

UPDATE

A Sterling Legacy



Susan Johnson Sterling, Ed.D., vice president of Education & Certification at The Cooper Institute,

announced her retirement in January.

Sterling served at the Institute for 22 years. Over the past 17 years, she led and shaped the organization's education program for health professionals. Today, The Cooper Institute annually certifies more than 7,000 individuals as worldwide health and fitness leaders.

The Board of Trustees has authored two actions that will recognize her accomplishments:

- A "Dr. Susan Sterling Scholarship Fund" will be established to give deserving students the opportunity to attend one of the Institute's workshops.
- The "TEAM Award," which recognizes Cooper Institute employees for outstanding service and accomplishments, will be renamed the "Susan Sterling TEAM Award."

According to Steven N. Blair, P.E.D., president and CEO of The Cooper Institute, one of Sterling's great achievements was her ability to develop and nurture the Institute's education staff. "This group of dedicated employees exemplifies the team approach to success, and much of this is due to Susan's leadership and example," he said. "She will be greatly missed."

"Susan Sterling has had a constant dedication to excellence and has sought collaborations with other organizations to advance the field," said James R. Whitehead, executive vice president of the American College of Sports Medicine. "Her legacy is both well-deserved and permanent."

Childhood Obesity: Is Help on the Way?



Susan Dell
Co-founder, Michael & Susan Dell Foundation

A growing number of children are overweight or obese—and there's no quick fix to curb this national health epidemic. In 2002 statistics revealed that 15% of children and youth were overweight. Since 1980, these rates have doubled in children and tripled in adolescents. Another 15% of children and youth are "at risk" of becoming overweight or obese. Unless parents and health professionals make this a priority and take action, the trend will likely continue.

The national health concern is that overweight or obese children are more likely to develop type 2 diabetes (previously called "adult-onset diabetes") or serious psychosocial burdens related to being overweight or obese in our society.

To identify childhood obesity programs that can help turn the tide, the Michael & Susan Dell Foundation (MSDF) awarded The Cooper Institute a planning grant in early 2004 to identify and evaluate programs with the greatest potential to impact the obesity problem. Another goal of this planning grant was to provide a database outlining the programs that have been quantitatively and qualitatively evaluated and summarized for possible future funding.

"Information and facts that can be validated by objective experts should lead The Cooper Institute to programs that will make progress against this troubling issue," said Susan Dell, co-founder and board member of MSDF and Board of Trustees of The Cooper Institute. "MSDF's ultimate goal is to positively improve children's lives through good health, proper nutrition and an active lifestyle."

The Michael & Susan Dell Foundation's mission is to fund initiatives and programs that seek to foster active minds, healthy bodies and a safe environment where children can thrive.

According to Norma Hansen, M.B.A., project manager for The Cooper Institute, approximately 275 programs that focus on preventing weight gain or working on weight reduction were contacted. Institute researchers have included nearly 200 of those in their database.

The Cooper Institute's comprehensive scoring system took into account factors such as how the program was designed, types of evaluation methods used in the program, its ability to disseminate, and implementation. The program scores reflect the quality of the evidence for each program. During a two-day conference in January, The Cooper Institute presented their findings to leading experts in children's health. A final report will be given to MSDF on March 15.

Childhood Obesity Conference

Since 1997, The Cooper Institute has hosted an annual conference that draws an elite group of international experts to focus on a particular topic related to physical activity. This year's conference will focus on childhood obesity and the energy balance equation of calories consumed vs. calories expended. The conference will be held **October 27-29** on the Cooper Aerobics Center campus, and some 200 scientists and practitioners are expected to attend. Steven Blair, P.E.D., president and CEO of The Cooper Institute, and William Dietz, M.D., Ph.D., director of the Division of Nutrition and Physical Activity at the Centers for Disease Control and Prevention, will co-chair the event. Melba Morrow, vice president of Research Administration at the Institute and director of the three-day fall conference, encourages anyone wanting more information to call The Cooper Institute at (972) 341-3200 or log on to www.cooperinst.org.

Letter From the President & CEO

By Steven N. Blair, P.E.D.

A New Phase of Expansion



Steven N. Blair, P.E.D.

I am optimistic that 2005 will be another outstanding year for The Cooper Institute. Our education and certification programs are

operating at high efficiency and reaching thousands of health professionals worldwide; our expanding research initiatives are thriving; our research dissemination efforts have and will continue to progress by taking results from scientific studies directly to the general population through community, school and corporate-based initiatives; and our administrative functions are operating smoothly.

Our success is due to a talented and hard-working staff, creative ideas and the welcome support from our Board of Trustees and other Institute friends. Like other not-for-profit organizations, we need individual and corporate support from those who believe in furthering our mission...and who agree that preventive medicine is integral to overall healthcare reform. The strong support we have received over the years has allowed us to be debt-free and provided a very functional facility in which we are privileged to work.

We are now moving into a new phase of expansion, and it involves our greatest resource: people. I am convinced that in order for The Cooper Institute to survive in perpetuity, we must expand the

number of independent scientific investigators and the number of leaders in our Education Division. An independent investigator is one who has the training, creativity, perseverance and ability to conceptualize a new research study, obtain external funding to support the research, carry out the project and publish the results in a leading scientific journal. Education leaders are needed to develop products and concepts that enable us to "get the word out."

Presently, we have about a half-dozen independent investigators, and three or four education leaders. I believe that we must triple these numbers if we are to survive, and one of my chief goals is to add these staff positions over the next three to five years. At our Board of Trustees meeting in November 2004, I stated that our current staff must continue to explore new areas of science and develop new programs to reach the public. But I emphasized that growth involves another crucial piece of the equation: our Development Office.

We have benefited enormously from the hard work of Barb McGowan, director of Development. Functioning as that office's sole employee, Barb has developed new strategies to expand our donor base, and last year was one of our most successful from a development perspective. Based on this success, we determined that the next obvious step was to expand the Development Office to do an even better job of maintaining contact with old friends, and to create new initiatives that will enable us to better reach new individuals who share our vision and mission—not only here in Texas, but across the country. (Meet our new Development staff members on page 3.)

Through the generosity of Ray and Nancy Hunt, a significant challenge grant was issued and matched by Dr. and Mrs. Cooper—and then presented to the Board of Trustees as a challenge

grant to match the Hunt/Cooper *combined* gifts. Other board members have already responded to this challenge, and I have no doubt the Hunt and Cooper challenges and intent will be realized. This will provide the Institute with funds over the next two years not only to expand our Development Office so that it can provide ongoing support of our operations, but also to begin adding independent scientific investigators and education leaders to our staff.

In addition to our Board of Trustees challenge grants, we have had other notable development successes in the past few weeks. Margot and Ross Perot have pledged funds to support the new Preventive Medicine Residency program in collaboration with the University of South Carolina School of Medicine. We also received a major grant from an anonymous donor to support and establish a state-of-the-art electronic medical records system.

The future is so promising, and the recent contributions mentioned above will help us make progress toward the goal to triple the number of investigators and education leaders. However, we also need your support to complete this vision and to ensure our *long-term* stability and continued level of high performance. This will help us affect the health and well-being of countless individuals through our public health and preventive medicine initiatives.

I ask you to join our Board of Trustees and other friends to help us advance Cooper Institute initiatives and programs in the coming years. Your contribution can and *will* make a difference, and you can be assured that the Institute will wisely put your dollars to work. Barb McGowan and her staff are ready to respond to your questions and can be reached at (972) 341-3200 or by email: bmcgowan@cooperinst.org. We look forward to hearing from you.

Development Office Expands

Due to recent Board initiatives and increased activity, The Cooper Institute has added two staff members to its Development Office, led by Barbara McGowan.

"Thanks to Ray Hunt's vision for the Institute, this is the first time in our history that we have had a multi-tiered Development Office," McGowan said.

Serving as associate director is **Karen Matney Brown**, who has extensive experience



in marketing, fundraising and public relations, and holds her undergraduate and master's in liberal arts degrees from Southern Methodist University in Dallas. Initially, her main responsibilities will include forming the Development Advisory Board, a core group of volunteers who will be "ambassadors at large" for the Institute; event planning; and fundraising.

Shelley LaMonte has been named development associate.



LaMonte previously worked for the Texas On the Move program, which is headed by The Cooper Institute. She also gave oversight to the Institute's internship and volunteer programs. LaMonte has a master's degree from the University of Utah in exercise and sport science. Her responsibilities include handling direct mail, Web site upgrades and fund-raising initiatives.

McGowan said the Development Office's mandate is to ensure that the Institute can be self-sustaining. "Our goals are ambitious but long overdue as people are truly recognizing the roles that our preventive medicine research and education initiatives have played in the public health arena—and the important roles they have to play in the future for our country as a whole."

Only Pounds to Lose With "January Jumpstart"

For people wanting to shed holiday pounds or set new health goals, The Cooper Institute's Clinical Weight Management Research Center introduced a seven-week "January Jumpstart" program that began on January 24.

The program emphasizes key components taught in the Institute's year-long Comprehensive Weight Management Program, which helps significantly overweight participants make lifestyle changes so they can lose weight—and keep it off.

"January Jumpstart" objectives include the following:

- educate participants about their calorie needs by measuring their metabolism and using that information to provide them with a personal calorie goal
- help men and women design and follow a balanced fitness plan
- teach participants to recognize nutritional facts vs. fads
- introduce them to behavioral skills such as self-monitoring, goal-setting and emotional eating.



According to the Clinical Weight Management Research Center, *less than 20%* of people who attempt to lose weight using traditional approaches achieve long-term success; and *less than 20%* of people who try to lose weight follow recommendations to combine eating a healthy diet with regular moderate-intensity physical activity. The Center is committed to help reverse these trends.

Men and women seeking a more comprehensive program can check out the Weight Management Center's year-long program.

For more information about January Jumpstart or other weight-management programs, call (972) 341-3288 or go to www.cooperinst.org.



In Brief...

Recruitment began in January for the new "INFLAME" study (Inflammation and Exercise).

Tim Church, M.D., M.P.H., Ph.D., was awarded a \$2 million NIH grant for the four-year project, which will involve more than 200 men and women ages 30 to 75 years old with elevated C-Reactive protein (CRP), a marker of systemic inflammation. Study participants will be randomly assigned to either a non-exercise control group or to four months of supervised aerobic exercise training. Church and his colleagues will examine if exercise can reduce CRP. To find out about eligibility, call (972) 716-7045.

The 2005 Cooper Institute Lecture Series featuring top experts in the areas of wellness and preventive medicine are in the works.

The May 3 lecture, co-hosted by Dr. & Mrs. Kenneth Cooper and Drs. Steve and Jane Blair, commemorates The Cooper Institute's 35th anniversary. The keynote speaker will be Board of Trustee Dr. Louis Sullivan, former U.S. Secretary of Health & Human Services. The other lectures will be held in March, September and November. To help underwrite the series or to obtain individual tickets, contact Mary Westfall at (214) 969-0093.

In the Spotlight: David D. Glass



David D. Glass

The newest member of The Cooper Institute's Board of Trustees is David D. Glass, chairman of the Executive Committee of

the Board, Wal-Mart Stores Inc. He joined Wal-Mart Stores in 1976 and served in several top roles before being appointed chief executive officer in 1988. He held this leadership role for 12 years. He is active with Wal-Mart Stores in his current position.

Glass attended his first Cooper Institute board meeting in November 2004 and will be serving on the Audit Committee. In the following Q&A, he talks about his relationship with The Cooper Institute and his thoughts on health.

Q: How did you hear about The Cooper Institute?

A: My first encounter with the Cooper Aerobics Center campus was in 1984. I had had a heart attack earlier that year that didn't require surgery, but I was treating it with medication and felt like I needed to get some sort of reading on my physical well-being and health. The Cooper Clinic was recommended to me by a friend, so I called and set up an appointment with Dr. Gibbons and have been a regular ever since. It was several years before I really became aware of The Cooper Institute. I received some information about the research they were doing and was totally impressed... The Cooper Institute is a well-kept secret. Its research and work is much broader and more meaningful than I had realized.

Q: Why did you consider joining The Cooper Institute's Board of Trustees?

A: You can't be exposed to the mission without signing on and saying, "I'm for all those things, as well." When Dr. Cooper asked me to be on the board, I wasn't sure I would be able to make a meaningful contribution. He and Dr. Blair convinced me that I should at least try it. There is so much expertise on the board and Institute staff that it is hard for someone like me to understand exactly what I can contribute, but I'm flattered to be asked; and I'm looking forward to attempting to contribute.

I understand the business side and perhaps could contribute from that part of it. Plus, the Institute needs support. For them to do all the projects they talk about doing, they are going to need financial support in a significant way from all different types of sources, and I can help in those areas as well.

I'm just beginning to learn how the Board functions and what kind of role I might play. I'm impressed and looking forward to having the opportunity.

Q: What impresses you about the Institute?

A: It's not self-serving at all. There's no ego involved, and that's something I admire very much. They are just trying to do a service that, as others put it, "improves the quality of life for people."

I've known Dr. Cooper for a long time and have always been impressed with his ability to attract very capable people. To find such stellar researchers and to attract them into an environment and have them produce the results they do is fantastic.

Q: What does quality of life mean to you?

A: It means being able to live and enjoy every day without restrictions.

Without improving your physical well-being, you are not going to have the quality of life that is as good as it could be. It's one thing to live a long life; it's another to live a life in which you are unencumbered with physical problems and ailments that keep you from a lot of the things you enjoy doing.

Q: What changes did you make after your heart attack?

A: Dr. Gibbons at the Cooper Clinic worked with me on my physical exercise program, and I changed my diet. I try to exercise five times a week on the treadmill. Dr. Gibbons has stayed on my case in a very good way over the past 20 years and has caused me to change a lot of my habits to where I've become healthier.

I've found that The Cooper Institute's research confirms a lot of things you hear or read. Sometimes you don't know whether these things are based on fact or on what someone thinks. The Institute's research is all fact-based—it's based on data that have been compiled over 30-plus years.



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