

# The Virginia Journal



Virginia Association for  
Health, Physical Education,  
Recreation, and Dance

FALL 2012

Vol. 33, No. 2

Distractions can be deadly.

**OMG**

Don't text and drive.

VAHPERD Members,

*It is my pleasure to serve as the editor of The Virginia Journal (TVJ) and Communicator. Enclosed you will find the Fall 2012 issue. I hope to continue the successful publications of TVJ and Communicator.*

*However, the success of TVJ and the Communicator only go as far as the members and our submissions. I ask that you continue to submit the quality work you have in the past. Let the state, region and nation know the outstanding work we are doing in VAHPERD. So this is my continued call for manuscripts for the Spring 2013 issue of TVJ and news information for the Communicator. The TVJ and Communicator depend on the submissions from our exceptional professionals working in the field.*

*So please continue to e-mail me your manuscripts and news by January 15, 2013 as a Word attachment for the two publications. Please follow the manuscript guidelines posted in each issue of TVJ. My contact information is below.*

Sincerely,

*Michael Moore, PhD, ATC, Associate Professor, ESHE  
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## About VAHPERD

### Mission Statement

VAHPERD is a professional association of educators that advocate quality programs in health, physical education, recreation, dance and sport. The association seeks to facilitate the professional growth and educational practices and legislation that will impact the profession.

### VAHPERD Values

- Excellence in teaching, research and educational practices in HPERD and related professions
- Positive efforts to promote our disciplines
- Professional integrity and high ethical standards
- Effective communication within and between members and related professionals
- An active and healthy lifestyle
- Embracing the role of special and diverse populations

### VAHPERD Priorities

Member Services  
Communication  
Marketing and Promotion  
Education

Visit VAHPERD's Web Site

[www.vahperd.org](http://www.vahperd.org)

Learn About:

VAHPERD	Membership
Leadership	Publications
Divisions	Resources
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## President's Message

Charlotte Kelso



VAHPERD Members,

It is an exciting time for VAHPERD and we would like to include you. Plan to attend the convention in November and celebrate our 75th Anniversary at the beautiful historic Hotel Roanoke in Roanoke, VA. Yes that is correct! VAHPERD is 75 years young! The convention is going to be a celebration of our past and where we will

be leading the future in our profession. The theme is "Share the Passion, Elevate the Profession". Without your professional and dedicated efforts in the classroom and in our association, VAHPERD would not have such a great reputation.

With that said, I have been visiting all the conferences VAHPERD supports during the summer months. The Health for Success had great presentations and the air was filled with the excitement of the information from the presenters. The Health and Physical Activity Institute was well attended and as usual the sessions were rigorous and fun. The Dance pedagogy at Norfolk State had an international staff of presenters and I hope we continue to support this avenue of outreach. I have seen and visited with your colleagues as they share, collaborate and produce distinguished professional programs across our great state.

You the membership are our greatest asset and without your support the leaders of VAHPERD would not have the smile or stature they take across the state as they meet with groups attending the programs representing our great association. When we attend Southern and National Conventions, we brag about being from Virginia and in an association that is highly regarded across the profession. Thank you for being who you are and doing what you do for our youth of tomorrow.

Our keynote speaker is Vicki Worrell, past president of AAHPERD. She will be speaking Saturday at the second general session. We have a lot scheduled and the Hotel Roanoke has been a great place to plan our convention. Please register early by phone or on-line. If you register by phone, please be sure to mention that you are with VAHPERD. Book your room and bring your active mind and body. Remember to invite a colleague and send reminders to any retirees that we are celebrating their contributions and accomplishments in our profession.

The Board of Directors and Committees have been working extremely hard and hope the convention will showcase our past, present and future in VAHPERD. There will be more news at the convention so keep reading the information from our journal and newsletter. Mark the dates November 9-11, 2012 at the beautiful historic Hotel Roanoke in Roanoke, Va. I look forward to seeing each of you at the convention.

Charlotte Kelso,  
VAHPERD President

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## Executive Director's Message

Henry Castelvechi

VAHPERD: Celebrating 75 years

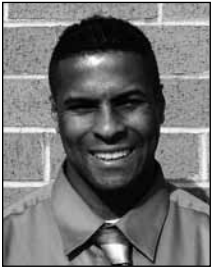


Do you recognize the name Robert Hoskins and Elliot Graves? I hadn't either until I read *The History of the Virginia Association for Health, Physical Education, Recreation*. Hoskins, from the University of Virginia, and Graves, state Supervisor of Physical Education were the founders of The Virginia State Society of Physical Education. This history gave me an insightful look at the evolution of the association between 1936-1966. Originally VAHPERD held 2 meetings annually; a spring meeting, held for HPER professionals, and a fall meeting held as a section the Virginia Education Association, which had programming for classroom teachers and administrators. At the first meeting, held at the University of Virginia, there were 125 people registered representing all areas of the state.

At this years convention we will be celebrating 75 years of VAHPERD! We will be looking back at how we started, how we got here, and more importantly how we're moving forward. Plans have been made to celebrate with past presidents of the association, a chance to browse pieces from the VAHPERD archives, a showcase of current teachers and students, and ideas about the future of VAHPERD. I hope you will join us at the beautiful Hotel Roanoke, November 9<sup>th</sup> – 11<sup>th</sup> to find out more about the history of VAHPERD.

Henry Castelvechi





## ***President-Elect's Message***

Dr. Rodney P. Gaines

### ***Bridging the Gap by Empowering Peers, Parents, and Partners to Reach the Youth: The 3 P's***

This past summer I had the opportunity to attend the President-Elect Leadership Training in Green Bay, Wisconsin. While I was there numerous times I saw written the great speech written by Vince Lombardi "How to be Number One". As I met with the various other future leaders from other states, it was natural to think about how I could help the Virginia Chapter of AAHPERD be the best state chapter in the country. One thing that sticks out in my mind is that Vince Lombardi stated that you "can't just win some of the time, but you have to be a winner all the time." Over this past year as the President-Elect I have already learned some valuable lessons, and I am more eager to serve the VAHPERD membership. My theme still remains the same, and that is bridging the gap through improved communications with peers, parents, and partnerships.

In the upcoming year I would like to see a closer link between the membership and leadership. The Board of Directors needs to know how all teachers are doing out there, and as peers we want to know how we can service you. This year's leadership conference in January will be different than in the past. With the board's approval we would like to offer leadership development training to anyone in the membership who would like to attend. We will of course have our normal board meetings, but we will have several constituents to give leadership and training that is not only pertinent to the board, but I feel will help in the communications between the board and membership. In meetings to come I would like to invite anyone from membership to attend our budget meetings, conference planning, and I would like to have a social at next year's convention in VA Beach where the membership can openly engage the Board members and share their thoughts and concerns.

In order to reach the parents we all as VAHPERD members must engage our neighboring communities. I envision us offering some small grants to our membership to setup community service projects that are in alliance with our mission statement. In order to service our youth, we also have to get the parents to buy into programs, such as mypyramid.gov, and we have to get

the parents exercising with their children. I envision us starting a program where parents will participate in community walks and fitness challenges with the children. I am calling it the BIG O campaign, which is short for Optimism of Educations toward fighting childhood and community obesity. It is time to leave the classroom, and it is time for VAHPERD membership to come face to face to parents, and help them develop strategies that will help the parents and their children. Everyone wins with this approach: teacher, parent, and student.

Last, I will challenge the board to partner with other organizations that share similar missions with VAHPERD. In order to reach many of our goals we will have to develop partnerships with organizations, such as the YMCA, Big Brother Big Sisters programs, local recreation centers, local gyms, personal training studios, gymnastic studios, food stores, etc. We have to engage our communities in 2013 and forever more after that. I will challenge our board to develop a recognition system that will reward VAHPERD members and leaders who engage the community and increase the number of parents and students exercising. I also will challenge us to partner with other affiliates, such as NATA, NSCA, ACSM, and continue to support AAHPERD's mission and direction. In order to do this we will have to rise up new leaders, and leaders in place will have to continue to grow. That is why we will have a strategic planning session and leadership development training at our meeting on January 26<sup>th</sup>

I am just as enthusiastic to serve VAHPERD, and I am optimistic about the direction that we are heading in. Our board has worked hard over the last year, and I feel that we are putting in place the necessary changes that will continue to drive VAHPERD into a great organization. I look forward to seeing you all this year at the convention in Roanoke, and please feel free to share your ideas with me. Thank you for listening.

Dr. Rodney P. Gaines, President-Elect of VAHPERD

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# *Utilizing Bicycles to Promote Physical Activity*

Kenny Harrah, MS, CHES, Adjunct Instructor, Radford University

Regular participation in physical activity is one of the most effective ways for Americans to strive for optimal health, help prevent chronic disease, promote independence, and increase quality of life, at any age (Gill and Cooper, 2008). Sustaining a physically active lifestyle is an excellent way for people of varying ages and abilities, to maintain their physical function or to improve their overall health (Warburton, Nicol, and Bredin, 2006). However, increases in asthma, obesity, chronic disease, and physical in-activity continue to rise within our population.

In many towns and cities across America, concerns have risen about safety, traffic congestion, parking issues, pollution and ways to improve quality of life. Coordinating walking and cycling with public transportation helps to eliminate some of these problems (Buehler and Pucher, 2012). Many municipalities are trying to figure out how to provide a transportation system that reduces their carbon footprint and congestion, improve air quality, and enhances public health. How can all of this be accomplished? Is this possible? Though it is not easy, the answer is a resounding YES. Traffic can be minimized, air quality can be improved, and public health can be increased through the use of bicycles and providing bicycle facilities. Bicycles are used for commuting to work, commuting to school, leisure uses, exercise, and work. It has been found that increasing bicycle facilities such as bike paths and lanes increases usage rates. One recent aggregate cross-sectional study completed by Buhler and Pucher, 2012 indicates a positive correlational relationship between cycling levels and the amount of bike paths and lanes (Buhler and Pucher, 2012).

In 2009, the Town of Blacksburg's Greenway/Bikeway/Sidewalk/Corridor Committee identified the need for a bicycle and pedestrian master plan. This master plan was needed to complement the Town's Comprehensive Plan and to guide the expansion of the bicycle and pedestrian network. The Town had a comprehensive plan in place for years and had spent millions of dollars on altering or fixing existing roadways without planning for bicycle facilities. Examples of this include the new portion of Main St. and College Ave, which will undergo construction in summer 2012. Both of these are highly traveled roads by locals and college students and both border the campus of Virginia Tech. Due to the non-existence of a bicycle and pedestrian Master Plan, the Town of Blacksburg did not include bicycle facilities on these high traffic roads. Many locals and students complained that it was not safe, nor correct, to re-do town roadways and not include any bicycle lanes. The need for a grass roots effort to establish a Blacksburg Bicycle and Pedestrian Master Plan was born. The Bicycle and Pedestrian Master Plan Committee was formed in January of 2011 as a subcommittee of the Corridor Committee.

The cycling community wanted their needs to be heard and addressed. Many cyclists had similar requests; cycle lanes that follow main routes where there are shops, public transportation points and people. They wanted cycle lanes which are safe and physically separated from cars where necessary. All wanted access to safe and continuous bicycle and pedestrian corridors taking them to where they want to go within town. Through

the many needs, wants and requests, and considerations the subcommittee agreed that the bicycle network needed to serve all ages and abilities of users for: shopping, dining, working, socializing, exercising or simply enjoying the outdoors.

The purpose of the subcommittee was to:

- Evaluate existing systems
- Identify information gaps
- Propose a continuous network for bicycles and pedestrians
- To develop and provide a document to guide planners and developers
- To develop and achieve recognition as a League of American Bicyclists Bicycle Friendly Community

Groups of interested residents, students, and a town engineer began meeting to discuss ways to develop the Bicycle and Pedestrian Master Plan. The first meeting everyone broke up into groups or quadrants by where they lived (i.e. northeast, southeast, southwest, and northwest). Within each group, members agreed to identify a certain portion of the street segments within their assigned quadrant. A group leader for each quadrant was identified and compiled the information as it came back from members.

The second step of the Master Plan was to describe current conditions (i.e. this allowed the subcommittee to have an up-to-date road condition report). A road report condition was collected and a draft was composed for every road and it's condition within the Town limits.

The third step of developing this Master Plan was two-fold. First, three volunteers agreed to work on condensing the above road reports into tables of data for arterial roads, collector roads, and residential streets. Each volunteer agreed to generate a write up on existing conditions and the typical problems encountered in their section. This included things such as on-street parking, church parking lots, shopping center parking lots, existing bicycle facilities, speed limits, width of road, bus stops, and previous accident reports. Second, three others volunteered to draft the mission, vision, and goals for the Bicycle and Pedestrian Master Plan.

The fourth step was to review the prepared drafts and to start discussions on identifying and designating a network of routes and solutions to the typical problems encountered on the arterial, collector, and residential roads. Once completed, the drafts were dispersed to the group for review and open discussions. A separate sub group of volunteers began working on definitions to barriers to be completed for inclusion in a web survey.

After meeting and discussing the status of the current progress, it was decided that the group needed to do some outreach in order to include people who were not actively involved in the planning of this process. It was decided that a web survey should be composed and distributed to as many cyclist and pedestrians as possible. Questions for the web survey were developed (with all available data) and dispersed to the community. It was agreed upon that this Web GIS survey would be ready for Sustainability week, which ran from September 18-24, 2011, and to advertise

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it at this event. The survey was open for a period of two months. Sample questions included;

1. How many days in the past month have you ridden this route? Drop down menu for 0-5 days, 5-10 days, 15-30 days.
2. What was the purpose of your trip? Drop down menu for recreation, commuting, utilitarian errands
3. What was the origin/destination of your trip? Home/work, home/school, home/church, home/shopping or dining, home/other.
4. What would you consider barriers along this route?
  - A) Lack of facility
  - B) Connectivity
  - C) Topography
  - D) Road hazards
  - E) Enforcement issues
  - F) Near miss/accident history
  - G) Availability of bike parking

A fifth step included identifying locations and resources that were used to help with the bike counts, which were held during September and October. Five locations were decided upon by members of the subcommittee. Each site demanded anywhere from 6-12 people at each site, depending upon the demand at the site. A volunteer compiled the bike count data and it was discussed at the next group meeting. The bike counts provided useful information on numbers, helmet use, direction of travel, and general habits of Blacksburg cyclists.

Two final volunteer work groups were formed to help with final route designations and types of facilities for typical sections of roadways. First, the route designation group worked with the information collected over the past year to designate routes based on user preferences and existing street conditions. Routes were considered that cyclist were currently using because of existing conditions but also looked at alternative routes given improvements or new facilities identified for later use. Second, the types of facilities group consisted of the members who had the most knowledge and experiences with designing and planning of road ways. This group began to select a range of alternatives for bicycle and pedestrian accommodations for various street segment types and conditions. The work group discussed the National Transportation Safety Boards (NTSB) efforts to develop "level of service" criteria for bicyclist and pedestrians. The classification would help the Town of Blacksburg apply for federal and state monies for enhancements.

Presentation to Town of Blacksburg staff. Presently awaiting feedback from the Town.

A draft of The Blacksburg Master Bicycle Plan was presented to the Town of Blacksburg Town Council in March 2012. The goal of the presentation was to communicate and inform the Mayor and Town Council of the work, effort, and current status of Master Bicycle Plan. Overall, it was well received and they were impressed with the effort, dedication, and amount of volunteer time put into the project. The Town of Blacksburg administrators and Town Council kept the drafted plan and reviewed it amongst themselves before giving it back to the volunteer group with suggestions. The next steps include:

- Revise the plan per Town staff comments
- Schedule and hold public input sessions
- Revise plan per public input sessions and review of comments received
- Submit to Town staff to have plan administratively processed for adoption and incorporated into the Town's comprehensive plan

By working with a group of volunteers who care about health, cycling, transportation, and the Town of Blacksburg and analyzing comments from residents, college students, and Town staff, a bicycle master plan is being developed and in the process of coming into fruition. The master plan addressed existing issues while providing new facilities that will decrease traffic and air pollution while increasing business, public health, and providing a quality of life that is acceptable to the young and old alike. Together we can work to create a sustainable future for all Americans.

The committee is currently in the process of setting dates for the public input sessions. We will look at and discuss all comments and decide as a group what, if any of the current draft should be changed or omitted. Once we have addressed and completed the four bullet points above, the Master Plan will be submitted to the Town of Blacksburg staff to be administratively processed and incorporated into the Town's comprehensive plan.

#### REFERENCES

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- Gill, J.M., & Cooper, A.R., (2008). Physical activity and prevention of type 2 diabetes mellitus. *Sports Medicine, 38*, 807-824.
- Warburton, D.E., Nicol, C.W., & Bredin, S.S., (2006). Health benefits of physical activity: the evidence. *Canadian Medical Association Journal, 174*, 801-809. Review PubMed PMID: 16534088.

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# Convention 2012 - VAPERD's 75<sup>th</sup> Anniversary

Judy C. Johnson

Hello everyone!!! It's time to start thinking about VAHPERD 2012. Our convention will be held November 9, 10, and 11 with one pre-convention program on the 8<sup>th</sup> at the Hotel Roanoke in Roanoke, VA.

With 10 keynote speakers and around 170 presentations, there will be a wealth of information to take back to your school division. This is a record year for proposals and we are able to accommodate all of them because of the more than adequate space in this hotel.

This is a very special year because it is VAHPERD'S 75<sup>th</sup> anniversary. President Kelso has plans to make this a "Diamond" conference for all. There will be a special room set up for archives (Bent Mountain) where you will be able to view the history of VAHPERD. We are also hoping to have many of our past presidents in attendance as well as past members.

Division offerings include a division meeting where you will elect your new section officers. Please plan to attend, run for office or participate in discussions. Please let your divisions' Vice President know if you would like to be a candidate for a chair position within that division.

The board is trying something new this year in addition to the regular program. We will offer one hour at lunch time for activity. There will be several sessions for you to participate (play) and have fun. We hope you will enjoy having the break to eat lunch and play.

## *Offerings from the divisions include:*

### Recreation:

12 presentations 1 national teacher of the year, 1 District Teacher of the Year

### Dance:

12 presentations with a National Teacher of the year presenting (Freddie Lee), and 2 District Teachers of the Year with the dance competition and Kaleidoscope

### General Division:

22 total presentations with 9 student led presentations including the Student Superstars. They have 1 national teacher of the year, 1 district teacher of the year. They also are offering 1 pre convention workshop.

### Health Division:

26 presentations with at least 2 national teachers of the year presenting this year

### Physical Education Division:

57 presentations with 4 National Teachers of the year, 2 District Teachers of the year presenting.

We will have some changes to the agenda, as we always do when it is closer to the date but we hope those will be to a minimum.



We will begin the convention with an Exhibits Gala on Friday at 11:00 am. The first sessions will begin at 1:00 pm. The opening General Session will be at 7:00 pm followed by the President's reception. There will be a General Division presentation on Thursday as a pre-convention workshop and the City County Supervisors meeting will be held Friday morning. All committee members new and old will have a meeting Friday morning at 10 am. This is a very important meeting. Plan to be there if you are a committee member.

The Awards General session will be on Saturday at 4:00 followed by the Awards Reception. Check the program and web page ([www.vahperd.org](http://www.vahperd.org)) for information and changes later as some sessions may offer certification and the General Division session will require pre-registration.

We will again offer the \$10.00 certificate to help pay for lunch on Saturday. Check your registration packet when you arrive. These can only be used at the hotel where they will set up some type of lunch for us. You cannot get change back and may have to pay a little extra, depending on what you order. We hope this will help some with your expenses.

Saturday evening we will have Kaleidoscope followed by a dance competition and an all convention dance (9-12) featuring a local Deejay Earl Brown. He has a great reputation in the area and promises to be good.

The board had the July meeting at the hotel site and found the staff to be very helpful and friendly. They are looking forward to our visit.

The Hotel Roanoke is nestled in the heart of the spectacular Blue Ridge Mountains. The Hotel Roanoke and Conference Center surrounds you with the warmest of traditional southern hospitality. From the Florentine marble floors to the vaulted ceilings, the vintage 1882 hotel has been lovingly restored to its rich, 19<sup>th</sup> century elegance and is listed in the *National Register of Historic Places*. Today the sparkling new conference center offers 63,000 square feet of outstanding 21<sup>st</sup> century meeting space.



Rich in history, the hotel's legendary comfort, service and cuisine have delighted dignitaries and luminaries known around the world. Every member of the staff is dedicated to the complete satisfaction of both business and leisure guests.

There is a fitness center, in room spa services, jogging, walking and bicycle paths, a walkway to historic downtown and golf available. Area activities include Taubman Museum of Art, Center in the Square, O Winston Link Museum, Transportation Museum, Historic Farmer's Market, Hiking, Biking, Rock Climbing, Bird watching, boating, kayaking, Golf and Tennis nearby, Mill Mountain Park and Zoo, Virginia Tech, Blue Ridge Parkway, and Salem Avalanche Baseball.

*Accommodations include:*

- 331 Guest Rooms including 20 suites
- 6.5 million room renovation completed in 2008
- Hilton Honors Points
- Downtown Roanoke and Blue Ridge Mountains Views
- Doubletree Sweet Dreams Bed
- Granite Bathroom Countertops
- Spacious Work Desk
- Wolf Gang Puck Coffee
- Free Wired/Wireless High-speed internet in room
- iPod MP3 Clock Radio Dock
- Complimentary Airport Shuttle
- Executive Level with Lounge
- Same Day Dry Cleaning
- Valet Parking
- Beautiful Suite Options
- Online Printing Services
- Safety Deposit Boxes
- ATM Conveniently located in the lobby

There will be a \$7.00 self and \$12.00 valet charge for parking per day. With the low room rate, we felt this would balance out to what we usually pay.

We were very fortunate to negotiate guest rooms (single, \$100.00, double \$110.00) + tax (12%) at this hotel. **Please note that the deadline for reservations at this price is October 17.** You may make reservations either by web site or by phone. To make reservations, this is the link you will need: [http://doubletree.hilton.com/en/dt/groups/personalized/R/ROASWDT-HPE-20121107/index.jhtml?WT.mc\\_id=POG](http://doubletree.hilton.com/en/dt/groups/personalized/R/ROASWDT-HPE-20121107/index.jhtml?WT.mc_id=POG) If you use the phone (540-985-5900 or 866-594-4722) for reservations, make sure to identify yourself as a member of the VAHPERD group.

I hope you are having a successful and productive school year and I look forward to seeing each of you at this exciting convention. I think it will prove to be one of our best. Check out our web page ([www.vahperd.org](http://www.vahperd.org)) in the future for updates, registration forms, directions, etc...



Jump Rope For Heart is a national event created by the American Heart Association and the American Alliance for Health, Physical Education, Recreation and Dance. Students have fun jumping rope while becoming empowered to improve their health and help other kids with heart-health issues.

**Jump Rope For Heart helps students:**

- Learn the value of community service and contribute to their community's welfare
- Develop heart-healthy habits while being physically active
- Learn jump rope skills they can use for the rest of their lives
- Earn gift certificates for free school P.E. equipment from U.S. Games

Your efforts to educate your students and raise funds for research and outreach are vital to improving kids' lives.

**Call 1-800-AHA-USA1 or visit [heart.org/jump](http://heart.org/jump) to get your school involved.**

*It Takes Heart to be a Hero*



©2012, American Heart Association. Also known as the Heart Fund.

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## 2012 VAPERD Section Chairs

Division	Position	Section	First Name	Last Name	E-mail
Dance	Chair	Dance Education	Glendola	Mills-Parker	<a href="mailto:gills-parker@nsu.edu">gills-parker@nsu.edu</a>
Dance	Chair Elect	Dance Education	Toni	Brown	
Dance	Past Chair	Dance Education	Melville	Turner	<a href="mailto:melville_turner@apsva.us">melville_turner@apsva.us</a>
Dance	Chair	Dance Performance	OPEN		
Dance	Chair Elect	Dance Performance	Terrica	Woolridge	<a href="mailto:twoolrid@richmond.k12.va.us">twoolrid@richmond.k12.va.us</a>
Dance	Past Chair	Dance Performance	Rodney	Williams	<a href="mailto:williamsrl@longwood.edu">williamsrl@longwood.edu</a>
General	Chair	City/County Supervisors	Barry	Trent	
General	Chair Elect	City/County Supervisors	Duke	Conrad	
General	Past Chair	City/County Supervisors	Liz	Payne	<a href="mailto:elizabeth.payne@fcps.edu">elizabeth.payne@fcps.edu</a>
General	Chair	College/University Chair	Cindy	Schendel	<a href="mailto:cschende@su.edu">cschende@su.edu</a>
General	Chair Elect	College/University Chair	Vonnie	Colvin	
General	Past Chair	College/University Chair	Dominique	Banville	<a href="mailto:dbanvill@gmu.edu">dbanvill@gmu.edu</a>
General	Chair	Girl's and Women's Sports	Youlander	Hilton	-
General	Chair Elect	Girl's and Women's Sports	Noel	Klippenstein	
General	Past Chair	Girl's and Women's Sports	Susan	Ragan-Pimblett	
General	Chair	Men's and Boys Athletics	Leon	Bey	<a href="mailto:btrent@rcs.k12.va.us">btrent@rcs.k12.va.us</a>
General	Chair Elect	Men's and Boys Athletics	Antonio	White	
General	Past Chair	Men's and Boys Athletics	Eric	Brubaker	<a href="mailto:evbrubak@liberty.edu">evbrubak@liberty.edu</a>
General	Chair	Research	Xihe	Zhu	<a href="mailto:x2zhu@odu.edu">x2zhu@odu.edu</a>
General	Chair Elect	Research	Jillian	Hornbaker	
General	Past Chair	Research	Sheila	Jones	
General	Chair	Sport Management	Curtis	Walker	<a href="mailto:cwal1239@yahoo.com">cwal1239@yahoo.com</a>
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# *The Birth of "Big-Time:" A Behind the Scenes Look at the Creation of New Women's and Men's Intramural Basketball Championships at Virginia State University*

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The night falls, the bright lights glow, and spectators begin to pour in to Daniel Gymnasium to watch a double-header that will feature some of the most talented women's and men's basketball players at Virginia State University (VSU). As they find their seats, fans are noticeably jamming to the pulsating sounds of the "DJ" who's "turning it up" on this beautiful March (2012) evening.

In the midst of this electrifying atmosphere, players, who are "decked out" in brand new specially designed jerseys, warm up at either end of the court while the attention-grabbing VSU "Woo Woo" Cheerleaders get ready to "rock the house." Not far from the VSU well-staffed scorer's table, the game officials and coaches are preparing for "tip-off," the VSU Color Guard is preparing for its grand entrance, and a student vocalist is gearing-up for his rendition of the National Anthem. At the same time, "event presentation" coordinators, who are courtside, finalize plans for half-time, and other activities, while the "Concessions Stand" is starting to attract customers.

Seated at a special table on the opposite side of the court, is a veteran evaluator who will rate the performance of the three officials who will work each game. Near her, the owner of the American Basketball Association's (ABA) highly-ranked Richmond Elite Professional Basketball Team sits with her players in a "VIP Section" while the team's coaches, who have come out to scout potential VSU men's players are accommodated in the same area.

Upon the completion of the preliminary activities, players on each team move to the "Center Circle," and, on cue, one of the game officials tosses into the air a striking red, white, and blue

basketball (see embedded photo), the same type that is normally used during professional ABA games. That "jump ball setting" and the other scenes that were extracted from the aforementioned double-header were not the only things that gave this event a "Big-Time" appearance.



The IBC Packs Hundreds of Fans in to Daniel Gymnasium.

Perhaps surprisingly, the players who earned the right to participate in these exhilarating contests were not the "top-notch ballers" spectators are accustomed to seeing executing plays or running through drills during typical high-level practices. Although the professional atmosphere in which they were competing had trappings that are usually associated with sanctioned conference championships or other such events, these participants were not members of the institution's collegiate men's or women's basketball teams.

They were however, some of VSU's most gifted **intramural basketball stars** whose followers would usually find "throwing down" during late evening indoor games or "shooting the rock" on one of VSU's outdoor basketball courts. Normally these "superstars," who had battled their way through tough intramural playoff brackets, are unaccustomed to receiving the type of exposure that "varsity" players are routinely afforded.

On this night however, they were treated like basketball royalty. Playing in "prime time" before a roaring crowd of 1,200+ fans, players on these final two women's and men's teams put on a "show to remember" and became a part of VSU history by competing in the institution's "**1st Annual Intramural Basketball Championships (IBC).**"

This inaugural **free** event was presented by three VSU entities:



Member of "Team Let it Fly" Shoots a Free Throw

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the Department of Student Activities (DSA), the HPERD/Sport Management Majors Club (Club), and the Undergraduate Sport Management Program. The great success of these intramural championship games reflects the unity that exists between those three entities while underscoring the need for, and students' interest in such wholesome and exciting **recreational** activities. An additional advantage of hosting this event on the VSU campus was that it gave Sport Management, Recreation, Mass Communications and other students the type of real-life experience that they will likely need to compete for positions in today's highly competitive marketplace. In fact, the genesis of this event may be traced to someone who is keenly aware of that probability, Ms. Renee Pomales (Sr. Manager, Human Resources, Bobcats Sports & Entertainment) who serves as a great mentor for VSU's Sport Management students.

One of her mentees, Anthony Burton (a senior in the Sport Management Program), who recently completed an internship with the Charlotte Bobcats, has helped to facilitate some of her speaking engagements at VSU. During a recent presentation in one of Dr. Leon Wright Bey's (Professor and Coordinator of the VSU Undergraduate Sport Management Program) classes, she encouraged students to gain practical experience by getting involved with their campus intramural program.

With the support of Dr. Andrew Kanu, Dean of the School of Liberal Arts and Education, and Dr. Serena Reese, Chair of the Health, Physical Education, Recreation and Dance Department (HPERD), that "advice" inspired Bey to develop a "vision of collaboration" which he shared with Ms. Menjiwe Martin, VSU Director of the DSA. Ms. Martin, who administers the intramural program, quickly embraced the notion and reciprocated with her own concept of how such a mutually beneficial partnership could be facilitated.

It was eventually agreed that members of Bey's classes and the Club (a student organization for which he serves as faculty advisor), would work with the DSA to employ new marketing strategies to help to provide an unprecedented level of exposure for the men's and women's intramural basketball championship games which had previously existed without as much fanfare. In addition to gaining valuable authentic experience, the ultimate aim for his students was to create a "**big-time atmosphere**" that would provide unforgettable experiences for participants, fans, and others associated with the championship games.

One "question" that corresponded with the philosophy of the event was, "If the NBA, NFL, NCAA, and other such entities can have extravagant championships, why can't the VSU Intramural Program offer something similar for its fans?" Comforted by Ms. Martin's greatly appreciated decision to serve as the primary sponsor, and the support that was received from many other individuals, it was clear that this recreational event had the potential to provide a favorable response.

To reach such lofty heights, students quickly recognized that their creativity and determination would be tested. To make these free championship games successful, they also learned that countless hours had to be invested "behind the scenes" performing tedious and unglamorous tasks and not spent "signing autographs," so to speak, as many novices are inclined to think would be the case.

To ensure maximum participation, students in Bey's classes (and members of the Club) were assigned tasks and developed goals that correlated with the nature of their respective courses. For the purpose of this discussion, the primary focus will be upon the work that was performed by two ("Front Office" and "Sport Media") of the five groups of students who were enrolled in one particular Sport Management class. More specific information regarding the performance of the other groups, additional classes, and the Club, can be provided to interested persons upon request. Please send any requests to the following co-authors: Leon Wright Bey (lbey@vsu.edu); Andre Fountain(fountain56@gmail.com); and/or Alex Todd (Dajforever35@gmail.com).

In this course, students were placed in groups that were aligned with their particular career aspirations. Two members from each group were elected by their peers to serve on the newly formed "Intramural Basketball Championships Committee (IBCC)."

From that moment on, numerous strategic planning meetings were held during and external to classroom sessions with IBCC members and others. The next steps involved students' development of concrete action plans and making formal and informal presentations to a variety of VSU administrators such as Ms. Martin and members of her staff (e.g., Mr. Deandre Neal, Assistant Director of the DSA, Mr. Sam Rivers, Recreation & Leisure Coordinator); Dr. Reese; Ms. Deborah Mallory, VSU Interim Athletic Director; Ms. Joyce Patterson, Owner of the Richmond Elite Professional Basketball Team; and additional individuals.

After having expressed their "amazement" at what the IBCC had planned for the event, Ms. Martin and Dr. Reese approved the final "blueprint" and authorized students to proceed to the "implementation stage." Members of the "Front Office" and "Sport Media" groups subsequently accepted responsibility for providing general leadership for their peers and for including students in every appropriate aspect of the IBCC.

Selected examples of their performance expectations (presented in the form of a modified "Job Description") that they helped to develop and concomitant "Outcomes" follow:

#### **"Front Office Group Job Description" (Abstract)**

- Foster a spirit of collaboration while keeping peers focused on the vision for the IBC. Ensure that they are involved in every applicable aspect of the event.
- Develop relevant strategic plans. Make presentations to administrators and other leaders. Secure their general support (and appropriate resources) before implementing any plans.
- Devise cost-effective marketing strategies that will create an exciting "**Big-Time Atmosphere**" that would: resemble televised and other "major" championships; offer an affordable (free), wholesome, and memorable recreational experience for fans and participants; and attract at least **250 spectators**.
- Conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis and utilize other methods to evaluate the event.
- Ensure that an "Official IBC Logo" is designed. Share timely information with Ms. Martin who will provide the funding needed to purchase all of the "jerseys."
- Ensure that intramural "player personnel" matters are addressed.

- Secure three certified game officials, two of whom must be current VSU Sport Management students. Communicate effectively with Dr. Linda Person (who serves as Associate Professor in the HPERD Department and Head Coach of the Women's Volleyball and Tennis Teams at VSU) who will evaluate all of the officials.
- Coordinate all "event presentation" and facility management aspects of the IBC.
- Work with VSU Thompson Hospitality personnel to secure a concessions stand.
- Ensure that the "red, white, and blue basketball," that the Richmond Elite agreed to provide, and other essential items are secured in a timely fashion.

#### **"Sport Media Group Job Description" (Abstract)**

- Use social media and develop a commercial to help to attract at least 250 fans while generating unprecedented exposure for the IBC and its participants.
- Conduct a press conference that will feature IBC players and coaches, the VSU cheerleaders, and representatives from the Richmond Elite Professional Basketball Team.
- Seek assistance from VSU Sports Information Director, Mr. Jason Pompey, to prepare and disseminate a news release. Ensure that a stat crew provides accurate and timely information to student coaches, Richmond Elite coaches, and/or others as requested.
- Secure accurate rosters and develop game programs and press passes for each event.
- Locate photographers and videographers. Develop a highlight reel. Seek support (as needed) from the Mass Communications Department.

#### **Outcomes (Joint Summary Based Upon a SWOT Analysis and Other Methods of Evaluation)**

- The overall assistance received from the VSU administration and many others contributed immeasurably to the success of this cost-effective event.  
**Note: The authors hereby express their gratitude for the extraordinary backing that was received from individuals whose names appear in this document and from all other persons who supported the IBC.**
- Students addressed the components of the "Front Office and Sport Media Group Job Descriptions" very well while acquiring unprecedented practical experience. For example, then-sophomore Alex Todd, a member of the HPERD Department's Sport Management Program, and Vice President of the Club, dubbed the actual name of the event ("IBC") and designed the logo for the uniforms. In addition, his sophomore counterpart, and fellow "Club" member, Andre Fountain (a Mass Communications Major with a Sport Management Minor), conducted the IBC Press Conference.
- The social media strategies that students selected were effective. More specifically, a flyer that was created by "Front Office Personnel," was placed on the newly created "Official IBC Facebook Fan Page" along with status updates of the event. Instagram posts were also periodically updated during

the days leading to the event. Numerous tweets were sent through the new "Official Twitter" of the IBC as well.

- Moreover, the "Official IBC Commercial" that students produced, premiered the day before the event. It was also viewed as a major reason for the tremendous fan support that was generated. Fans can still view it by logging on to YouTube and typing in the search bar, "VSU 1st Annual Intramural Basketball Championship's (Official Commercial)."
- Social media and YouTube have the capacity to provide tremendous exposure (Feil, 2012).
- The inclusion of the Richmond Elite Professional Basketball Team into the Press Conference and other aspects of the event, added to the professional atmosphere of the IBC. Representatives included, but were not limited to, Ms. Patterson (Owner), Mr. George Lancaster (Head Coach), Mr. Reggie Tennyson (Assistant Coach), and members of the team.
- The event provided opportunities to demonstrate collaboration with external supporters such as Ms. Pomales and Richmond Flying Squirrels Group Sales Executive, Chris Joyner. Mr. Joyner, a former Vice President of the Club and recent (2012) graduate of the VSU HPERD Department's Sport Management Program, addressed the audience at the IBC.
- Support received from VSU Sport Management Graduate Assistant, Krystal Kelly, and Curtis Bunn, a VSU graduate student, and DSA representative, was valuable.
- Multiple benefits may be derived from an institution's participation in an organized intramural program (Harmon, 2011).
- There is great interest in featuring this recreational event next year (2013) by which time areas that need improvement can be addressed.

Burton, who serves as the current "Student Representative" on the "2011-2012 VAHPERD Board," and the President of the HPERD/Sport Management Majors Club, was pleased with the overall success of the event. Regarding an evaluation of his peers, for whom he provided leadership, he offered the following remarks:

"To say that I was impressed is an understatement. The performances...throughout the event further confirmed what I already knew about the students..." "Their futures are **bright**."

Given the enormous benefits that students and others derived from this historic event, there is already great anticipation of next



The IBC Takes "Center Court."

year's version. From the looks of things, the IBC also has a "bright" and "Big-Time" future.

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## "Coach My Knees Hurt!"

Michael Moore, PhD, ATC, Associate Professor, Radford University

When kids participate in athletics, injuries are going to occur. Hopefully, most injuries will be minor resulting in no time missed, while other more serious injuries may require some time off. There are different mechanisms of injuries; sometimes the nature of the injury is out of the control of the athlete, coach, and parent.

One injury of this nature is "Osgood-Schlatter Disease." The name may shock some athletes, coaches, and parents but Osgood-Schlatter disease is less serious than the name it is given. That is why for the purpose of this article I will refer to "Osgood Schlatter Disease" as "Osgood Schlatter Syndrome." It is classified as an overuse injury because it develops overtime. An acute injury is one that happens all at once (like a sprained ankle or broken bone). Overuse injuries usually have more than one cause and occur overtime. So what is Osgood Schlatter "Syndrome"?

**Description:** Osgood Schlatter is a traction-type injury characterized by pain, swelling, and tenderness just below the knee-cap (patella) on the shinbone (tibia). Most of the time a "knot" will form at the site of the pain. A decrease in activity and performance will result as signs and symptoms increase. (See below for grades of Osgood Schlatters.)

**How does it occur?:** It is believed the muscles in the front of legs (Quadriceps) come down around the knee-cap (patella) and form the patella tendon that connects to the shin (tibial tuberosity) which pulls at the growth plate that is located in that region of the knee. The repetitive pulling of the quad muscles pulls bone away from the shinbone. This usually occurs during the athlete's growth spurt.

**Who is affected?:** It is a very common cause of knee pain in adolescent boys (ages 8-14) and girls (ages 10-15) at the beginning of their growth spurt. Some authors have estimated that the "syndrome" occurs in 21% of adolescent athletes as compared to only 4.5% of nonathletes within the same age range (Anderson and Parr, 2011). Adolescents who participate in running, jumping, kneeling, cutting and stop and go type activities are usually affected by this condition. The above activities cover the majority of sports today.

**How long does the condition last?:** It usually last anywhere from 6-24 months, however athletes can participate in sports during this 6-24 month period depending on the pain they are experiencing at that particular time.

**Grades of Osgood Schlatter's "Syndrome":** The following is taken directly from Andersen and Parr, 2011. Grade 3 is the most serious stage of Osgood Schlatters.

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**WALKER'S BARBER SHOP**

Grade	Characteristics
1	Pain after activity that resolves with 24 hours
2	Pain during and after activity that does not hinder performance and resolves within 24 hours
3	Continuous pain that limits sport performance and daily activities

**Treatment:**

- 1) If you think your athlete has this condition, you should refer them to a physician first.
- 2) After possible x-rays and the diagnosis, the physician will prescribe **Rest, Ice, Compression, and Elevation (RICE)** while the condition is in the inflammatory/early stages.
- 3) Then, strength and stretching exercises should be implemented for the quads and hamstrings. Some may include quad sets, straight leg raises, leg extension and curls. This is called active rest because the athlete is actively doing things while they are injured. The strengthening and stretching phase should continue when the athlete returns to activity. The athlete’s physician should be able to describe the above exercises in addition to other exercises he or she feels are appropriate.
- 4) Your physician may also prescribe anti-inflammatory drugs or other over the counter medications to help treat in conjunction with the exercises.
- 5) Certain knee braces, wraps, and knee pads may help with the signs and symptoms. Consult your physician for further details.
- 6) The condition will usually resolve itself with the above conservative treatment within 6-18 months. See above numbers 2-5 for conservative treatment. However in some extreme cases the signs and symptoms can last 24 months or longer. (Basically your athlete will grow out of it in time.)
- 7) Once the pain has subsided the athlete should return to the activity gradually.
- 8) A final rare course of treatment is surgery, but this is usually not an option in most cases. The reason being is, in most cases it takes longer to recover from surgery than for the “syndrome” to alleviate by itself with conservative treatment. In addition to the recovery time surgery may not work. However the physician, parent and athlete will have the final call.


I use the word “syndrome” instead of disease because of the athletic population Osgood Schlatters affects. Adolescents between the ages of 8-15 years of age are very young. As a parent, the last thing I want my son or daughter to hear is they have some

“disease.” That is why I like the term syndrome better. This may be easier for the adolescent athlete to have explained to them because it is not as shocking as the term disease. Let’s take a look at the definition of a syndrome. Taken directly from Merriam-Webster’s New Collegiate Dictionary, a syndrome is “a group of signs and symptoms that occur together and characterize a particular abnormality” (Woolf, 1977). A syndrome has multiple signs, symptoms and causes. If we look back at the signs and symptoms of Osgood Schlatters we find swelling, pain, tenderness, decrease activities and performance in these athletes. These signs and symptoms are caused by running, jumping, kneeling, cutting and stop and go type activities during growth spurts of adolescent athletes.

Thus, with conservative treatment “Osgood Schlatter Syndrome” can be a problem that can have a positive outcome. Many athletes have suffered from this condition and have gone on to have a very rewarding athletic career. So the next time your athlete complains of knee pain, that pain may be related to Osgood Schlatter’s “**Syndrome**”.

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The Virginia Journal is published twice yearly (Fall and Spring) by the Virginia Association for Health, Physical Education, Recreation and Dance. Deadlines for submitting materials for inclusion in the spring and fall issues are January 15th and July 15th respectively. Manuscripts should be sent to Dr. Michael Moore, TVJ editor, by email in an attached WORD document. Each e-mail attachment should not be greater than 4 MB. In submitting a manuscript, the author affirms that it has not been published or accepted for publication elsewhere, unless otherwise stated in writing.

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Any research involving human subjects must have Institutional Review Board (IRB) approval before a review can take place. A PDF copy of the letter must be submitted with each manuscript. If IRB approval was not granted and TVJ editor doesn't have a copy of the approval letter, the manuscript will not be published. Please check with your institution or school for IRB details.

References should be listed at the end of the manuscript and should be arranged in alphabetical order. Each reference cited in the article must be listed, but only those cited should be included. Sources should be cited by placing the author's name and date of publication followed by a page number when appropriate in parentheses: i.e., (Cowlick & Rice, 2003). The reference should be cited following the quote or fact noted. References listed at the end of the article should contain the following information:

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### ***Examples of Citations***

American Dietetic Association. (1999). Dietary guidance for healthy children aged 2 to 11 years. *Journal of the American Dietetic Association*, 99, 93-101.

Kulwicki, A., & Rice, V.H. (2003). Arab American adolescent perceptions and experiences with smoking. *Public Health Nursing*, 20, 177-183.

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Illustrations such as pictures, graphs, and drawings are valuable additions to manuscripts. Please send these embedded within your manuscript.

### ***Reviewing and Editing***

Each article is reviewed by three members of the Editorial Board. Sometimes a guest editor is asked by the editor to review a manuscript depending upon the topic. To be accepted for publication the article must be approved by at least two of these persons. Reasons for rejecting articles include: topic is not of interest to the profession or to only a few members of the Association, topic is of interest but has already been thoroughly discussed in the literature, manuscript discussion is too general and vague, poor research techniques, the manuscript is poorly written or if human subjects were used in your research and IRB approval was not obtained and provided to TVJ Editor. In some instances a manuscript may be rejected but the author is invited to revise and resubmit it with corrections. Manuscripts accepted are subject to editing to conform to the Journal format.

### ***Final Acceptance for Printing***

After the editor has compiled the journal issue, it is sent to the printers. VAHPERD's executive director, president and presidentelect then edit *The Virginia Journal*. These three VAHPERD members are provided with a minimum of two drafts for their revision and comment. Upon their approval, the final document is printed and distributed.





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Hoops For Heart a national education and fundraising event created by the American Heart Association and the American Alliance for Health, Physical Education, Recreation and Dance. Middle school students have fun playing basketball while becoming empowered to improve their health and help other kids with heart-health issues. And it's a great way to satisfy the physical education standards as determined by the National Association for Sport and Physical Education and the American Association for Health Education.

Funds raised through Hoops For Heart give back to children, communities and schools through the American Heart Association's work:

- Ongoing discovery of new treatments through research
- Advocating at federal and state levels for physical education and nutrition wellness in schools
- CPR training courses for middle and high school students

### Hoops For Heart helps students:

- Learn the value of community service and contribute to their community's welfare
- Join with other children to help kids who have heart problems
- Develop heart-healthy habits while being physically active
- Learn basketball skills they can use for the rest of their lives
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With your support, we can help protect and improve children's health. Your efforts to educate your students and raise funds for research and outreach are vital to improving kids' lives.

**Call 1-800-AHA-USA1 or visit [heart.org/hoops](http://heart.org/hoops) to get your school involved.**



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