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### **Ball State partners with Peyton Manning, St. Vincent and Marsh**

Today, Peyton Manning and Peyton Manning Children's Hospital at St. Vincent officials announced a new school health and wellness campaign to fight Indiana's childhood obesity problem, and unveiled its new public service announcement (PSA) at Christel House Academy gymnasium.

Project 18, a statewide initiative that focuses on school health education and community outreach, is a collaborative effort with Manning, Peyton Manning Children's Hospital at St. Vincent, Marsh Supermarkets, Ball State University and Strategic Marketing & Research, Inc. (SMARI). The project, which is named after Manning's football jersey number, provides Indiana elementary schools with an 18-week health and wellness curriculum designed to address the major risk behaviors in third-grade to fifth-grade students. It focuses on the areas of nutrition, physical activity and holistic health.

"The 18 interactive lessons allow students to learn critical health content while giving them a chance to practice their new health-enhancing skills in real-life situations," said Joanne Hilden, MD, medical director of Peyton Manning Children's Hospital at St. Vincent. "Having an understanding that schools play a significant role in the lives of our children, I encourage educational leaders to improve the health and wellness of our children by partnering with Project 18 to help us fight childhood obesity."

In addition to the school health and wellness curriculum, Manning also unveiled the new Project 18 PSA, which will be provided to Indiana broadcast stations to raise awareness and promote healthy eating and active lifestyles. The Project 18 PSA will also encourage elementary schools to participate in the program to keep their respective students healthy.

At the end of June, Project 18 will travel Indiana roadways, and bring its mobile van to various community events and safety days to engage Hoosiers in the program. Kids will participate in an array of fun activities, and have the opportunity to view a virtual Manning conveying information about Project 18 at the community events.

Marsh Supermarkets will be implementing two programs to help children and parents identify healthy foods.

The Down the Aisle program identifies food items that are Project 18 approved on Marsh's shelves based on health guidelines created by registered dietitians at Ball State University and Peyton Manning Children's Hospital at St. Vincent.

Second, Marsh will be providing store tours that will educate children and parents on reading food labels, practicing portion control and providing healthy tips when shopping for food in each food pyramid section.

In 2008, Indiana ranked 11th in the country for obesity. Approximately one-third of Hoosier children are overweight, and are more likely to develop high blood pressure, cholesterol, diabetes, low self-esteem and depression.

For more information about Project 18, visit [project18.stvincent.org](http://project18.stvincent.org) or call 317-338-KIDS (5437).

### **Study: Vacationers often blame themselves when possessions are stolen**

About 40 percent of vacationers blame themselves for having their luggage, MP3 players or cash stolen while visiting one of the nation's trendy hot spots, says a new study from Ball State University.

An examination of police reports at 64 high-profile hotels along Miami Beach in southern Florida found that the majority of thefts occurred in lobbies, guest rooms, parking lots, swimming pools and nearby beaches.

Many of the incidents occurred while vacationers were not paying close attention to their surroundings, said Michael Brown, who co-authored the study with fellow criminal justice professor Taiping Ho and Jinlin Zhao, a hospitality professor at Florida International University.

"Many people head to the beach or the pool, spread their stuff out and sleep or consume a few alcoholic drinks," he said. "When they wake up, their purse, camera or other items are missing. The same thing happens in lobbies when a guest puts down a piece of luggage and it quickly disappears.

"Many victims feel they were negligent. Some won't even take the time to report a crime because they feel it's their fault or it's not really a big deal. They are on vacation and want to get on with their lives."

The study examined police reports from 2002-03 and was recently published in the academic journal *Crime Prevention and Community Safety*.

Miami Beach police reported 756 crimes against tourists. Nearly half the crimes were thefts, with 38 percent occurring in guest rooms. About 13 percent of the reports were the result of break-ins of cars in hotel parking lots. The majority of crimes occurred during the afternoons.

"Miami is an excellent example of the buildup of the hotel industry," Brown said. "The 64 Miami Beach hotels host about 35 percent of the area's annual 10 million visitors. The area attracts people from around the world."

The researchers said their data mirrors similar studies done at major resort destinations around the world.

"Hotels walk a tight rope because they want their guests to be safe, but they don't want to scare them away by overemphasizing safety," Brown said. "Hotels put up signs urging guests to be cautious, but too many uniformed security would be bad for business."

Ho points out that international tourists often are targeted, since about 40 percent of crime reports are filed by foreign visitors to American hot spots.

"We believe that crimes against foreign visitors may be underreported because many tourists may not even be aware that their luggage, cash or other items are missing until they've left the hotel," he said. "There also may be language problems between guests and hotel management and employees as well as police officers that inhibit the investigation."

The researchers indicate that thefts could be significantly minimized if hoteliers enhanced crime prevention measures such as increasing security in parking lots or installing more surveillance cameras inside and outside the hotels.

"In the end, hotel guests should be on guard at all times," Brown said. "Hotels can have all the cameras in the world, but since they are fairly open to the public, it is hard to be 100 percent secure."

### **Ball State approves the opening of another public charter school in 2010**

Ball State University has authorized a new public charter school in Hammond that will open in fall 2010.

President Jo Ann M. Gora has approved the sponsorship of Hammond Academy for Science and Technology after receiving recommendations from the Office of Charter Schools and community input at public meetings.

Hammond Academy for Science and Technology will initially serve grades 6-9 with a projected enrollment of 320 and will add a grade each year until it reaches grades 6-12. With the help of state-of-the-art technology, the school will provide a unique curriculum that will focus on project-based and place-based learning through a collaborative effort between students and local business and community members in an effort to develop the city.

"Authorizing this new charter school is another strong indicator of Ball State's commitment to provide distinctive educational opportunities which have a lasting economic impact on communities throughout Indiana," said Larry Gabbert, director of Ball State's Office of Charter Schools. "The school has gone through a rigorous evaluation process, and we are confident in the educational opportunities it will offer to area students."

Gora deferred action on the authorization of a new charter school in Chesterton, Ind., in order to allow for further review of the proposal.

In 2001, the Indiana General Assembly approved legislation allowing four-year public universities, public school districts and the mayor of Indianapolis to sponsor charter schools. Ball State is the only university authorizing charter schools in Indiana.

The university sponsors 29 public charter schools currently in operation across Indiana, with four scheduled to open in 2009 and three more in 2010.

As a public charter schools authorizer, Ball State does not run the schools but reserves the right to rescind a charter if a school fails to meet performance standards.

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## **ON CAMPUS**

### **Conferences director receives Jack Thornton Distinguished Service Award**

Rita Stewart, director of conferences and events at Ball State, has been awarded the Jack Thornton Distinguished Service Award by the Association of Collegiate Conference and Events Directors-International (ACCED-I). Stewart was nominated for the award due to her contributions to the profession, ACCED-I and Ball State.

Stewart has been a member of ACCED-I for more than 15 years and has served on the board of directors since 2001, most recently as president since 2007. She also has been a part of the annual conference committee, the annual conference general interest session committee, new member marketing team, regional development project team and professional development project team. In addition, Stewart was awarded the 2004 Mentor of the Year Award from ACCED-I after serving as the chair for both the mentoring project team and the corporate relations project team.

This award was given to Stewart at the ACCED-I 29th annual conference on March 24 in Boston.

### **Fifth Red Carpet department honored**

Kay Bales, vice president for student affairs and dean of students, presents the fifth Red Carpet Department award to Mollie Fout, Career Center director, and her staff on June 4. The Career Center was recognized as the fifth Red Carpet Department of 2009. This new customer service recognition commenced in January and will continue for the remainder of the year. It is intended to recognize a university department that best exemplifies the Roll Out the Red Spirit of Service. Staff members of the Career Center "strive to simplify processes, own every problem by collaborating with others to help students, and show we care by treating every student as an individual with unique needs." This has been reflected in student surveys commending the Career Center for excellent customer service.

As a Red Carpet Department, the Career Center was awarded a framed certificate signed by BSU President, Jo Ann Gora. Kay Bales, Vice President for Student Affairs and Dean of Students presented the award to Mollie Fout, Director, Career Center and her staff on June 4, 2009.

Nominations for the Red Carpet Department recognition are due by the 20th of each month in order to be honored the following month and may be submitted online to Andy Gothreau, Assistant Director of Human Resources, Training and Development, agothreau@bsu.edu. Contact Andy for more information or visit the Roll Out the Red Spirit of Service website, [www.bsu.edu/rolloutthered](http://www.bsu.edu/rolloutthered).

### **Service Superstar for May**

Lynda Wiley, assistant vice president for student affairs and director of student life (left), presents Maria Bumbalough with the Service Superstar award for May. Maria Bumbalough is the Service Superstar for May. Bumbalough is the secretary for the Office of Student Life. She was nominated as a Roll Out the Red Service Superstar by Tiffany Washington, assistant director of student life. According to Tiffany, Maria "is often called upon for anything pertaining to Ball State University."

In addition to her normal responsibilities, Bumbalough provides "great customer service to the students, parents and staff members who may need computer assistance." As the Service Superstar of the Month, Bumbalough was awarded a stadium blanket with an embroidered Roll Out the Red logo. Lynda Wiley, assistant vice president of student affairs and director of student life presented the award to Bumbalough on June 1.

A Service Superstar will be selected monthly throughout 2009. Nominations are due by the 20th of each month in honor to be honored the following month. They can be submitted online by completing the form on the Roll Out the Red website — [www.bsu.edu/rolloutthered](http://www.bsu.edu/rolloutthered). Contact Andy Gothreau, 5-1819, if you have any questions about any of the Roll Out the Red Spirit of Service initiatives.

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## **IN THE NEWS**

**Mike Bloxham**, director of Insight and Research, Center for Media Design

Bloxham was featured discussing a reader's question on Interactive Television Today's Web page "Introducing the iTV doctor," on May 28. "It will never be the case that all viewers will interact with all programs all the time," he said. "But to a large extent we already lean forward and interact with programming that moves us: we shout at the TV and jump out of our chairs during sports events; we seek to answer questions on game shows and we vote on reality shows using the phone; and we send viral videos around via our PCs, to name just a few relevant behaviors." Bloxham went on to explain that iTV

success depends on business model sustainability, user experience quality and creative impact.

### **Center for Business and Economic Research**

The Indianapolis Business Journal featured the Center for Business and Economic Research in a June 10 article "NFL: City ahead of curve on Super Bowl project." According to the center, the 2012 Super Bowl in Indianapolis is expected to generate more than \$300 million for the city, including more than \$30 million in state and local tax revenue.

**David Coffin**, assistant professor of audiology and director of audiology clinic

Coffin was quoted in a June 2 Frost Illustrated article "Summer noise can lead to permanent hearing loss." "We are living in a society that gets louder every year," he said. "Now that the weather is warmer, we are exposed to all sorts of sounds that can lead to permanent hearing loss. The average person will wear a helmet when riding a bike, or a seat belt in a vehicle, but doesn't even think about ear protection when going to watch a rock band, a fireworks display, or even an auto race." Coffin also said sounds louder than 80 decibels have the potential to cause permanent damage. However, noise from lawn mowers, marching bands, traffic and fireworks can range between 90 and 140 decibels.

**Larry Gabbert**, director of the Office of Charter Schools

The Gary Post-Tribune quoted Gabbert in a June 10 story "Ball St. approves charter school." Ball State approved the application for Hammond Academy for Science and Technology and is considering an application for Chesterton's Discovery Charter School. He said the Hammond school with need to find a suitable location and work on a contract. "It has a strong organizational group and a strong plan," Gabbert said. "They will work with Purdue University Calumet on the curriculum." Ball State sponsors 29 charter schools throughout Indiana.

**Michael Hicks**, director of the Center for Business and Economic Research

Hicks was quoted in a June 9 article headlined "Gas prices rise as summer begins" in the Anderson Herald-Tribune. With gas prices up 60 cents since May, Hicks explained that the drop in the value of the dollar and the low supply of crude oil have led to the increase in prices. "The price of gas dropped when the economy slowed down last year," Hicks said. "We went from a high of \$4 to under \$2 for a while. During that time, drilling slowed down, so supply was down."

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## **SPOTLIGHT**

### **Recognitions**

**Marta Stephens**, Human Resource Services,

- Collective blog "Murder by 4" was selected by Writer's Digest as one of the 101 Best Web sites for Writers, April 2009.
- Received a bronze medal in the mystery/suspense/thriller category from the Independent Publishers Book Awards for "The Devil Can Wait," the second book in her Sam Harper crime mystery series, May 29, 2009.

**Mei Zhong**, School of Music, radio story "Mei Zhong Brings Chinese Songs to the West," WFIU public radio, Indiana University, Bloomington, May 12, 2009.

### **Publications**

**Chu-yuan Cheng**, Department of Economics, "The World Financial Crisis Reshapes U.S. Capitalism," Ming-pao Monthly, Hong Kong, pages 7-10, June 1, 2009.

**Jeffrey Fry**, Department of Philosophy and Religious Studies, "Living Like There's No Tomorrow: Urgency, Mindfulness and Psychological Realism," Philosophy in the Contemporary World: The Journal of the Society for Philosophy in the Contemporary World, Volume 16, Issue 1, pages 79-88, Spring 2009.

**Todd Trappe**, Human Performance Laboratory, "Influence of Aging and Long-Term Unloading on the Structure and Function of Human Skeletal Muscle," Applied Physiology, Nutrition and Metabolism, Volume 34, Issue 3, pages 459-464, 2009.

### **Presentations**

**Jeffrey Clark**, Department of Physiology and Health Science, co-author, "A Longitudinal Study of the Michigan Model for Health Education Curriculum," Society for Public Health Education, 2009 Midyear Scientific Conference, New Orleans, May 6-9, 2009.

**Jeffrey Fry**, Department of Philosophy and Religious Studies, "Sport, Technology and Proper Pride," Sport and Technology: Philosophical Dimensions, conference, Vancouver, Canada, May 29, 2009.

**Matt Harber**, Human Performance Laboratory, International Biochemistry of Exercise Meeting, Guelph, Ontario, Canada, June 4, 2009,

- "Tracer Selection Does Not Influence the Assessment of Protein Synthesis Rates at Rest and Post-exercise in Multiple Human Skeletal Muscles"
- "Aerobic Exercise Training Improves Whole Muscle and Single Myofiber Size and Contractile Function in Older Women"
- "Myogenic and Proteolytic Gene Expression is Downregulated in Skeletal Muscle of Older Women after Aerobic Training"

- "Energy Deficit After Exercise May Not Contribute to the Exercise-Induced Increase in Insulin Sensitivity."

**Trent Hargens**, Human Performance Laboratory, "Effect of Continuous Positive Airway Pressure Treatment on Physical Activity in Obstructive Sleep Apnea Patients," poster presentation, American College of Sports Medicine, annual meeting, Seattle, May 28, 2009.

**Andrea Ingle**, co-author, Academic Assessment and Institutional Research, "Supporting Student Success: Understanding the Evolution from Freshman to Sophomore," Association for Institutional Research 49th annual forum, Atlanta, June 1, 2009.

**Heather Platt**, School of Music, "Haydn Disciples in Nineteenth-Century Vienna," Haydn Society of North America Conference, Boston, May 28-31, 2009.

John Scheib, School of Music, "Handling of Hydra: Negotiating Accreditation and Policy Mandates in Instrumental Music Teacher Education," third biennial National Colloquium for Teachers of Instrumental Music Methods, Deer Creek, Ohio, May 14-17, 2009.

**Todd Trappe**, Human Performance Laboratory,

- "Skeletal Muscle Adaptations to Microgravity," Department of Physiology, Midwestern University, Glendale, Ariz., March 10, 2009.
- "Protein Metabolism: Training Adaptations," presented to Swedish National Team coaches, Swedish Sports Federation conference, Mid-Sweden University and the Swedish Winter Sports Research Center, Ostersund, Sweden, March 26, 2009.
- "The Role of Prostaglandins in Adaptation to Resistance Exercise," "The Role of Endogenous Hormones in Human Muscular Hypertrophy symposium," American College of Sports Medicine, annual meeting, Seattle, May 29, 2009.
- "The Influence of Aging and Long-Term Unloading on the Structure and Function of Human Skeletal Muscle," "Physiologic and Molecular Basis of Muscle Hypertrophy and Atrophy symposium," International Biochemistry of Exercise Meeting, "Muscles as Molecular and Metabolic Machines," Guelph, Ontario, Canada, June 4, 2009.

**Donald Whitaker**, Academic Assessment and Institutional Research, Association for Institutional Research 49th annual forum, Atlanta, June 1, 2009,

- Co-author, "Assessment and Institutional Practice: Creating Collaborations for Student Success."
- Co-author, "Supporting First-Year Students' Transition to College: A Multi-campus Perspective."

## Service

**Chu-yuan Cheng**, Department of Economics,

- Granted interview to Radio Free Asia, New York, on the outlook of China's purchase of American Treasury bonds, May 22, 2009.
  - Granted interview to Singtou Chinese Broadcasting Station, San Francisco, on new signs of U.S. economic recovery, May 27, 2009.
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