



Chuck France/University Relations

A line of students waits to board a KU on Wheels bus near Lippincott Hall. KU's transit system, coordinated with the city of Lawrence, has received a regional award for increased ridership.

The best bus around

KU, city transit rewarded for increased ridership, named system of the year

If it seems like a lot more people are riding the bus, or waiting for a

bus on Jayhawk Boulevard lately, that's because there are. And

you're not the only one who's noticed.

KU's bus system, KU on Wheels, in cooperation with the city of Lawrence, recently was presented the Federal Transit Association Ridership Award for the largest percentage increase in ridership among urban transit providers in Kansas. The city's transit system, the T, was also presented the Kansas Public Transit Association System of the Year Award.

Both awards were presented earlier this month at the KPTA annual conference in Hutchinson.

"This award represents the best that Kansas has to offer in public transit," said R.E. "Tuck" Duncan, executive director of the Kansas Public Transit Association. "Lawrence, by voting for sustained funding and through its cooperation with the University of Kansas, deserves recognition as Kansas' best transit system in 2010."

In 2009, fixed-route ridership on the T and KU on Wheels, including Park and Ride Express routes, was 974,125. That was also

the year the city and the university began working more closely to coordinate transit services. The first route operated jointly by the two systems, Route 11, launched in August 2009. Ridership for the T increased 19.9 percent from 2008 to 2009.

The increase followed a trend of more people taking the bus. In 2008, KU went to a fare-free transit system, in which students paid a fee up front, then rode by showing a KU Card. Ridership increased 138 percent from September 2007 to September 2008. Faculty, staff and students can ride any KU or T fixed route bus for free by showing a valid KU Card.

The collaboration between city and university helped earn the regional recognition.

"The FTA Region VII Office is proud to award its Regional Ridership Award to the city of Lawrence and University of Kansas coordinated transit system," said Mokhtee Ahmad, FTA regional administrator. "The city of Lawrence and University of Kansas

coordinated transit system has proven that public transportation is vital to the Lawrence community."

The FTA's Region VII covers Missouri, Iowa, Nebraska and Kansas.

The T and KU on Wheels provide a number of public transportation services to the community in addition to bus service. SafeRide and SafeBus offer late night rides to students to reduce drinking and driving, and JayLift Paratransit provides services for faculty, staff and students with disabilities. The Park and Ride bus system provides service from a parking lot on west campus to stops across the main campus.

Danny Kaiser, assistant director of Parking and Transit, said the statewide and regional recognition of Lawrence and KU's efforts was appreciated.

"It is truly rewarding to have your peers from around the state recognize the successes we have had in transit here in Lawrence and the University of

Kansas,” said Kaiser. “The best part is that we have so much more yet

to accomplish in our coordination efforts.”

For more on KU on Wheels, visit kuonwheels.ku.edu.

Bowman-James, Grunewald elected fellows of influential science society

American Chemical Society honors profs in second year of fellowships

Two KU faculty members have been elected fellows of the American Chemical Society, an honor given to the most influential and respected chemists in academia, industry and government.

Gary Grunewald, professor of medicinal chemistry, and Kristin-Bowman James, Distinguished Professor of Chemistry, were among the 2010 class of fellows elected by the society. Several other recipients are KU alums or have ties to the university.

This year’s class of fellows is only the second for the organization, the

world’s largest science society.

“Whether it’s making new materials, finding cures for disease or developing energy alternatives, these fellows are scientific leaders, improving our lives through the transforming power of chemistry,” said Joseph S. Francisco, American Chemical Society president. “They are also consummate volunteers who contribute tirelessly to the community and the profession.”

Kristin Bowman-James



Kristin Bowman-James

Bowman-James was nominated by the inorganic chemistry division of the American Chemical Society. She has been a KU faculty member since 1975 and has been involved with the society since 1968. She was the first female chair of KU’s Department of

Chemistry and has received numerous honors throughout her career, including the Kansas Dolph Simons Sr. Award for Research Achievement and the Midwest Award for Research in Chemistry provided by the St. Louis section of the American Chemical Society.

Being selected as a fellow so early in the selection process was an honor she said, considering the thousands of members and contributors to the society.

“I was very honored,” Bowman-James said of being selected. “This is only the second year, so it’s a very prestigious honor to be inducted this early.”

Bowman-James’ research focuses on anions and designing molecules that can recognize and capture anionic species. She is widely recognized for her work in supramolecular chemistry and contributions to development of receptors for anionic species.

She is the director of the Kansas NSF EPSCoR (Experimental Program to Stimulate Competitive Research), a collaborative research project founded by a \$20 million grant from the National Science Foundation. The partnership brings Kansas universities together to focus on global climate change and renewable energy research.

Gary Grunewald



Gary Grunewald

Grunewald joined the KU faculty in 1966 after earning bachelor’s degrees in chemistry and pharmacy at Washington State University and a doctorate from the University of Wisconsin. He has won

numerous awards for his teaching and research while at KU, including the Higuchi/Simons Research Achievement Award for research excellence in biomedical sciences and was an inaugural member of the American Chemical Society Division of Medicinal Chemistry’s hall of fame. Previously he had been named a Fellow of the American Association for the Advancement of Science and of the American Association of Pharmaceutical Scientists. He has also chaired KU’s Department of Medicinal Chemistry and served as Interim Dean of the School of Pharmacy.

“It’s a humbling experience,” Grunewald said of being named a fellow. “Many of the names on the list I recognize and to be included in their company is an honor.”

The medicinal chemistry division of the society nominated Grunewald for the honor. His research focuses on studies of neurotransmitters and drugs that affect them in the central nervous

system. Drug molecules can take many shapes, but presumably only one is needed to be most effective. His research group works to find ways to hold molecules to the desired shape. Recently he has also focused on epinephrine and its role in the central nervous system.

Three KU graduates also were elected fellows. They are:

Michelle Buchanan, associate laboratory director in physical sciences at Oak Ridge National Laboratory, was also among those elected. She earned a bachelor's in chemistry from KU.

Dale Boger of the Scripps Research Institute, a KU grad and former faculty member, was also elected.

Lisa McElwee White, a faculty member at the University of Florida, another recently elected fellow, is also a KU alumna.

Former professor leaves \$2.2 million for psychology faculty, student research

Brehm taught at KU for more than 20 years

A KU professor who pioneered the theory of psychological reactance, also known as “reverse psychology,” has donated \$2.2 million for KU’s Department of Psychology.

Jack Brehm taught full time at KU from 1975 to 1997 and continued working as professor emeritus until he died last year. He left the bulk of his estate to KU Endowment for the psychology department. Brehm’s gifts to KU,

including those made during his lifetime, totaled \$2.2 million — the largest ever made to the psychology department.

“It will allow the department of psychology, particularly the social psychology program, to better support the research efforts of both the faculty and graduate students, and to do it in a way that fills Jack’s vision for building the stature of social

psychology research that happens at KU,” said Ruth Ann Atchley, chair of the Department of Psychology.

Chancellor Bernadette Gray-Little said Brehm is fondly remembered by his colleagues within and outside the psychology department.

“Through his career here, and now through his estate gift, he left an indelible mark on the University of Kansas,” said Gray-Little.

Atchley described Brehm as an innovative researcher who firmly believed emotions could affect human behavior. This was a taboo topic among psychology researchers in the 1950s and '60s, she said.

“Jack was one of the brave souls in the field who had the courage to say, ‘This is important,’” Atchley said. “He kept this alive as part of the conversation of psychology. Today, all the fields of psychology consider the importance of emotion processes.”

Chris Crandall, professor of social psychology, said Brehm’s most innovative work was on reactance — which explains that when in the face of a threat to one’s

freedom, a person will work hard to re-establish it.

“Freedom of choice is a powerful motivator for people,” Crandall said.

The theory also reflected Brehm’s personality, Crandall said.

“In his own life, Jack resisted losses of choice and freedom vigorously.”

Brehm was an excellent adviser and mentor to graduate students and well-liked by faculty members, Crandall said.

“Jack was one of the anchors of our program for years. He was a very loyal person — loyal to his friends, loyal to KU. And in turn, people who were Jack’s friends were

amazingly devoted to him, very deeply committed to him as a person. We loved having Jack as our colleague.”

Brehm grew up in Iowa, served in the U.S. Navy, graduated from Harvard and earned a doctorate at the University of Minnesota. He taught at Yale and Duke before coming to KU.

Although Brehm gained international acclaim for his research, he remained throughout his life a humble man who was a friend to all, said department administrative assistant Cindy Sexton.

“With Jack, there was no faculty/staff divide,” she said. “He didn’t care that I didn’t have a degree after my name.”

Professor profile: Engaging unique students

Pendergrass uses technology, hands-on learning to reach students returning to school

David Pendergrass’ classes don’t follow tradition.

Pendergrass, program associate in the molecular bioscience program at the Edwards

Campus, teaches primarily nontraditional students, and he uses many methods and

technologies somewhat new to the college classroom. In a new KU YouTube video, Pendergrass discusses the unique makeup of his classes, using technology to teach a complex class and his teaching style.

Most of the students in Pendergrass' classroom are returning to school instead of taking classes fresh out of high school. Many have families, have been working for several years and are now furthering their education.

"Generally our students are nontraditional students," Pendergrass said. "The average student is about 26 years old. They really come ready to work, and are very interested in the material. So while we have an atmosphere, I think that is light, in many ways, they take it very seriously and work extremely hard."

Pendergrass doesn't just work with students returning to school or changing careers. He also works with students in the clinical laboratory sciences program at the KU Medical Center, students who take

classes at the Edwards Campus before moving on to the medical center full time. The post-baccalaureate students from KUMC also go through his program. The students are mainly rural or minority Kansans who have been invited to the KU School of Medicine but spend a year at Edwards Campus taking high-level biology classes.

Technology is another tool Pendergrass uses in his classroom. With a microphone and video camera, he records every class and makes it available online. Not only does that make classes available for review, it helps accommodate the busy life of the working student with a family.

The recording allows students to focus primarily on the lecture and interaction, as opposed to furiously taking notes, and also allows them to review the lecture and re-examine any points they may need to spend more time on, he said.

In his classes, such as biochemistry, mammalian physiology, brain dissection and

neurobiology, he says he wants to engage his students in the material. Simply lecturing is not the best way to accomplish this he says.

"They have to come to class prepared. So to do that, I insist that they do these online quizzes. It's just a set of questions, they're not hard, the idea is just to get them into a textbook. I actually ask them to do this in lieu of reading," he said. "I think the key to learning is always actively going after information and repetition. So by getting them to open a textbook and answer some questions... it provides them with a first bit of understanding of the concept we'll be covering."

The understanding they gain prepares the students to further their education or join the workforce, Pendergrass said.

"I push them to work really hard so that when they get out, they're well-prepared and they can enter into the workforce knowing what they're doing," he said. "Every one of my students has either got

into a graduate program or post-graduate degree or they're working. I'm pretty happy about that."

To see the video, visit www.oread.ku.edu/~oread/2010/september/20/stories/profile.shtml.

Scholarship fundraiser to honor Janet Hamburg

A scholarship fundraiser for the Department of Dance will be dedicated to Janet Hamburg, professor of dance and an internationally known movement analyst and lecturer who died Sept. 4.



Janet Hamburg

The "Mad for Dance" scholarship fundraiser takes place Sept. 23 at the Lawrence Arts Center.

The evening will feature dance and musical performances, including

live jazz, singing and piano. Proceeds will support scholarships for students in the dance department.

Several KU faculty, students and alumni will be featured performers. The performers include Chuck Berg, professor of film and media studies and jazz saxophonist; dance faculty Muriel Cohan, Michelle Heffner Hayes, Jerel Hilding (in a duo with pianist Hurst Coffman) and Patrick Suzeau; Deanna Doyle, Kansas City ballet dancer and KU alumna; Leslie Bennett, assistant professor of theatre and vocalist; and Jordan Wright and Matt Rodriguez, both seniors at KU.

Hayley Mac, a rhythm tap dancer, will be a special guest. Mac has a long list of professional stage credits and has also been in several

commercials, film productions and music videos.

"Janet touched the lives of so many at KU and in the community," said Michelle Heffner Hayes, Dance Department chair. "Her dedication and passion for dance at KU transformed the department. This evening will be a celebration and continuation of her legacy."

A cash bar and hors d'oeuvres at 6:30 p.m. will precede the performance at 7:30 p.m. Advance tickets are available for \$20 at the Lawrence Arts Center, 940 New Hampshire St.; by phone, (785) 843-2787; or at www.lawrenceartscenter.org. Tickets will be \$25 the day of the show. Seating is limited, so audience members are encouraged to buy their tickets in advance.

Dance faculty say a memorial celebration of Hamburg's life is under way for later this

semester. Memorial contributions may be made online at www.kuendowment.org/Give

[Now/Give.aspx?FundUId=344](http://www.kuendowment.org/Now/Give.aspx?FundUId=344) to the Janet Hamburg Dance Scholarship in care of KU Endowment.

New associate vice provost to lead recruitment, enrollment efforts

Melvin comes to KU with record of success at previous schools

A university enrollment manager whose recruitment plans netted a double-digit increase in admissions plus improved retention and graduation rates will join KU to oversee recruitment and enrollment.



Matt Melvin

Matt Melvin, currently associate provost for enrollment management at the University of Central Missouri, will begin his duties as associate vice provost for recruitment and enrollment at KU on Oct. 4. Melvin will coordinate and implement strategic enrollment planning initiatives and provide overall leadership and direction for the Recruitment and Enrollment Center in Student Success. The center includes the offices of admissions and financial aid and scholarships, and the University Registrar.

“Student success as measured by retention and graduation is the top priority at KU,” said Marlesa Roney, vice provost for Student Success. “Matt Melvin will play a key role in leading the university’s strategic enrollment initiatives. His proven experience will enable us to more effectively recruit, retain and graduate the best students throughout Kansas, the nation and the world.”

At Central Missouri, Melvin was responsible for achieving and evaluating the strategic enrollment management plan for the university, including undergraduate

admissions, financial aid and scholarships, academic advising, new student orientation, registration and records. He also served as an associate consultant for Noel Levitz, a nationally recognized higher education consulting firm, and has professional experience at Kansas State University, Ohio University and Western Illinois University.

Melvin earned a bachelor's in psychology from Central College in Pella, Iowa, a master's in college student personnel from

Western Illinois University and a doctorate in education with an emphasis in higher education administration and educational leadership from the University of Nebraska-Lincoln.

“The University of Kansas is a great university steeped in academic excellence,” said Melvin. “I look forward to working collaboratively with colleagues within Student Success, as well as across the entire campus, to enhance existing strategies and craft new initiatives to

improve service to current students and to recruit and enroll future KU students.”

Student Success is the university's comprehensive student services organization and provides services and programs that assist students in achieving their academic and personal goals. Student Success provides services and programs through three centers, including recruitment and enrollment, academic and student life, and wellness.



Charles Jones, director of the Kansas Certified Public Manager Program, leads a class. The program, which enhances management skills, is offering new, discounted rates for KU staff.

KU's public managers program offering staff discount rates

The Kansas Certified Public Manager Program, a nationally accredited management program and certification offered through the Public Management Center, is offering a discount for KU staff members interested in taking the course. The program is part of the nationally ranked KU Department of Public Administration.

There is a substantial discount rate for KU staff of \$1,800, which includes books and materials. The standard cost for the program is \$2,200 for state managers and \$2,700 for all other entities. The cost for the program is paid by the participant's sponsoring department.

The curriculum is designed to enhance the skills of high-potential managers with focus on

the competencies needed for dynamic leadership in public service. These core competencies include personal and organizational integrity, managing work, leading people, developing self, public service focus and change leadership. Nearly 1,200 managers from all levels of government and public-oriented organizations have earned the national Certified Public Manager designation from the Kansas program since its inception in 1993.

The program is a 300-hour course that combines in-class sessions and online assignments. The 2011 class will begin in January, and participants will spend two days per month in class with like-minded colleagues and peers who share goals of boosting career potential and expanding their

knowledge of strong public management.

"I am inspired by the leaders that attend the CPM program," said Terri Callahan, program manager. "Their passion, dedication and commitment to public service shines through in the way they manage, the programs they deliver and the people they serve."

As part of the program, participants implement "capstone projects" in their work environments that often result in new innovative approaches, process improvements, revenue generation and/or cost savings for their agencies.

"The world of public service has become very dynamic in light of changing economic, demographic and social conditions. Managers face unprecedented

challenges when it comes to defining and advancing the public good,” said Charles Jones, director of the Public Management Center. “CPM prepares students for these challenges by encouraging intellectual

incisiveness, providing management frameworks, promoting renewed dedication to integrity and public service and through opportunities to network and gain self-confidence.”

For more information about the program and other professional development opportunities, visit kupmc.org or contact Terri Callahan at tcallahan@ku.edu or (785) 296-2353.

United Way seeks to increase participation in 2010-11 campaign

Fundraising goal set at \$285,000

One dollar a week might not sound like much, but it's enough for the American Red Cross' Douglas County chapter to provide a week of groceries to a person displaced from their home by a disaster.

KU and the United Way of Douglas County will kick off their 2010 fundraising campaign soon and are encouraging the university community to give, no matter how small the donation. A dollar per week or \$2 per pay period donation is enough to allow Health Care Access

Clinic to treat 12 patients with an infection or provide five clinic appointment visits. Agencies throughout the county can benefit from any size donation, said Mary Ellen Kondrat, dean of the School of Social Welfare and chair of the KU United Way Committee.

“People who have given in the past have been very generous,” Kondrat said. “Most importantly, we’ve set a goal of increasing the percentage of people who give.”

KU’s goal for this year is to raise \$285,000.

A KU campaign kickoff event will be held Oct. 1 at the Kansas Union. Games, T-shirt giveaways and other events will take place, and information will be available about agencies supported by the United Way. The Douglas County campaign kickoff was held Sept. 9.

Rock Chalk Revue representatives will make a check presentation at the Oct. 14 football game against Kansas State. The annual revue raised

more than \$45,000 for United Way last year.

KU's United Way committee is recruiting office representatives to share information about the campaign.

Employees will also receive mailings with information at their homes soon. Kondrat said the committee is also encouraging people to volunteer for United Way agencies. Both volunteering and financial donations are good ways to show KU

is a good neighbor, especially in a time when many in the community need help, she added.

Employees can make a one-time gift online at unitedwaydgco.org/donate_online.html.

Contributors can also set up a payroll deduction at \$1, \$3, \$5, \$10 per pay period or an amount of their choosing [online](#).

Last year, KU had about a 15 percent participation rate in the

campaign. Organizers hope to raise that to 25 percent.

"We're not the lowest and we're not the highest among Big 12 institutions," Kondrat said of the participation rate, "but I think we can do better."

For more information, visit unitedwaydgco.org or contact Kathy McCurley at 864-3131 or kmccurley@ku.edu.

KU part of group gauging effectiveness of juvenile obesity prevention programs

The Work Group for Community Health and Development is part of a group of research entities that has been awarded a \$23 million grant to study community efforts to prevent childhood obesity.

The National Heart, Lung and Blood Institute has awarded a grant to Battelle Memorial Institute of Columbus, Ohio — with sub-awards to scientific partners at the University of California-Berkley, University of South Carolina and KU — to examine what community interventions lead to

improvements in childhood obesity. The research will draw on a national sample of about 300 communities and 30,000 children. The KU team will lead the community measurement core, developing and assuring quality measures of what communities are doing to prevent childhood obesity.

Rates of childhood obesity are increasing dramatically in the United States. In response, many federal agencies and private

foundations are investing in community efforts to prevent childhood obesity.

But according to Stephen Fawcett, director of the Work Group and the Kansas Health Foundation Professor of Applied Behavioral Science, little is known about what community programs and policies are being implemented and their effects.

"This unprecedented study will help us better understand what works

in community efforts to prevent childhood obesity and under what conditions they work,” he said. “It will yield the largest database of practice- and evidence-based community programs and policies for preventing childhood obesity.”



Stephen Fawcett

The Work Group’s innovative approaches to measuring community programs and policies and analyzing their impact on population-health improvement will be featured in the study. The community measurement core will assure systematic measurement of community efforts to

prevent childhood obesity. The KU team will help conduct analyses of possible associations between community programs and policies and the body mass index of children.

Primary goals of the study are to:

- Identify community programs and policies that help reduce childhood obesity rates to better inform public health practice and policy
- Identify associations between community programs/policies and impacts and outcomes with childhood obesity
- Communicate study results, including information on the most promising community program and policy approaches, using Web-based tools and reports, publications and conferences.

The study is made possible by a funding consortium that includes

multiple institutes within the National Institutes of Health, the U.S. Centers for Disease Control and Prevention, the Robert Wood Johnson Foundation and other private foundations. NHLBI is the lead sponsor, with additional support from NIH’s National Institute of Child Health and Human Development, National Cancer Institute, National Institute of Diabetes and Digestive and Kidney Diseases and the Office of Behavioral and Social Sciences Research.

The Work Group is one of 13 centers of the Life Span Institute, one of the largest research and development programs in the nation for the translation of scientific discovery to benefit health and human development.

For more information, go to communityhealth.ku.edu

Tarr, Hamera earn Kemper fellowships at KU Medical Center

KU has presented the last two Kemper Fellowships for Teaching Excellence of 2010 to professors at KU Medical Center.

The \$7,500 fellowships were awarded to Merrill Tarr and Edna Hamera. Tarr is a professor of molecular and integrative physiology at the School of Medicine, and Hamera is an associate professor with the School of Nursing.

The Kemper Fellowships recognize outstanding teachers and advisers at KU and are determined by a seven-member selection committee. The William T. Kemper Foundation and KU Endowment provide funding for the award. More than \$1.2 million has been awarded in the past 15 years.

The William T. Kemper Foundation was

established in 1989 after the death of the Kansas City, Mo., banking executive and civic leader. The foundation supports Midwest communities and concentrates on initiatives in education, health and human services, civic improvements and the arts.

Tarr has been with the School of Medicine for 41 years. Along with teaching, Tarr is also the director of medical education for molecular and integrative physiology. He also helps run the newly integrated cardiopulmonary and renal-endocrine modules.

In the laboratory, Tarr's research focuses on electrophysiological and contractile properties of heart tissue. Currently, he is investigating the effects highly reactive

oxygen species and/or free radicals have on ionic currents that generate electrical activity in single heart cells.

Tarr received the Bohan Teaching Award last year.

Hamera has been with the School of Nursing for 35 years. She expands her traditional teaching role by including several Web-based graduate courses. She also practices at an indigent clinic and mental health center as an advanced practice nurse.

Hamera's research examines better ways to provide individuals with schizophrenia the training needed to successfully negotiate complex environments.

She was presented with the American Psychiatric Nurses

Association

Distinguished Service
Award in 2008.

KU Medical Center experts to expand technology training for reaching rural patients

Already pioneers in the field of telemedicine, experts at the KU Medical Center now will teach more doctors, nurses and other health professionals how to use remote technology to care for rural patients.

With \$980,000 in federal funding recently awarded by the U.S. Department of Health and Human Services, the Medical Center will work with the University of Missouri and the University of Oklahoma to create the Heartland Telehealth Resource Center. The new center will help health providers throughout the region better understand what KU Medical Center has been demonstrating for nearly 20 years: Patients in hard-to-reach, rural

areas receive high-quality care using videoconference technologies to “visit” faraway doctors.

“Almost any tool a health professional would normally use can be used through telemedicine,” said Ryan Spaulding, director of the Center for Telemedicine and Telehealth at KU Medical Center and the principal investigator for the grant. “Doctors are able to listen to patients’ hearts with stethoscopes, look in their ears with otoscopes, and check their skin with dermoscopes.”

KU Medical Center started its telehealth programs in 1991 and has since held consultations with tens

of thousands of patients. It is one of the first such programs in the country and includes the first known school-based telemedicine program for children. The grant to create a Heartland Telehealth Resource Center, Spaulding said, is a result of KU Medical Center’s success in creating telehealth programs. “We have been a leader in this area of health care, and HHS believes in our ability to show others how it works.”

The Heartland Telehealth Resource Center will combine expertise from KU Medical Center’s Center for Telemedicine and Telehealth, the Missouri Telehealth Network at the University of Missouri School of

Medicine and the Oklahoma Center for Telemedicine at the University of Oklahoma Health Sciences Center.

Each of the three institutions has unique strengths in telemedicine. In addition to being one of the nation's earliest programs, the KU Center for Telemedicine and Telehealth has particular expertise in telehealth research, especially cost-benefit analysis. The Missouri program has a strong track record in adult clinical care, distance education and telehealth policy involvement. The Oklahoma Center for Telemedicine has an extensive background with store-and-forward telemedicine and interactive consultation, particularly for Native American and pediatric populations. Overall, these institutions offer

telehealth expertise that few regions can match.

Together, Kansas, Missouri and Oklahoma are on an urgent mission to provide greater telehealth resources for one simple reason: nearly 90 percent of all counties in the three states are rural. As a result, consumers have limited access to services, there's a shortage of physicians, health care organizations face financial constraints and, because of limited health education, poor lifestyle choices create greater health-care needs. Telehealth can help solve these problems.

"While the Kansas, Missouri and Oklahoma telemedicine programs are all robust and active, there are still significant gaps in coverage in each state that the HTRC will target and address," Spaulding said.

Among other things, the center will provide technical assistance and resources to new telehealth programs, use new social media tools such as Facebook to provide resources to patients and professionals and test other marketing strategies to drive consumer demand for telehealth services.

"Patients were early adopters – they know that a telehealth visit is much easier than driving several hours to get care," Spaulding said. "Doctors have been slower to take advantage of the technology. We want to test whether increasing patient demand will increase doctors' willingness to embrace this method of providing care."

For more information, see kumc.edu/telemedicine/.

Study: Doctors key in helping women maintain exercise during pregnancy

A simple follow-up from an obstetrician could be an easy and effective way to encourage pregnant women to keep to an exercise routine during pregnancy, according to a recent study from the School of Medicine–Wichita.

Of the more than 140 women surveyed, nearly 14 percent said doctors and nurses can help them stay with an exercise program by simply asking about it at each visit. Twelve percent of women said encouragement would help, and 9.6 percent said they would like a specific exercise plan from their doctors.

Women reported a decrease in exercise as their pregnancies progressed, citing physical discomfort, fatigue, or vacation.

The maternal and fetal benefits of exercise during pregnancy have been well documented but few studies have addressed the adherence to exercise guidelines or why women are not able to meet minimum exercise recommendations. The purpose of the study was to learn about pregnant women’s exercise habits, motivations and barriers in order to better counsel women during prenatal and postpartum care.

“Women were asked what health care providers could do to help them stay active during pregnancy. The most common response was to simply ask them about their exercise each visit,” said Pamela J. Rizza, a fourth-year medical student at the School of Medicine–Wichita at the time of the study and one of its authors. “This would serve as a reminder as well as a motivator to the patient and send the message that health care providers believe exercise during pregnancy is important to maximize positive maternal-fetal outcomes.”

Dole Leadership Prize to go to World War II women pilots

The 2010 Dole Leadership Prize will be presented to the Women Airforce Service Pilots, known as WASP, of World War II on Oct. 3 at the New Century AirCenter, Heart of America Wing near Olathe. More than 1,000 women served in WASP in World War II. They

were the first women to serve as pilots and fly military aircraft for the U.S. Army Air Forces, and they flew more than 60 million miles.

“The WASP played a critical, and, until fairly recently, unheralded role in World War II,” said Bill Lacy, director of the

Dole Institute. “It is fitting that our first group award of the Dole Leadership Prize should be part of the Greatest Generation.”

The event will begin with family activities at 1 p.m., including a display of historic aircraft and free

refreshments. The program will begin at 2 p.m., where three WASP — Bernice Haydu, Dawn Seymour and Jean McCreery — and Katherine Landdeck, professor of history at Texas Woman's University, will be interviewed by Lacy.

Between 1942 and 1944, at the height of World War II, more than 1,000 women left homes and jobs for the opportunity of a lifetime — to become the first women in history to fly for the U.S. military. They volunteered as civilian pilots in an experimental Army Air Corps program to see if women could serve as pilots and relieve men for overseas duty. Originally, 25,000 women applied to the program; 1,830 were accepted and 1,074 graduated from training. These women became the Women Airforce Service Pilots of World War II, better known as the WASP. Under the leadership of Jacqueline Cochran, Nancy Harkness Love and Gen. Henry "Hap" Arnold, the WASP succeeded beyond all expectations.

The WASP were originally stationed at

the Howard Hughes Municipal Airport in Houston, Texas, but were transferred to Avenger Field in Sweetwater, Texas, in 1943. They received seven months of training, the same as male cadets. The WASP were then stationed at 120 Army air bases across the United States, where they flew 78 types of aircraft, every aircraft the Army Air Corps flew, including the B-29. However, in 1944, with more than 900 women on duty, the WASP were deactivated because of military budget cuts.

Between 1944 and 1977, WASP, along with other supporters and state representatives, worked to have their service be officially recognized and no longer classified as "civilian." In 1977, a bill officially declared the WASP as "having served on active duty in the Armed Forces of the United States for purposes of laws administered by the Veterans Administration." In 1984, each pilot was awarded the World War II Victory Medal, and those who served for more than one year were

also given the American Theater Ribbon and American Campaign Medal.

On July 1, 2009, President Barack Obama signed the bill that would lead Congress to award WASP the Congressional Gold Medal. The WASP received the medal on March 10 2010 at a ceremony in Washington, D.C.

The Dole Leadership Prize is a \$25,000 prize that is awarded annually to an individual or group whose public service inspires others. This year's cash award will be given to Texas Woman's University to enhance the online availability of the WASP collection. Texas Woman's University is home to the WASP national archives and is an integral facilitator of the WASP legacy.

WASP are the first group to receive the Dole Leadership Prize. Previous winners include former U.S. Secretary of Health and Human Services Donna Shalala, former New York Mayor Rudolph Giuliani, former U.S. Sens. Howard Baker and

George McGovern,
former Polish President
Lech Walesa,
Congressman John
Lewis and former
President George H.W.
Bush.

The program is free and
open to the public.
Parking at the New
Century AirCenter is
also free. For more
information on the Dole
Institute of Politics or

the Dole Leadership
Prize, visit
doleinstitute.org.