

## UF athletes excel on the field – and in a laboratory

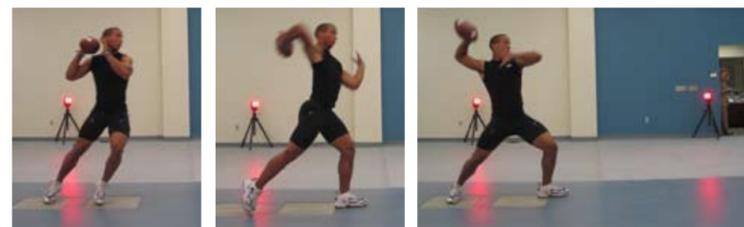
If winning two national championships in three years doesn't convince you that University of Florida football players are outstanding, then maybe scientific-based evidence will.

In addition to practice and attending class, University of Florida football players visit the UF Biomechanics and Motion Analysis Laboratory to sharpen and evaluate their top-notch skills.

Bryan Conrad, a UF department of Orthopaedics and Rehabilitation senior engineer, and other lab engineers use innovative technologies to perfect human movement. From assisting quarterbacks to working with cerebral palsy and other patients referred by Shands at UF physicians, the engineers touch many lives in extraordinary ways.

The engineers' ground-breaking "Florida Quarterback Model," a database of UF football athletic-performance measurements, benchmarks athletic success, Conrad said.

Chris Leak, former Gators quarterback, visited the lab numerous times while attending UF. Leak is one of five quarterbacks featured in the model.



Fourteen video cameras capture Chris Leak's motion during various passing exercises.

"Before we developed this report, people would look at a player and say, 'It looks like he is fast,' but now we can quantify speed and other data," Conrad said.

"The Biomechanics and Motion Analysis Lab is a tremendous resource for our trainers, strength staff and coaching staff. It allows our trainers and strength staff to analyze motion deficiencies that might cause future injuries and allows the coaching staff to evaluate an athlete's technique," said Urban Meyer, UF football coach.

The lab began operation in January 2005. Located at 3450 Hull Road, off 34th Street, the 2,500-square-foot room within the UF & Shands Orthopaedics and Sports

Medicine Institute hosts 14 video cameras, two recently UF-patented robots and force plates that detect the power of motion.

The robots, developed by UF Mechanical and Aerospace Engineer Scott Banks, take X-rays of a subject's bones while he or she is in motion, providing a more accurate analysis of the bone system in action, Conrad said.

"There is nothing like those robots anywhere in the world," he said.

The lab is open to the public for analysis of any physical movement. For information on costs and appointment procedures, visit <http://www.ortho.ufl.edu/index.shtml>.

By Bridget Brennan

## UF Voices

### Graduates become alumni for life

As we get ready to celebrate the upcoming graduation of the Class of 2009, it is a good time to think about the important role alumni play in the life of the University of Florida.



Leland D. Patouillet

Alumni serve as ambassadors for the university by sharing the good news about their alma mater.

Alumni help the university by being effective advocates through such programs as Gators for Higher Education, <http://gatorsforhigher.edu>, a grass roots advocacy program.

Alumni provide valuable career advice to fellow alumni and students through the nearly 100 Gator Clubs around the globe, along with the Gator Nation Network, which is accessible through the UF Alumni Association's Web site, <http://www.ufalumni.ufl.edu>.

Alumni, through their respective Gator Clubs and special-interest organizations, provide more than 200 scholarships a year. Alumni also provide much-needed financial support for UF through the Florida Tomorrow Campaign, <http://www.FloridaTomorrow.ufl.edu>.

Alumni serve as the torchbearers of the institutional spirit. The Alumni Association, through the work of the Florida Cicerones and the Student Alumni Association (the largest such organization in the nation), produce the "F Book" as a way to celebrate UF's proud history.

Alumni express their loyalty to their alma mater by joining the UF Alumni Association. UF's Alumni Association has more than 55,000 dues-paying members, the largest in the SEC.

We encourage the upcoming Class of 2009 to stay connected to its alma mater. You are a student for a few years, but an alumnus for life.

The Gator Nation is everywhere. We look forward to working with you in advancing the university and enriching the lives of our students, friends and alumni.

Go Gators!

Leland D. Patouillet

Associate Vice President, Alumni Affairs  
Executive Director, UF Alumni Association

## Top Stories

### UF students explore Big Apple during spring break

Rather than soaking up the sun on a Florida beach, 15 University of Florida students spent their spring break in the Big Apple for the UF David C. Miller Center for Retailing Education and Research's New York City Retail Tour.

During the five-day tour from March 9 to 13, students visited more than 30 retail locations and met with a variety of retail-industry executives, including several UF alumni. The tour included visits to notable retail establishments, such as Bloomingdales, Juicy Couture, Macy's Herald Square, Saks Fifth Avenue and Toys "R" Us.

"New York is where fashion trends are established," said Betsy Trobaugh, tour director and JCPenney director at the UF center. "This is why we prefer New York City."

This year's tour marks the third time Trobaugh has taken students to New York during spring break. Her favorite aspect of the tour is showing students a part of the retail industry that they have never seen – the behind-the-scenes buying and planning activities. In fact, some students attending past tours decided to pursue a retail career even though they had never considered a career in the industry.

Although Heather Petrie, a member of the 2009 tour, did not decide to drop her pharmacy major to pursue a retail degree, she said she enjoyed her first visit to the big city.

"I think the best thing about New York City is that it never stops," Petrie said. "They say the city never sleeps – and I believe that."

Petrie was most impressed by the Jones New York store. While visiting the store, students met with Aru Kulkarni, president of sales and marketing, and Ted Kim, designer for Anne Klein. Kim showed the students a video of one of his recent exclusive fashion shows and explained his



The Saks Fifth Avenue store manager explains the store's design to UF students.

use of diverse textures in his fall clothing line, she said.

During the evenings, students dined at restaurants in Little Italy, shopped in Soho and saw the Broadway play, "Chicago."

One morning in Manhattan, three students attempted to appear on the "Today" show. "We got close to shaking Matt Lauer's hand," Petrie said. "I'm pretty sure we got on camera."

Debra Malbin, UF alumna, met with students on the first day of the tour to discuss her New York-based business, Debra Malbin Associates. The executive search firm specializes in the fashion industry.

Malbin majored in marketing, then pursued a career in retail buying. UF provided her with a superb education, she said.

"School prepares you to a point," Malbin said. "Actual training on the job is

**"New York is where fashion trends are established ... This is why we prefer New York City."**

— Betsy Trobaugh

where one really learns. School gives you the backbone, the thought process and the encouragement."

All UF students are eligible to attend the retail tours. For more information on future tours, visit the David C. Miller Center for Retailing Education and Research Web site at <http://www.cba.ufl.edu/mkt/retailcenter>.

By Bridget Brennan

## Seen & Heard

### Fillingim to receive national dentistry award

Roger Fillingim, an associate professor with the UF College of Dentistry, will receive the 2009 Wilbert E. Fordyce Clinical Investigator Award from the American Pain Society at an annual meeting in May.

The award recognizes individual excellence and achievements in clinical pain scholarship and is presented to a pain professional whose total career research achievements have contributed significantly to clinical practice. Fillingim also has been asked to deliver a plenary lecture at the annual meeting.

### Grant will provide affordable housing information

The John D. and Catherine T. MacArthur Foundation has awarded a \$1 million grant to the Florida Partnership, which includes the University of Florida Shimberg Center for Housing Studies,

1385 or visit <http://www.asdanet.org> for more information.

**March 29**  
UFPA presents "John Williams, Guitar." University Auditorium, 2 p.m. Reserved-seating tickets: \$25-35. Call 352-392-ARTS(2787) for tickets or visit <http://www.performingarts.ufl.edu> for more information.

**March 30**  
Department of History co-sponsors "The Return of Religion in Africa." Pugh 170, 7:30 p.m. Guest speaker is Lamin Sanneh, Yale Universi-



Roger Fillingim

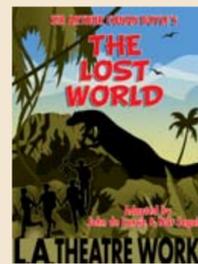
the Florida Housing Finance Corporation and the Florida Housing Coalition. The grant will help preserve properties that provide housing for extremely low-income households and people with special needs.

The Shimberg Center will receive \$500,000 of the grant to develop enhanced data tools to help the state, nonprofits and local governments make far-sighted decisions about the communities and properties most in need of affordable housing preservation.

UF's research and data collection will provide information such as the types of tenants who are most at risk of losing housing and the best locations for affordable housing preservation.

### Business students win investment competition

The Warrington College of Business Administration's Student Investment Club (SIC) captured first place at the annual Russell Investment Management and Research Case Competition. Undergraduate SIC team members, Tolulope Bukola, Matt Hayes and Alexandra Mirchev, competed with rival investment clubs from across the nation, ultimately triumphing over



ty. Free and open to the public. Call 352-846-2032 or visit <http://web.history.ufl.edu/new/faithful> for more information.

**April 1**  
UFPA presents "War of the Worlds" and "The Lost World."

the University of California–Berkeley, the University of Texas and the University of Washington. Russell Investments, headquartered in Tacoma, Wash., is a privately held subsidiary of Northwestern Mutual.

### Freeman named as interim chair

David Freeman, an equine surgeon and professor in the University of Florida College of Veterinary Medicine, has been named interim chairman of the college's department of large animal clinical sciences.

Freeman will oversee the teaching, research, extension and service missions of the UF veterinary college in the primary areas of equine, food animal, aquatic animal and companion animal health. Freeman also will serve as chief of staff of UF's Alec P. and Louise H. Courtelis Equine Hospital, which has one of the largest equine caseloads of all similar referral teaching hospitals in the U.S.



David Freeman

Phillips Center, 7:30 p.m. Reserved seating: \$25-35. Call 352-392-ARTS(2787) for tickets or visit <http://www.performingarts.ufl.edu> for more information.

**April 2**  
O'Connell Center presents "Celtic Woman." O'Connell Center, 7:30 p.m. Reserved seating: \$41-\$61. Call 352-392-5500 or visit <http://www.oconnellcenter.ufl.edu> for more information.

### UF receives many 2009 ADDY Awards

The winners of the 2009 ADDY Awards, a program of the Advertising Federation of Gainesville, were recently announced.

The University of Florida's "When Did You Become a Gator?" television commercial, produced by University Relations, won a gold ADDY in the category of Public Service TV. The commercial also earned the Larry Edwards Award (Best of Show) for the public service category. The print campaign for "When Did You Become a Gator?" won a gold ADDY in the consumer/trade campaign (color) category, and UF's Office of Admissions won a silver ADDY for its poster campaign that is based on the "When Did You Become a Gator?" theme.

WRUF won a gold award in the radio category for "Away in a Textbook," as well as silver awards for "City Collision," "Rock 104 Gator Football Promo" and "Modern Age Raps."

The Florida Museum of Natural History won a gold award for its "Life on Earth" brochure, and three silver awards for "2006-'07 Annual Report," "Grossology" television commercial and Butterfly Rainforest billboard.

UF students earned a total of 11 student ADDY Awards this year. For more information on the program and a full list of winners, visit <http://www.adfedgainesville.com/pastwinners.shtml>.

### Vanilla or chocolate?

University of Florida senior David Cohen is one of 16 people to create a television commercial chosen by Hardees for prime-time television. The ad, currently airing, promotes the restaurant's new, smaller Thickburger sandwich.

The advertisement features the words "No room for dessert" above a regular-size black Angus beef Thickburger on the left of the screen. On the right side of the screen, the words "Vanilla or chocolate?" appear above a Little Thickburger.

Currently, some 50,000 ads have been submitted to the site, <http://www.hardees.com/promotions/adgenerator/>.