



### ESS STUDENTS CONSULT FOR THE SAN DIEGO SEALIONS

By Jordan Ferrick

During the Spring 2015 quarter, Dr. Mark Orlando brought on eleven UCSB students to assist in consultation with the San Diego SeaLions, a semi-professional women's soccer team. The SeaLions are looking to become a member of the National Women's Soccer League (NWSL), a professional league that currently hosts nine clubs across the country.

The interns worked on a pitch to the NWSL to explain why the SeaLions are an ideal fit to be the league's tenth member. To complete this task, they were split into three groups to address San Diego's social, intercultural, and economic qualities.

This internship provided students with an experience similar to that of marketing positions in the sports management industry.

According to Irving Alvisurez, this was a challenging task because he had to be creative while conducting research, as there is not much data on professional women's soccer. Sabrina Callahan attributed that she learned practical skills necessary to thrive in this field, such as working with a group, time management, and market research.

The contrasting data showed the interns how the importance of consumption, spectating, and participating of sport directly impacts the popularity of a sport in geographical locations.



*Interns pictured (from left to right):* Diana Ramos, Irving Alvisurez, Sabrina Callahan, Garrett Blackman, Katherine Wichner, and Jordan Ferrick. *Not pictured:* Parker Bovenberg, Angela Huynh, Samira Khalil, Grant Kim, and Jared Rassler

### FACULTY SPOTLIGHT WITH AMY JAMIESON

By DeJanee Moore & Nicole Soto



For the past nineteen years, Amy Jamieson has been an Exercise & Sport Studies lecturer and a student advisor for the ESS certificate program at UCSB. In addition, she is also the chair of UCSB's Wellness Committee, where she oversees the Wellness and Fitness Institute and aids students in finding and pursuing internships in the health and wellness field.

A Gaucho alumna, Jamieson majored in Film and Media Studies, and also minored in Exercise & Sport Studies. While minoring in ESS, she developed a passion for fitness and health, as well as a never-ending desire to further her education and increase her knowledge of the industry. She continued her education by completing her Masters of Science in Exercise and Health Science at California University of Pennsylvania.

As a Health and Wellness lecturer and advisor of ESS certification programs, Jamieson teaches courses in managing stress, maintaining a healthy diet, monitoring sleep patterns and other methods to positively impact one's health and everyday life.

Just as she was inspired by her instructors, Jamieson's goal as a lecturer is to pass this enthusiasm on to her students.

She believes that "teaching is the ultimate reward," and she loves to see her students moved by the subject. Jamieson is proud to say that many of her students have graduated and pursued additional education and professions in the health, fitness and wellness industries. Her former students have pursued careers such as physical trainers, personal trainers, doctors, and nurses. In addition, many work in the corporate fitness industry and several have even opened up their own fitness centers.

Jamieson believes that the health and wellness field is expanding at a rapid rate, and we are at a point in time where health and fitness are becoming core values in our society. Her advice for those pursuing a career in health and wellness is to stay up-to-date on current research and trends, and to be open to the many opportunities that the industry offers.

## ESS DEPARTMENT PARTICIPATES IN RELAY FOR LIFE

By Jordan Ferrick

The ESS Marketing Team participated in the Relay For Life event hosted by UCSB on May 29, 2015. Nearly every member of our department has been affected by cancer in some way, so we decided to create a team, raise money, and take part in the event.

Over the course of the eighteen-hour relay, Dr. Mark Orlando and the ESS interns took turns walking or running around the track to raise awareness regarding the American Cancer Society's movement to end cancer. Many of the ESS interns also camped out overnight to ensure that at least one member of our team was always on the track.

This was the ESS department's first year of involvement with Relay For Life, and we were able to surpass our goal of \$500 by raising \$640 in less than a month.

Despite the limited time to fundraise, we placed seventh for most money out of the 36 total teams.

As ESS intern Nicole Soto expressed, "This event was eye-opening. Seeing the cancer survivors have the courage to speak in front of the participants made me realize that something as small as donating or running for a loved one has the power to truly help someone in need."

The ESS Marketing team plans on making this an annual event. Not only are we raising money for a good cause, we feel that this is a great way to expand our brand awareness across our campus community.

Dr. Orlando stated, "This was a tremendous opportunity for our students to experience the meaning of our commitment to public service with purpose and leadership for the well-being of all."



ESS intern Caley Thomas handcrafted ESS t-shirts for the entire team and Ole', UCSB's mascot.

*UCSB had 36 teams represented and 364 participants that raised \$15, 254.27.*

## FACULTY ADVICE: CHOOSE YOUR ATTITUDE

By Rod Tucknott



World famous Pikes Place Fish Market is up in Seattle, WA right in the center of the public market. Anyone who has seen them in action will quickly realize they do it a bit differently. They appear to be having fun, fully engaging customers, making people's day, and have genuinely great attitudes. Its almost hard to believe when you consider that they get up at 5:45, commute through the perpetual drizzle, shovel ice, and handle fish all day (which I can only imagine leaves them with a very special kind of stench).

They say that one of their strategies for their outstanding success is "choosing your attitude." But seriously, can you really choose your attitude? What if you are really a glass is half empty kind of person? Isn't everybody a bit different and so what works for one person may not work for another? Yep, but here are a number of strategies that work for most.

Personally, I believe (as do the fish folks at Pikes Place) you can absolutely choose your attitude. It may not be that simple though. When bad things happen, I get it. You might feel mad, sad, hurt, etc. etc. I'm not saying to ignore these very real feelings and reactions. I am saying feel them and then let them go. For me, a huge part of choosing my attitude is choosing what I stay focused on. I don't like to hold onto the anger, irritation, etc. A big part of "letting go" is realizing that there is much that we cannot change. What happened, well, happened. Can't change that. It is what it is. One strategy that works well here is to simply put things into perspective.

I often watch people get all wound up over mistakes, inefficiencies, and misc. problems that pop up. Sure it can be very irritating, but again, let's put it into perspective. Is anyone getting hurt or suffering? No? Then let's take a deep breath, move on and constructively problem solve. Unless you are doing brain surgery, don't sweat the small stuff.

What you look for you will find. The human brain isn't capable of being consciously aware of everything that happens around us. Youtube/Google "The Invisible Gorilla" or the "Monkey Business Illusion." Most people will only see what they are looking for and completely miss a person in a Gorilla suit walk through a scene. So what are you looking for? Are you looking for the positive in people and situations around you or the negative? If you look for what your friends/ co-workers are doing well, you'll find it. If you look for how they are blowing it, you'll find that too.

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## WHERE ARE THEY NOW? ALUMNI ARMEN ZARKARIAN

By Nicole Soto



The Exercise & Sport Studies Department consists of faculty that provide a wide-reaching network of opportunities. For our second spotlight, we talked to UCSB alumnus, Armen Zakarian. Zakarian graduated from UCSB in 2007 as a Communication major and an ESS minor with an emphasis on Athletic Coaching. He also played for UCSB's Men's Volleyball team. Armen now coaches for UC Irvine's Men's Volleyball team. We had an opportunity to sit down with Armen and ask him a little bit about his incredible journey from being a Gaucho to leading his team to the 2015 NCAA Men's Volleyball tournament.

**Q: How did you hear about the Exercise & Sports Studies minor?**

**Armen:** I transferred to UCSB in 2005, and I was unsure of what to major in. I ended up choosing Communication, but I was also interested in sports. Several of my volleyball teammates told me about the ESS program, and after taking a few of these courses, I knew that this was what I wanted to pursue a career in. I found that the information presented in these courses was applicable to many different career options, whether it be coaching, working with a professional sports team, or even professions not in the sports field. Every course was unique for each individual's career goals.

During my two years at UCSB, I took as many ESS courses as I could. Courses such as physiology, technical analysis, technical football, sports sociology, first aid, sports psychology, sports management, and applied kinesiology all really helped me jumpstart my career. I also found that students from SBCC were coming over to UCSB just to take the physiology course.

**Q: What influenced you to obtain the ESS Minor?**

**Armen:** I went into college with the mindset of focusing my studies on what I was most interested in, and exploring them with an open mind. When I was introduced to the ESS minor, I viewed it as the perfect opportunity to pursue the two subjects I was most passionate about; sport pedagogy and a more scientific look at human movement.

The ESS minor gave me that opportunity. It was the perfect blend to all of the rigorous upper division classes I was also taking toward my major. I loved the passion displayed from all of my teachers. ESS lecturers, John Spaventa, Al Ferrer, and Jim Romeo, were great influences on me, as were Ken Preston and Kathy Gregory, the two volleyball coaches working at UCSB at the time. I believe in the need for great mentors, both in school and professional life, and ESS provided me with high quality individuals to fill those roles.

**Q: How did the Exercise & Sports Studies program help you prepare for Graduate School?**

**Armen:** The ESS courses I took at UCSB helped me get into the Masters of Kinesiology program at Sacramento State. When admissions decisions came out, I was originally denied by Sac State, because I majored in communication, and the school preferred students that majored in Kinesiology. However, after talking to admissions and showing them my transcripts, they realized that all of the ESS courses I took were relevant to the requirements of their Kinesiology program. The admissions department allowed me to take the remaining two undergraduate courses needed to be accepted to the program, and because I excelled, they admitted me into the program. Looking back, I never would have been able to attend Sac State had I not minored in ESS. ESS courses were the ones that helped me jumpstart my career.

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This 8-week course will cover the world of health coaching through lecture and implementation of skills through hands-on lab sections in the cutting edge Wellness Center. Sign up at [recreation.ucsb.edu](http://recreation.ucsb.edu) or call the cashier at 893-3738.

# CHOOSE YOUR ATTITUDE

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Another strategy which helps me choose my attitude is to set myself up for success by surrounding myself with other positive like personalities. You have heard that misery likes company. I absolutely believe that attitudes are contagious. On the other hand, hang out with a couple of folks laughing like crazy and you'll likely end up ROTFL right along with them and not even know why they are laughing! That energy is just plain contagious. When you constantly receive positive input, it is much easier to build on that kind of energy.

My partner finds a great way to choose her attitude by "changing the venue." When she is upset and can't seem to easily shake it, she will often find success by literally changing her surroundings.

She will go for a walk, take a drive, switch the music, adjust the lighting, start cooking, or any number of methods to change what she is doing and her environment. So I don't think there is any groundbreaking information in this article. It is good, however, to be reminded that "the glass is really 90% full, but when we focus on that 10%, the glass only looks half full (Willie Brown, Executive Director Housing & Residential Services)."

I would love to hear how you Choose Your Attitude. I believe the "biggest room in my house is the room for improvement" and would look forward to reading your posts and responses at [facebook.com/UCSBESS](https://www.facebook.com/UCSBESS).

## Department Faculty

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*Sport Management*

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[linkedin/groups](https://www.linkedin.com/groups)

## CERTIFICATES IN EXERCISE & SPORT STUDIES

### Health & Wellness | Fitness Programs

Advisor: Amy Jamieson

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### Sport Management

Advisor: Jon Spaventa

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### HEALTH and WELLNESS

#### Required Preparatory Courses:

- ES 1 - Activity Courses (choose two)

#### Required Interdisciplinary Course:

- ED 191 Health and Wellness

#### Required ESS Courses:

- ESS 2 Substance Abuse
- ESS 3 Nutrition for Health
- ESS 4A Life Fitness
- ESS 9 Principles of Health Promotion
- ESS 131 Sport & Exercise Psychology
- ESS 150 Care and Prevention of Athletic Injuries

#### Certification Preparatory Course:

- ACE Health Coach Certification Prep Course

#### Internship:

- ESS 193 Internship in Exercise Science, Physical Education, and Sport

### SPORT MANAGEMENT

#### Required Interdisciplinary Courses:

- 1) Choose One
  - ECON 3A Financial Accounting
  - ESS 100 Research & Inquiry
- 2) Choose One
  - COMM 1, SOC 1, PYSCH 1
- 3) Choose One
  - COMM 87, PSTAT 5A, PSTAT 5E, PSTAT 5S, PSYCH 5, COMM 87, HS AP STATS

#### Required ESS Courses:

- ESS 130 Sport Administration
- ESS 131 Sport and Exercise Psychology
- ESS 140 Sport Management
- ESS 160 Current Issues in Sport Management

#### Internship:

- ESS 193 Internship in Exercise Science, Physical Education, and Sport

### GROUP FITNESS

#### Required Preparatory Courses:

- ES 1 - 10 Aerobic & Fitness Instruction A, B, C
- ES 1 - 12 Indoor Cycling

#### Required ESS Courses:

- ESS 3 Nutrition for Health
- ESS 4A Life Fitness
- ESS 9 Principles of Health Promotion
- ESS 131 Sport & Exercise Psychology
- ESS 150 Care and Prevention of Athletic Injuries

#### Certification Preparatory Course:

- Schwinn Indoor Cycling Certification

#### Internship:

- ESS 193 Internship in Exercise Science, Physical Education, and Sport

### PERSONAL TRAINING

#### Required Preparatory Courses:

- ES 1 - 43 Weight Training A, B

#### Required ESS Courses:

- ESS 3 Nutrition for Health
- ESS 4A Life Fitness
- ESS 9 Principles of Health Promotion
- ESS 131 Sport & Exercise Psychology
- ESS 150 Care and Prevention of Athletic Injuries

#### Certification Preparatory Course:

- NASM Personal Trainer Certification Prep Course

#### Internship:

- ESS 193 Internship in Exercise Science, Physical Education, and Sport