I was: a culture-bearer. We all can become culture-bearers even in spite of the forces of the day that work against this version of what a genius is.” The lesson from Sapir is this: We all can and should be geniuses of this sort, and in the process of becoming one we can inspire others who cross our paths to do the same.

