Exercise & Sport Science Initiative Symposium
Thursday, November 2, 2017
8:00 am – 4:00 pm
Junge Family Champions Center, Ann Arbor, MI

Symposium Emcee: Stephanie Rowley, PhD, Associate Vice President for Research – Social Sciences and Humanities

8:00-8:30 am  Registration & Continental Breakfast

8:30-8:45 am  Welcome & Opening Remarks
- Rebecca Cunningham, MD – Associate Vice-President for Research, Health Sciences, University of Michigan
- Warde Manuel, MSW, MBA – Director of Athletics, University of Michigan
- Martin Philbert, PhD – Provost and Executive Vice President for Academic Affairs, University of Michigan

8:45-9:45 am  Healthy Individuals and Communities
Moderated by Natalie Colabianchi, PhD, Associate Professor of Health and Fitness, School of Kinesiology
Panel Discussion
- Neil Alexander, MD, MS – Ivan Duff M.D. Collegiate Professor of Geriatric and Palliative Medicine; Professor of Internal Medicine; and Research Professor, Institute of Gerontology, Michigan Medicine
- Saffron Technology, an Intel Company – Walt Gall, PhD, Vice President of Healthcare & Strategic Partnerships
- NuStep – Steve Sarns, MS, Owner; Board of Managers
- Ashley Weigl, MSW, MPH – Associate Director, Health Risk Reduction Services, MHealthy

Case Study
- Cristine Agresta, PT, PhD – Co-Director of the Michigan Performance Research Laboratory
9:45-10:05 am  **MCubed: Research Incubation Across Disciplines**
**Introduction by Wendy Palms, BA, MCubed Associate Director**

- **James Eckner, MD** – Assistant Professor of Physical Medicine and Rehabilitation, Michigan Medicine
  o Developing a new “gold standard” wearable head impact sensor

- **Kathryn Heinze, PhD** – Assistant Professor of Sport Management, School of Kinesiology
  o Examining professional sport and healthcare partnerships

10:05-10:15 am  **Break**

10:15-11:00 am  **Panel Discussion: Trends in the Sports Industry**
**Moderated by Ed Feng, PhD, Founder of The Power Rank**

- **Nike Sport Research Laboratory** – **Ray Browning, PhD**, Senior Director, Footwear Research

- **Stadia Ventures** – **Art Chou, MS**, Co-Founder and Managing Director

- **Sports Innovation Lab** – **Brian Reilly, BA**, Director of Product and Lead Analyst in the Quantified Athlete Sector

- **Mark Rosentraub, PhD**, Chair of Sport Management and Bickner Endowed Professor of Sport Management, School of Kinesiology

11:00-11:45 am  **Panel Discussion: Challenges & Opportunities in Helmet Design**
**Moderated by Ellen Arruda, PhD, ESSI Co-Director; Maria Comninou Collegiate Professor of Mechanical Engineering; Professor of Biomedical Engineering; Professor of Macromolecular Science and Engineering, College of Engineering**

- **Steve Broglio, PhD**, Associate Professor of Kinesiology, School of Kinesiology; Adjunct Associate Professor of Physical Medicine and Rehabilitation and Adjunct Associate Professor of Neurology; Michigan Medicine

- **National Institute of Standards and Technology** – **Stephanie Hooker, PhD**, Acting Deputy Director; Material Measurement Laboratory
• Triple Eight Distribution – Bobby Oppenheim, BBA, President

11:45-12:15 pm  The Real-World Impact of Student Research
• Geoff Burns, Kinesiology Doctoral Student, Michigan Performance Research Laboratory – Running performance and assessment
• Michael Jocz, Recent U-M Master of Science Graduate in Mechanical Engineering – Helmet Design in Concussion Prevention
• Josh Zimmerman, Political Science Undergraduate Student and Student Manager of U-M Baseball – Baseball analytics

12:15-1:00 pm  Lunch, including Michigan Sports Analytics Society (MSAS) poster session and U-M start-up presentations

1:00-1:15 pm  A Coach’s Perspective
• John Beilein, MS – U-M Men’s Varsity Basketball Head Coach

1:15-2:15 pm  Cutting-edge Sport Science: ESSI-funded Interdisciplinary Research
• Cathy Goldstein, MD, Assistant Professor of Neurology, Michigan Medicine – Mobile Sleep and Circadian Rhythm Assessment for Enhanced Athletic Performance
• Rich Gonzalez, PhD, Amos N Tversky Collegiate Professor of Psychology and Statistics, College of Literature, Science, and the Arts; Professor of Marketing, Stephen M Ross School of Business; Research Professor and Center Director, Research Center for Group Dynamics, Institute for Social Research; Professor of Integrative Systems and Design, College of Engineering; and Research Professor, Center for Human Growth and Development – Development of a Multi-level, Systems-based Model for Injury Resiliency at the Individual and Team Level in Collegiate Running Sports
• L. Jay Guo, PhD, Professor of Mechanical Engineering; Professor of Electrical Engineering and Computer Science; and Professor of Macromolecular Science and Engineering, College of Engineering; Professor of
Applied Physics, College of Literature, Science, and the Arts – Simultaneous, Real-time Biometric Feedback for Athletes in Motion and Their Coaches
  • **A Coach’s Perspective: Mike Bottom, MS, U-M**
    Men’s and Women’s Varsity Swimming and Diving Head Coach
  • **Steve Oney, PhD**, Assistant Professor of Information, School of Information; Assistant Professor of Electrical Engineering and Computer Science, College of Engineering – End-User Techniques for Aggregating and Analyzing Exercise & Physical Data
  • **Mark Peterson, PhD**, Assistant Professor, Physical Medicine and Rehabilitation – Determining the Effects of Objectively-measured Physical Activity on Circuit Specific Brain Aging in a Massive Multi-Modal Neuroimaging Community Sample

2:15-2:25 pm  **Break**

2:25-3:10 pm  **Panel Discussion – Research, Technologies, and Analytics in Professional Sports**
**Moderated by Darryl Conway, MA**, Senior Associate Athletic Director of Student-Athlete Health and Welfare
  • **Bryan Campbell, MBA** – Director of Statistical Analysis and Hockey Administration, Detroit Red Wings
  • **Pat Garrity, MBA** – Associate General Manager, Detroit Pistons
  • **Doug Whaley, BSBA** – Senior Sports Business Advisor, Impellia; Former General Manager, Buffalo Bills
  • **David Whiteside, PhD** – Principal Sport Scientist, New York Yankees

3:10-3:55 pm  **Panel Discussion – Augmented Reality and Virtual Reality in Sport**
**Moderated by Joanna Millunchick, PhD**, Arthur F Thurnau Professor; Presidential Bicentennial Professor; Associate Dean, Undergraduate Education; and Professor of Materials Science and Engineering, College of Engineering
  • **Pete Bodary, PhD**, Clinical Assistant Professor of Kinesiology, School of Kinesiology
  • **Thomas Finholt, PhD**, Dean and Professor of Information, School of Information
3:55-4:00 pm  

Final Remarks by Ron Zernicke, PhD, DSc, Professor of Kinesiology, School of Kinesiology; Professor of Orthopaedic Surgery and Professor of Biomedical Engineering, Michigan Medicine