



presents

The 28th Anderson Sport Performance Lecture

With

Julie Bell, Ph.D.

Founder and President
The Mind of a Champion

**“Performance Intelligence: The 5 Essentials to
Developing the Mind of a Champion”**

Wednesday, March 3, 2010 – 12:00 Noon

Lone Star Auditorium, MAC

Free and open to the public Call 272-3288 for more
information

www.uta.edu/coed/kinesiology/events/anderson/

The Anderson Sport Performance Lecture

Overview:

The curriculum of the Department of Kinesiology includes the study and practice of sport. It is clearly understood that sport is a significant element of our culture and that it is conducted in a variety of settings and for a variety of purposes. Therefore, this lecture is established to provide all interested individuals an opportunity to broaden their understanding of this culture phenomenon.

Purposes:

1. This activity is designed to supplement the department’s educational mission through presentations and interactions with significant professionals from various areas of the sport culture.
2. This activity is designed to recognize significant professionals from the area who are making contributions to our sport culture and can provide different perspectives relative to sport performance.
3. This activity is designed to develop more interaction with sport enterprise outside the department and the university.

Previous Anderson Sport Performance Lectures:

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| 1st | Fall | 1996 | Mr. Mark Holtz, B.A., Texas Rangers Major League Baseball Club Television Play by Play Announcer, Arlington, TX, “The Media Perspective in Sport” |
| 2nd | Spring | 1997 | Dr. David Cook, President of Mental Advantage, Inc., Fort Worth, TX, “The Mindset of a Champion” |
| 3rd | Fall | 1997 | Dr. Don G. Kyle, Department of History, The University of Texas at Arlington, “The Pentathlon at the Ancient Greek Olympics: Performance and Problems” |
| 4th | Spring | 1998 | Dr. Abu B. Yilla, Department of Kinesiology, The University of Texas at Arlington, “The Development of the Lightweight Wheelchair” |

5th	Fall	1999	Dr. William P. Morgan, University of Wisconsin-Madison, "The Role of Hypnosis in Exercise and Sport Science"			Productions, Senior Vice President of Public Affairs for PlainsCapital Corporation, "Sports and Ratings: Show Me the Money"	
6th	Spring	1999	Dr. Mark A. Thompson, University of Kansas, "Finding the Good: Psychological Skills for Coping in Sport and Life"	18 th	Spring	2005	Dr. Kathleen S. Porter, Lecturer and Undergraduate Advisor Department of English, The University of Texas at Arlington "Baseball Babes: The Roles of Women in Baseball Film"
7th	Fall	1999	Dr. Peter G. Snell, The University of Texas Southwestern Medical Center, "Watching Sports Rather than Playing: A Challenge for Physical Education in the New Millennium"	19 th	Fall	2005	Mr. Brad Mayne, B.S., Health, Physical Education & Recreation, University of Utah, President/CEO, American Airlines Center, "Revenue Sources in Major Arenas: Following the Money"
8th	Spring	2000	Dr. David H. Arnott, Dallas Baptist University, "Corporate Cults: Supply and Demand in Professional Sports"	20 th	Spring	2006	Dr. Daniel A. Nathan, Associate Professor, American Studies, Skidmore College, Saratoga Springs, New York, "Nothing Ever Matters, Apart From Football: American Sports Fandom, Civic Identity, and the Politics of Belonging"
9th	Fall	2000	Mr. Eric Nadel, B.A., Texas Rangers Major League Baseball Club, Radio Play by Play Announcer, Arlington, TX, "The Professional Athlete and Society: His Relationship with the Fans and the Media"	21 st	Fall	2006	Dr. James C. Sterling, (M.D.) Physical Medicine and Rehabilitation, Dallas Orthopedic Center, Team Physician, US Olympic Sports Medicine, "The Olympic Experience: Torino 2006 Winter Games",
10th	Spring	2001	Dr. Dale G. Pease, University of Houston, "Threat or Challenge: Your Approach to Competition?"	22 nd	Spring	2007	Mr. Randy Snow, President, NO "XQs," Inc., Bachelor in Business Administration, 1986, The University of Texas at Arlington, 1984, Paralympian Gold Medalist, Three time medalist , First Paralympian inducted in Olympic Hall of Fame (2004), "Life is a Competition: An Athletic Approach to Goal Achievement"
11th	Fall	2001	Mr. Brad Mayne, B.S., President & CEO of Center Operating Co., "The American Airlines Center Project: A Public-Private Partnership"	23 rd	Fall	2007	Mr. Talmage Boston, J.D., Author 1939: Baseball's Tipping Point" foreword by John Grisham Media Member, Texas Baseball Hall of Fame, 2003-2007 Texas Monthly Magazine "Texas Super Lawyer", "Why Heroes Still Matter"
12th	Spring	2002	Dr. Jan Suffolk Todd, The University of Texas at Austin, "Ironmaidens: An Illustrated History of Women & Strength Training"	24 th	Spring	2008	Dr. Dale P. Mood, Ph.D., Professor, Department of Integrative Physiology, University of Colorado. "The Science of Learning Sport Science"
13th	Fall	2002	Dr. James R Morrow, University of North Texas, "Health of Hispanic Youth in Texas: Participation and Training in Health"	25 th	Fall	2008	Mr. Trey Hillman, B.A. , Manager, Kansas City Royals Baseball Club, Bachelor of Arts in Kinesiology, 1991, The University of Texas at Arlington, "Leadership Journey through Baseball"
14th	Spring	2003	Dr. Craig A Depken II, Department of Economics, The University of Texas at Arlington, "The Economics of Sports Arenas: A Property Rights Approach"				
15th	Fall	2003	Mr. Kevin G. Abelbeck, B.A., President, InfoTech, Las Vegas, NV, "The Evolution and Design of Fitness Equipment"				
16th	Spring	2004	Dr. Don G. Kyle, Department of History, The University of Texas at Arlington, "Ancient Olympics and Their Relevance for the Modern Olympics"				
17 th	Fall	2004	Mr. Scott Murray, B.S., NBC5 Sports Director/ Anchor, 1980 - 2003, President/ CEO of Scott Murray				

DR. EUGENE W. ANDERSON (1932-1997)

Dr. Eugene W. Anderson was Professor and Chair of the Department of Exercise, Sport and Health Studies at The University of Texas at Arlington from 1978-1994. At the time of his death, Dr. Anderson was in the cherished position of a modified service-retired Professor (50% employment) in his 19th year in our Exercise, Sport and Health Studies department. His professional career of over 40 years included service as an assistant vice-president for academic affairs, university department chair, college coach, high school instructor and high school coach.

Eugene W. Anderson received his Bachelor of Science in Physical Education in 1954 and the Master of Science in 1959 from Fort Hays State University in Kansas. He received the Doctorate in Education in Physical Education from Arizona State University in Tempe, Arizona in 1970.

Dr. Anderson's Sport Performance career began with the Kinsley, Kansas Coyotes where he participated in four years each of football, basketball and track. He continued in the athletic world at Fort Hays State University by participating in football (one year), basketball and track where he finished fourth in the high jump at the NAIA National Meet. After serving two years in the United States Army in Fort Bliss, Texas, Dr. Anderson taught history, health, drivers' education, boys and girls physical education and coached the Wildcats in Hanover, Kansas. He then was a high school instructor of history and coached football, basketball and track for two years in Hays, Kansas. Upon the completion of his Masters' Degree, he was employed at Olivet College in Olivet, Michigan from 1960-64 as an assistant professor of physical education and assistant football coach, head basketball coach and golf coach. He then became an assistant professor of physical education and basketball coach at Chico State College in Chico, California (1964-

68). In 1968, Dr. Anderson became Chair of the Physical Education Program and subsequently in 1972, Professor and Chair of the Division of Health, Physical Education and Athletics at Southwest State University in Marshall, Minnesota. In 1977-78, he was the Assistant Vice President for Academic Affairs at the same institution.

Dr. Anderson was very prominent in the development of our current Exercise, Sport and Health Studies academic program. During his tenure at UTA, the Health Education and Dance minors were developed. The Bachelor of Science in Exercise Science degree was started for students in the Allied Health Sciences. The physical education-athletic coaching degrees, along with certification for teaching K-12 were shaped and refined. Dr. Anderson's expertise and appreciation for science in sport and performance created the popular Biophysical Principles of Human Movement class (now KINE 1400 Introduction to Exercise Science--there are currently two lecture and seven laboratory sections per semester). His understanding of the acquisition of motor skills dramatically influenced the pedagogy curriculum. His experiences in sport and coaching directly impacted the departmental performance curriculum. Perhaps Dr. Anderson's most intense interest, in addition to curriculum, was in how the curriculum affected facility development. In the 1981-85 academic years, he gave numerous hours to the planning of an educational facility for our Department of Kinesiology academic unit. The facilities' blueprint included numerous laboratories, classrooms, learning centers, student, faculty and activity areas that would have provided an educational setting that would be comparable to the academic program he helped create. The facilities' plans continue to be a model for our departmental future.

Julie Bell, Ph.D.

<http://www.uta.edu/coed/kinesiology/>

Julie Bell, PhD is the founder and President of The Mind of a Champion, a coaching firm in Dallas, TX. The Mind of a Champion (MOC) is focused on working with organizations that seek to improve their Performance Intelligence. Dr. Julie Bell received her Bachelor's degree in Psychology from Oklahoma State University and a Master's and Doctorate of Sport Psychology from the University of Virginia where she studied under Dr. Bob Rotella. Dr. Bell and the MOC team have worked with teams and individuals across the country to improve personal performance and make an impact on the entire organization.

Dr. Julie focuses on taking the core principles of sport psychology and transferring them to the athletic playing field as well as the corporate playing field. Her proprietary methodology of training Performance Intelligence reaches audiences at all levels of the team. At its core, Performance Intelligence is an indicator of how well you can perform when it counts. Her book, Performance Intelligence at Work: The 5 Essentials to Achieve the Mind of a Champion was released by McGraw Hill summer of 2009.

Performance Intelligence is comprised of five attributes: Confidence, Focus, Self-Discipline, Competitiveness and a Winning Game Plan. The aptitude and intersection of these five attributes is your Performance Intelligence – your ability to performance your best when it counts regardless of the circumstances.

The impact of her keynote presentations often lead to opportunities to dig deeper into the health of the organization relative to Performance Intelligence. Be it through Bootcamps, Advances or on-line Performance Training Centers, Dr Julie is able to reinforce the concepts of Performance Intelligence as integrated into the ethos of the organization.

Dr. Julie Bell lives in Dallas, TX with her husband and three children.

Previous Anderson Sport Performance Lectures:

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| 26th Spring | 2009 | Ms. Jody Conradt, M.S., Women's Basketball Coach, The University of Texas at Austin (1976 – 2007), 900 wins: 38 years of college coaching #2 winningst coach in basketball at time of retirement, "Leadership Through Sports" |
| 27th Fall | 2009 | Mr. Stephen Bardo, ESPN College Basketball Analyst "Transferring Leadership Off the Court" |

Please welcome Dr. Bell today as our 28th Anderson Sport Performance Lecturer. There will be a time of question and answers at the end the presentation.