



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
 - Developing a new “gold standard” wearable head impact sensor
- **Kathryn Heinze, PhD** – Assistant Professor of Sport Management, School of Kinesiology
 - 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



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- **Microsoft – Don Gillett, BS**, Partner Architect

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