

Vitality

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Department Head Notes

This is National Procrastination Week.
My Department Head Notes will be coming soon!

Please have a wonderful spring break week.








Vitality



Calendar—Mar 9 - Mar 15, 2008

Sun	Mon	Tues	Wed	Thur	Fri	Sat
9 Time Change 	10 Spring Break Week	11	12	13 Happy Birthday Kim Lehnen & Virginia Zinsmeister 	14	15
16	17	18	19 Robert Kane Presentation STEW 202 3:30p.m.	20 First Day of Spring 	21	22

Attention May Graduates!



MARCH 19
HK Graduate Student Awards submissions are due

The last day for final presentations and defenses is **April 18**. Please be sure to notify Jill in the Grad office **at least 2** weeks before your final presentation or defense. She will need the title of your presentation or thesis, date, time and room number. If you need to reserve the conference room contact Jill, Kim or Shellie as soon as possible. It fills up fast! Call 45700 to reserve a classroom in Lambert or another building.

You are invited!

No faculty meeting on March 26th. It has been changed to April 16th.

Angela DeMano will present a PhD dissertation proposal on Wednesday, March 19 at 1:00 p.m., LAMB 120.
Title: "Does a Faith-Based Community Center Impact Physical Activity Practices Among Older Adults?"



Chris Rhea

Title: HK Graduate Student

Birthplace: Sedalia, MO

Hometown: Jefferson City, MO



Chris Rhea's dad, Pat, mom, Lisa and his sister Heather reside in Jefferson City, Missouri.

Education:

Chris graduated from high school in 1997 and has been in college full-time ever since. (11 years in a row!) He completed his undergrad at the University of Central Missouri in Warrensburg, MO. (5 years), masters at Barry University in Miami, FL (2 years), and has been at lovely Purdue for four years. He has worked as a personal trainer off and on to pay his bills.

Most Memorable Class/Job Experience:

Chris's first job experience was working on a turkey farm and as an egg collector. Chris explains, "We had to go out once an hour to collect turkey eggs from the nests in these huge turkey barns (thousands of turkeys). We also had to clean the turkey barns and do other farm related chores. It makes me appreciate the work I do now."

"I work as a personal trainer at a retirement community in my spare time (2 hours/week) and give basic fitness assessments and workout programs to those that sign up for the program. I had a woman a couple of weeks ago that wasn't cooperating during the initial health history interview. It was like pulling teeth to get any information from her. Finally at the end of the health history questioning she looked at me and said "I thought when I signed up for this I would get a very fit young man to work with me." I laughed and said "I don't count as a very fit young man?" She looked me up and down and looked me straight in the eye and said "No!". Remind me not to be a grumpy person when I get old, please!"

Activities/Hobbies/Travel:

Chris loves to do anything that is athletic with the grad student group; Lambert Leapers (basketball), HK Crushers (softball), and HKFC (soccer). He enjoys traveling. San Diego and Key West are his favorites. He also enjoys working with professional organizations. His favorite restaurants are Hunters Pub because he says their buffalo chicken wrap is to die for, and Bredeaux Pizza which is located in Jefferson City.





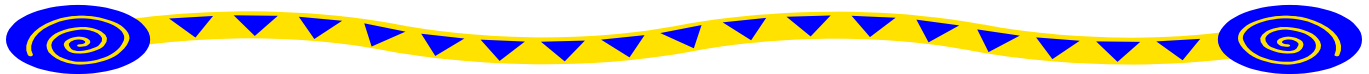
Vitality



Please Be Courteous and Keep our Classrooms Clean!

When using a classroom, before you leave, please make sure that it is clean for the next class. Please place the chairs back in order, make sure that the blackboards are cleaned off, trash is thrown away, and the room is tidied up.

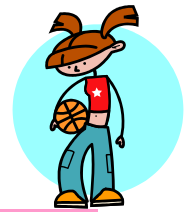
Thank you!



Grad Student Event

The Spring Gala

Join PGSG and other graduate students as we celebrate the end of another successful year. On April 5th at 7:00PM PGSG is hosting a dance and buffet dinner at the University Plaza Hotel (by West Lafayette Wal-Mart). Tickets are only \$15 for one person or \$25 for two. Dress is semi-formal and there will be a cash bar. Last year HK had a lot of fun at this! Contact Melissa Markofski (mmarkofs@purdue.edu) or Chris Rhea (crhea@purdue.edu) for tickets.



Lady Leapers win three in a row to make it to championship game



In the past week, the Lady Leapers of Lambert started and stomped a string of opponents in tournament play. After a first-round bye, the Ladies were more than ready to wilt the twelfth-seeded Aggies. As a five-seed themselves, the Lady Leapers approached the tournament like a stealthy ninja, taking their opponents by surprise and then receding into the dark. This first game gave the Ladies a grueling challenge, with the lead changing constantly until the final moments. “I never lost faith in them, but those Aggies didn’t make it easy,” commented booted-up DOWBO Melissa Markofski. Ultimately, the Lady Leapers wanted it more and pulled together for an exciting 36-33 victory.

After a hard practice over the next week, the Ladies were hungry for another win. Next up for the beloved Leapers of Ladyness were the Boiler Ballas. It was another close game, but after an inspiring pep talk at the first half from Bill-Russell-in-the-making Kristin Barringer, the Lady Leapers went on an intense scoring rally with eight unanswered points. In the end, their opponent managed to score only 20 points to the Lady Leapers’ 30. When asked what she said at the half, Kristin Barringer replied, “I know the circulation of Vitality. I am not putting our inspiration into the hands of our opponents.”

This past Wednesday night was it—the Big Dance, the Final Four, the Moment of Ultimate Truth, the semifinals. After watching their role models, the Leapers, fall the night before, the Ladies knew they had the pride of all of HK on their shoulders. However, the pressure of a history-defining performance only made the Lady Leapers more determined for the ultimate victory (and the chance to force the guys to dress up for another banquet) over first-seeded Team X.

The Lady Leapers went on an early scoring run, but there was still plenty of game left to play. At the end of the first half, players and spectators watched in horror as Hailey “Really-it’s-just-Pre-Law” Lawyer came crashing down on her ankle. The Ladies pulled together without their fallen comrade and drove up the score to a margin of six at the half. To the relief of the assembled fans, Hailey soon had her ankle taped back together and was ready to return to action. In the end, the Lady Leapers surged ahead 50 to 41 with a tough but convincing win. “I knew we could derail Team X with our crushing inside game and nimble rebounding,” exuded in-the-paint marksman Susan Huff.



So if you want to see high-scoring, high-stepping, high-falutin’ HK basketball action, watch the Lady Leapers play the championship game at March 18th 7:00PM on court 10 in the Recreational Sports Center.

- Melissa Markofski



Lambert Leaper's bid for the 2008 Title Ends!

The Leapers fall short of their goals this season but learn a lot in the process.

Snow, wind, ice, and sleet, Tuesday night had all that mother nature could offer. Unfortunately, the chill in the outdoor environment transferred over to the Leaper's shooting. The Lads from Lambert knew that the semifinal for the 2008 grad/faculty/staff intramural tournament was going to be tough, but they never expected to run into the offensive buzz saw known as Diagnosis: Awesome. The opposition had a shooting night that would go down in tournament history hitting on 13 of 17 three-point attempts while sinking nearly all of their free-throws. All the while, the Leapers were....let's just say...off.

The Lambert Leapers didn't have their best game, or even close. Shots just weren't falling and there were some ugly turnovers that would make even peewee league coaches cringe. But, as they say, that's how the ball bounces and crumbles the cookie.

The game itself was only half the story. Tuesday night turned out to be a senior night of sorts. Although the team did not expect it, the game, in the end was the last for some of the Leapers. Chris Rhea, Tim Wright, Dan Ritchie, Jon Riley, and possibly Travis Dorsch must all move on from their Leaper days to other life endeavors. They all say good bye, with heavy hearts, to the team that made them famous. "It's going to be hard to clean out the old locker tomorrow. Lot of memories in there...oh wait, I don't have a locker. Excuse me, I have to go find my stuff," reflected Chris Rhea. "I'm a father, a husband, a doctoral candidate, and a business owner, but most importantly, I am, and always will be, a Leaper," said Dan Ritchie. "If I didn't have to follow Allie Boester all around the country, I would just set up shop here and be a Leaper for life, oh well," stated Jon Riley. "Unfortunately, I can't make very much money punting a basketball. I have to go to places where I can punt other types of balls to make ends meet. You never know, I may be back though. I have never been able to stay away from the greater Lafayette area for very long," said Travis Dorsch. "My job as Director of Basketball Operations has given me the experience, the tools, and the talent to succeed at anything in life but moving on is going to be hard. I couldn't even imagine directing and playing along side a better, more handsome group of guys. Now I need about an hour to myself to cry...cry hard, like a newborn infant," stated Tim Wright.

Not all the Leapers are leaving. The team will be back next season, hungrier than ever to make it all the way to the championship. Tobin Silver, Steve Howell, Michael Hemphill, and J.D. Defreese will all be back to keep the legacy of the Lambert Leapers alive. "This was a great season. It was really nice to be clean and free of my demons for once. I can actually remember playing some of the games this year," reflected Tobin Silver. "I'm really glad to have been able to play for the Leapers this season and I'll surely be back next year if they can come up with the straight cash money to keep me," said Steve Howell. "I now know what it's like to get cut and come back, and then get cut again a few more times and come back for more. It's made me a stronger person," said J.D. Defreese.

Con't...



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Lambert Leaper's bid for the 2008 Title Ends!

"I'm still the president and I'm not going anywhere. I'll own this team before I'm done. Leapers for life...that's what I say," exclaimed Michael Hemphill.

It was a good season, and the Leapers could not have been successful without the help of many generous and supportive individuals. The Lambert Leapers would like to thank these individuals for their efforts to make the Leapers a better team.

Thank you to Kristi Serra and Angie Anolieföh for generously sharing the upper gym with us. Without your willingness to allow us to play and practice while you had class, we would surely not be the team that we are today.

Thanks to Jeff and all of the gang over at Spurlock's for sponsoring us. We had, by far, the sweetest jerseys in the league.

Thank you to the Leaperettes for being the classiest group of cheerleaders in the entire league. It's nice to have people cheering for us and you made it all worthwhile.

To David Beiser for your kindness and generosity with a certain item that allowed us to have a point guard...wink, wink. Thank you for your unique type of support.

To Bree Studenka, thank you for your skills with a needle and thread and for giving us a beautiful, hanging symbol of what we were shooting for.

Thank you to team attorney Robert Boester for providing legal council, writing contracts, bailing Tobin Silver out of jail, finding Tobin Silver help for his "demons," helping Tobin Silver plead "not guilty," and keeping Tobin Silver out of prison. Also, thanks for facilitating fruit juice club, you can't win without antioxidants.

Thanks to Shellie Taylor, Jill Stickrod, and Kim Lehnen. All of you at some time have been gracious enough to put your thoughts and talents into the greatest weekly newsletter of all time, Vitality. It's fun to see our names in print and you all make it happen. Sometimes it's hard to believe, but it's all true, sort of.

To the Lady Leapers, keep the hopes and dreams of the department alive! Win it all for us, and if you have time, could you all please teach us how to shoot free-throws? Please?

Finally, the Leapers would like to thank our administrative staff. Tom Templin and Bill Harper have been the glue that keeps the organization together. They have picked the Leapers up when they were down and dropped them down a few pegs when they were a bit too cocky. We could not have been as successful without their wisdom and guidance along the way.

So there you have it. The Leapers are done for another year. No championship...yet. They'll be back. They'll be strong and ready. But most importantly, they'll be really, really good looking. Thanks for following us. Now go do some work.

- Tim Wright



FORMATION OF NEW PHYSICAL ACTIVITY SPECIAL INTEREST GROUP WITHIN THE AMERICAN PUBLIC HEALTH ASSOCIATION

Physical inactivity is the second actual leading cause of death in the U.S., yet there is not a clearly identifiable “home” for Physical Activity (PA) researchers, practitioners, advocates, and partners within the world’s largest public health professional organization – the American Public Health Association (APHA). However, there is now a strong leadership team in place to pave the way for the formation of a new APHA PA Special Interest Group (SPIG) that will provide a visible and credible “home” for those with a primary interest in PA science, practice, and policy.

To be formally recognized by APHA as a SPIG, we need to recruit at least 100 new APHA members who will select the PA SPIG as their primary affiliation. That’s where you come in. We invite you to join us in our efforts to elevate PA as a priority within APHA, and to provide PA professionals with the knowledge, skills, and abilities to address sedentary behavior and its detrimental consequences. We also call on persons from diverse disciplines (e.g., physical education/kinesiology, transportation, land use planning, commercial fitness industry, medicine, nursing, clinical exercise physiology, and athletic training) to take this opportunity to align their interests and efforts with those from the public health arena. Your unique expertise and perspectives will enhance our capacity.

If you are willing to commit to becoming either a professional or student member of APHA and the PA SPIG, click on the following link to access the membership commitment form. Current unaffiliated APHA members are also invited to indicate your willingness to designate the PA SPIG as your primary affiliation.

Link: <http://prevention.sph.sc.edu/>

Simply download the form, sign and date it, and fax it to Dr. Justin Moore at (252) 744-4008. More than one person may sign the form, so please help us by spreading the word. Once enough membership commitments are received, we will submit the formal SPIG application to APHA for review and approval. When SPIG approval has been granted, we will notify you that it is time to officially join APHA. There is no need to complete a membership application or provide membership dues at this time. We only need your firm commitment right now. If you have any questions or need assistance, you may contact Dr. Moore at moorej@ecu.edu.

If you are a member of APHA, but you have designated another SPIG as your primary affiliation, we welcome you to indicate the PA SPIG as a secondary affiliation when formal SPIG approval has been granted. There is no need to do that at this time.

As Dr. James Sallis, Professor, and Director of the Active Living Research Program Office at San Diego State University, recently stated, “APHA needs us!” We look forward to hearing from many of you as we work towards making the PA SPIG a reality.

Best regards,
Steven P. Hooker, Ph.D., Chair
APHA PA SPIG Leadership Team



Vitality

HK Faculty Colleague

Former faculty colleague Dr. Chris Melby on top of Mount Aspiring in NZ. He is Chair of the Department of Food Science and Human Nutrition at Colorado State University. He is currently on sabbatical in Australia.



Dr. Melby was born and raised in Colorado and earned his doctoral degree and MPH at Loma Linda University, School of Public Health. He came to the Department of Health and Kinesiology at Purdue in 1982. His research combined his interests in nutrition and physical activity, particularly in the area of metabolic regulation and the effects of exercise and diet. Chris published numerous papers with his students and colleagues including a 1987 article in the Journal of the American Medical Association with Dr. Roseann Lyle. He left Purdue to return to Fort Collins, Colorado and continue his research in several areas including the: interaction of diet and exercise on insulin sensitivity in Mexican-Americans, effect of prior exercise on the glycemic response to carbohydrates, role of post-exercise protein feeding in recovery after eccentric exercise. Dr. Melby's publications have appeared in the Journal of Nutrition, American Journal of Physiology, Endocrinology and Metabolism, American Journal of Clinical Nutrition, International Journal of Obesity, Journal of the American College of Nutrition, and many others. Chris and his wife Barb were an integral part of the HK family in the 1980's. They have three grown children.



Vitality



NEWELL-COMBS SCHOLARSHIPS

Senior Athletic Training Education students Allie Boll, Michelle Jones, Laura Reid, and Junior Athletic Training Education students Kent Bultemeier, Ryan Dotson, and Sam Zuege were recently awarded the 2007 Newell-Combs Scholarships.

The Newell-Combs Scholarships are awarded to junior/senior level Athletic Training Education students at Purdue University. The recipients shall possess the ideals of scholarship, dedication, professionalism, sincerity, loyalty and citizenship; the ideals William E. "Pinky" Newell and Dr. L.W. Combs held to be most worthy of an athletic trainer.

Scholarship recipients must have distinguished him/herself academically with a minimum cumulative grade point average of 3.0 based on a minimum of 60 semester hours of college course credit at Purdue. Recipients must have performed with distinction in the Purdue Athletic Training Education program, and declared their intention to complete undergraduate athletic training studies at Purdue University. In addition, the students shall have conducted him/herself both in and out of the training room setting and the classroom in such a manner so as to be a credit to athletic training, intercollegiate athletics, and Purdue University.

The 2007 Newell-Combs scholarship winners were announced at a scholarship recognition dinner at Bruno's which was attended by the Purdue Athletic Training faculty, staff and athletic training students. Congratulations to the scholarship winners!



Pictured left to right: Larry Leverenz – Program Director, Michelle Jones - Senior, Allie Boll - Senior, Laura Reid - Senior, Sam Zuege - Junior, Kent Bultemeier - Junior, Ryan Dotson - Junior, Dennis Miller – Director of Sports Medicine.



Vitality



Congratulations!

2008 Graduate Student Poster Competition



Congratulations to Nicole Rheume for receiving honorable mention for her Sigma Xi poster presentation titled:
"Timing in discrete and continuous tasks is related in long time series."

Each year, the Purdue University Chapter of Sigma Xi, which is a scientific research society, conducts a graduate student research awards competition in the format of a scientific poster session. There are four different research areas represented: Physical Sciences, Life Sciences, Engineering, and Behavioral and Social Sciences. Nicole's award was in the Behavioral and Social Sciences category. Each student hangs up their poster and then discusses their research and answers questions.

Poster Competition Participants



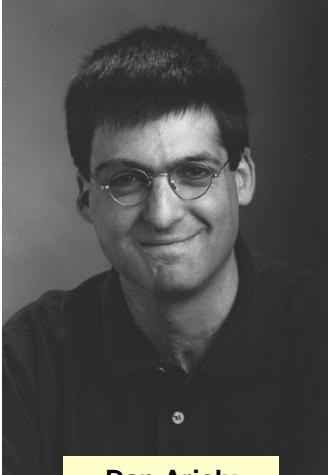
From left to right: HK grad Students, (front) Charmayne Hughes, Nicole Rheume, Stephanie Saur, (back) Travis Dorsch, Steve Howell, Bree Studenka.



Vitality



Irrationally Composed



Dan Ariely

When Dan Ariely was eighteen years old, he was burned over 70 percent of his body by the accidental ignition of a magnesium flare used to illuminate battlefields at night. These burns were of the third degree. For the next three years he was stuck in a hospital and wrapped in bandages. This gave him a lot of time to think things up. What set him on his way toward his future academic and professorial career was wondering why people decide to do what they do.

It was the daily bandage-removing behavior of the nurses in the hospital that most immediately got his attention. The process was excruciatingly painful; even though bandages were soaked in disinfectant, they still stuck to the skin. The nursing habit was to quickly rip off the bandages one by one, believing that for the patient a quick peak pain was less agonizing overall than slowly peeling off the bandages.

Once Ariely left the hospital, he enrolled at Tel Aviv University where he took a class on the physiology of the brain. What the professor in the course, Hanan Frenk, promoted was conjuring up alternative theories of explanation. When Ariely came up with a different interpretation of reported experimental data, for example, Frenk would challenge Ariely to design an empirical study to test his new explanation. Eventually, Ariely began seriously studying pain—this chosen domain prompted by his personal experience with it. His physical pain studies used heat, cold water, noise, and pressure. In time he believed he had figured out what he needed to figure out. He then returned to the hospital burn unit to explain his research findings to the nurses and doctors. He taught them why bandage removal was actually less painful for the patient if the wraps were removed slowly over a longer duration than by the preferred practice of ripping. What he discovered from them, however, was an unexpected counter: that quickly ripping the bandages shortened the nurses' own mental suffering and torment. So much for putting the patient's comfort first.

One thing led to another, and in time Dan Ariely became the Alfred P. Sloan Professor of Behavioral Economics at MIT Sloan School of Management, with a joint appointment in MIT's Media Laboratory. In the Media Laboratory, he is the director of the eRationality research group, and the Center for Advanced Hindsight. This latter "Center" looks backwards into the obvious; its tag line is: *Research Into What Might Have Been*. It was founded in 1996 in Chicago by members who were jealous of others who had fancy-sounding affiliations. The founding members of Advanced Hindsight felt left out. The idea of the Center was conceived over Chicago pizza. Membership comes with a secret handshake.



MIT Sloan School of Management

Ariely holds two PhDs, one in cognitive psychology from the University of North Carolina at Chapel Hill, the other in business from Duke University. What he studies is irrationality. What he claims is that there is nothing especially rational about our typical behaviors.

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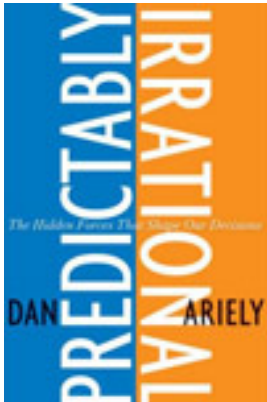


Vitality



Irrationally Composed

In fact, he explains, we muddle though on a daily basis making not only mistakes, but the same types of mistakes over and over again. In other words, with regard to our decisions and behaviors, we are, as his new book title conveys, *Predictably Irrational* (HarperCollins, 2008).



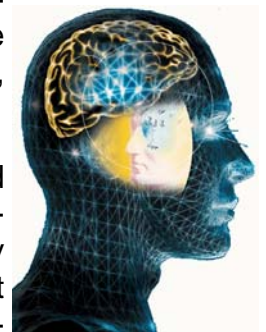
The road to hell, they say, is paved with good intentions. And most of us know what that's all about. We promise to save for retirement, but we spend the money on a vacation. We vow to diet, but we surrender to the allure of the dessert tray. We promise to have our cholesterol checked regularly, and then we cancel our appointment. How much do we lose when our fleeting impulses deflect us from our long-term goals? How much is our health affected by those missed appointments and our lack of exercise? How much is our wealth reduced when we forget our vow to save more and consume less? Why do we lose the fight against procrastination so frequently?

Since the subject of procrastination has now appeared, and since this is National Procrastination Week (second week in March), and since health is a hot button topic, what does Ariely say about procrastination and health care?

But before we take up the topic of health care and procrastination—you will notice that we are now getting into the full swing of procrastination—we need to report on some short experiments Ariely did with his MIT students in three different sections of the same class. He was manipulating the deadline dates for three main assigned papers in each section. Their grades would be based largely on these papers, he said. But, Ariely also told the students, the papers would not be read until the end of the semester. There was no penalty for turning the papers in early. So in one class, he offered the students the opportunity to set their own deadlines for each paper, but that they had to commit to the deadline they chose by the end of the first week of classes. If they missed the deadline for any of the papers, they would be penalized one percent for each late day. They could set the date for all three papers for the last day of class, if they chose to. In fact, the rational choice would be to give themselves as much time as they could get. But since they knew they were chronically subject to the sirens of irrationality throughout any given semester, the class by and large spaced the due dates for their papers across the entire semester and in spite of the threat of penalty. (Of course, one could argue that this decision was entirely rational because they were rationally compensating for their everyday irrationality.)

In another class, Ariely told the students that they had no deadlines at all during the semester. They could turn their papers in either early, or the last day of class without penalty. Complete freedom to take all of the available time. In the third class, the students were told exactly when their papers were due throughout the semester, in the fourth, eighth, and twelfth weeks. No choices for them.

At the conclusion of the semester, and after the three sets of papers had been graded by a neutral grader, here's what happened. When they compared the grades between the three classes, the class with the three firm, no choice, dates set by Ariely got the best grades; the class with the self-selected deadlines, but with penalty if not met, had the next best grades; and the class with no deadlines and no penalties produced the lowest graded papers.



Con't...



Irrationally Composed



Dan Ariely

This little study illustrated that procrastination is real (no news here); that restricting student freedom of choice actually served them better in the end; and that even offering pre-commitment deadline opportunities helped the students improve their grades by anticipating and countering their procrastinating tendencies.

Now back to better health care choices. Ariely offers a couple of solutions. One possible solution to the self-control problems so evident in preventive health behavior, Ariely believes, is this idea of pre-commitment. While mandatory health checkups might make common sense, personal freedom for self-destruction seems to be an entitlement. But like the imposed or self-imposed student paper deadlines, he suggests, what if a cholesterol test or a colonoscopy came with a refundable \$100 or \$200 deposit paid in advance? You only get the money back if you show up for the test.

Another commitment suggestion is to follow the lead of Ford Motor Company who followed the lead of Honda. Apparently luring car owners to return to automobile dealerships for regular vehicle maintenance is nearly impossible. A typical automobile has around 18,000 parts that don't need servicing at the same time. Additionally, different vehicles within the same motor company also have different equipment maintenance needs. And who could possibly remember what part or component needs to be serviced and when? So all Honda—then Ford—did was to convince their engineers to bundle up the service timetable into easy to remember mileage-based events to help guide the car owners to preventive service: 5,000 miles, or 10,000 miles, or 50,000 miles.

“The winning argument, in fact, was that it is better to have consumers service their vehicles at somewhat compromised intervals than not to service them at all.” The Ford decision was a good one. Procrastination ceased. Service bays that until then had been vacant 40% of the time suddenly filled to 100%. Ford dealers made more money. And within three years, Ford's service volume caught up with Honda's. All Ariely suggests is that the same psychology could apply to servicing our own human machinery and systems: the solution is simply to bundle our medical tests and procedures into periodic and easy to remember mileage-based events.

However silly this all might seem, Ariely's central thesis stands: from the perspective of behavioral economics anyway, we are not especially rational beings. We are constantly besieged by all kinds of decision-making irrationalities that come in the form of shortsightedness, irrelevant emotions, context effects and expectations, competitiveness, social pressures, psychological placebos, and procrastination.

But we knew this already, well before reading *Irrational Predictability*. So did you. Just being a reader of *Vitality* makes Ariely's big point for us. After all, why else would you be reading *Vitality* right now instead of doing something useful, necessary, productive, meaningful, or fulfilling—in other words, doing something rational? *Vitality* is irrationally composed for the irrational reader. And, dear reader, we are counting on the staying power of your irrationality well into the future.