



May 31-June 4, 2011
Denver, Colorado USA

ACSM today

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Exercise is Medicine® Journeys Around the World



Though the Exercise is Medicine (EIM) initiative started in the U.S., physical inactivity and chronic disease are problems that plague all parts of the world. The Inaugural World Congress on Exercise is Medicine in 2010 called on representatives from more than 60 countries to discuss the importance of physical activity to their people and officially launched EIM as a global initiative.

In the past year, EIM has truly taken hold around the world. The initiative now boasts a global network of 27 national task forces and six Regional Centers. The Regional Centers are governed by regional task forces that are comprised of representatives from all national task forces in their area.

The centers support operations and develop new task forces in their region. Regional Centers currently exist in:

- North America (Indianapolis, IN)
- Latin America (Bogota, Columbia)
- Australia (Brisbane, Australia)
- Europe (Germany)
- Africa (Johannesburg, South Africa)
- Asia

EIM's Global Growth

EIM has successfully developed national task forces in 27 countries around the world, and new countries are expressing interest each day.

EIM receives support from Coca-Cola, Anytime Fitness, Merck, United Health Foundation and EA SPORTS Active.

Don't Miss Colorado Governor John Hickenlooper Today at the Hyatt Regency from 4:30-5PM!

DAILY CALENDAR TUESDAY MAY 31, 2011

- 9AM-8PM
Meeting Registration, Convention Center
- 1:45-2:45PM
World Congress on Exercise is Medicine Opening Keynote - Hyatt Regency
- 3PM-5PM
World Congress on Exercise is Medicine Sessions - Hyatt Regency
- 6PM-7PM
Community Walk – Leaving from the Hyatt Lobby
- 6PM-9PM
World Congress on Exercise is Medicine Opening Ceremony and Showcase – Hyatt Regency (Showcase – 6PM; opening ceremony begins at 7PM following the community walk)



**Visit our mobile site for the latest information:
m.acsmannualmeeting.org**

Visit the ACSM Member Service Center for your chance to win a prize out of the Treasure Chest!



EXCITING PRIZES such as VISA Gift Cards, Free ACSM Memberships, Free ACSM Meeting Registrations and many NEW ACSM items!

New Sessions Added

Wednesday, June 1

3:15-4:05PM

Room 503

NCATS: The New Face of NIH Support for Translational Research and its Impact on Exercise Science

Thursday, June 2

1:00-1:50PM

Room 507

EMR-Based Software Exercise Prescription Tools for the Clinician

4:25-5:15PM

Room 110

A Major Step Forward: The National Center for Health and Safety in Youth Sports - Announcement

Friday, June 3

12:00-12:50PM

Room: 203

Advocacy 101

Wolffe Lecture Highlights Role of Exercise in Diabetes, Obesity



Juleen R Zierath, Ph.D.

Institutet in Stockholm, is a leading expert on how exercise induces molecular signaling to result in normalization of carbohydrate metabolism and insulin action. Dr. Zierath has published 145 peer-reviewed original articles and 50 review articles.

Dr. Zierath's speech, "Health Promoting Effects of Exercise in Diabetes and

Don't miss Juleen Zierath, Ph.D. deliver the Joseph B. Wolffe Memorial Lecture at 8:00 a.m. Wednesday morning. Dr. Zierath, a faculty member at the Karolinska

Obesity: Translating Basic Science into Preventive Action and Treatment" will draw on her years of international experience and her ability to make molecular biology come alive for the non-molecular biologist.

The Joseph B. Wolffe Memorial Lecture is an unopposed keynote address delivered in memory of ACSM's first president, Joseph B. Wolffe, M.D.

Joseph B. Wolffe Memorial Lecture

Wednesday, June 1

8-9:15AM

Hall A, Colorado Convention Center
"Health Promoting Effects of Exercise in Diabetes and Obesity: Translating Basic Science into Preventive Action"

Visit the ACSM Exhibit Hall and Silent Auction

Stop by the ACSM Exhibit Hall (Hall B at the Colorado Convention Center) this week to discover the latest technologies, services and products designed to enhance your career. This year's exhibit hall will be packed with close to 150 exhibitors – many new additions along with several returning favorites.

While you're in the exhibit hall, don't forget to bid on items in the ACSM Silent Auction. Whether it's sports memorabilia, hotel packages, exercise equipment or something else, there's something for everyone in this year's auction. Plus, it's for a good cause. All proceeds from the auction go to ACSM's research grant programs, giving new investigators the chance to hone their skills and make advancements in the field.

Bidding for the silent auction begins Wednesday at 1:30 p.m. and closes

on Friday at 12 p.m. This year's featured items include:

- "Special" Flag of Honor—ONLY 3,000 in the world—The Flag of Honor has all three thousand names of the 9-11 victims
- TrekDesk Treadmill Desk
- 5 year license of The MotionMonitor C3D Model Builder
- Colorado Rockies Package that includes a game used and autographed Troy Tulowitzki batting helmet along with a great ticket package.

New Exhibit Hall Hours

Wednesday, June 1

1:30-6PM

(Reception from 5-6PM)

Thursday, June 2

9:30AM-5PM

Friday, June 3

9:30AM-2PM

Art of the Olympians Exhibit



"Commitment to the Flame" by Rink Babka

ACSM and Art of the Olympians are teaming up to present a one-of-a-kind art exhibit at the 2011 Annual Meeting and World Congress on Exercise is Medicine. The traveling exhibit from Art of the Olympians, located in Fort Meyers, Fla., features artwork from former Olympians representing countries from all parts of the world. ACSM will display more than 25 pieces of artwork in the traveling

exhibit and will offer a limited quantity of commemorative prints of the "Commitment to the Flame" piece to Annual Meeting attendees.

There is also a signed reproduction of "Commitment to the Flame" by Rink Babka available in the ACSM Silent Auction. Proceeds from the sale will benefit ACSM and the Art of the Olympians Museum and AI Oerter Center for Excellence.

Art of the Olympians is a nonprofit organization, dedicated to inspiring creativity and stimulating change through an international program of art, education and outreach initiatives. By introducing an individual to the ancient Olympic ideals of excellence in mind, body and spirit, they aim to enhance the relationship between

Visit the Art of the Olympians Exhibit

Tuesday, May 31
(at the EIM World Congress Opening Ceremony)
6-9PM
Centennial E, Hyatt Regency

Wednesday, June 1
12PM-6PM
Hall B, Colorado Convention Center

Thursday, June 2 and Fri., June 3
7:30AM-6PM
Hall B, Colorado Convention Center

athletics and aesthetics. The discipline, dedication and passion born and cultivated in an athlete's physical training stimulate a desire for creativity. For more information, visit www.artoftheolympians.org.

WORLD CONGRESS ON EXERCISE IS MEDICINE HIGHLIGHTS

Be Sure to Attend the EIM World Congress Opening Events

The 2nd World Congress on Exercise is Medicine is packed with educational sessions, networking opportunities and everything in-between. Be there as the festivities begin with Tuesday afternoon's EIM keynote lecture "Supersize My Exercise! Learning from Mad Men, the Marlboro Man and Freakonomics to Promote Physical Activity" by Karim Khan, M.D., Ph.D.



Senator John Barrasso (R-Wy) and "The Biggest Loser" finalist Tara Costa and other Exercise is Medicine ambassadors as we take to the streets of Denver, showing everyone how simple it is to fill your prescription for health! The walk will leave from the Hyatt



Tara Costa

Regency, trace a route through downtown Denver and return to the Hyatt for the Exercise is Medicine Opening Ceremony.

Tuesday evening, join EIM and our global partners over live entertainment, a light reception and a cash bar for the EIM Opening Ceremony. Guests will have the chance to share ideas about ongoing EIM work in the U.S. and abroad and be able to network with representatives from the newly developed EIM Regional Centers. In addition, the Opening Ceremony will feature an EIM showcase, highlighting successful programs from around the world.



EIM Keynote Lecture

Tuesday, May 31
1:45-2:45PM
Centennial E, Hyatt Regency
Karim Khan, M.D., Ph.D., FACSM
"Supersize My Exercise! Learning from Mad Men, the Marlboro Man and Freakonomics to Promote Physical Activity"

EIM Community Walk

Tuesday, 6-7PM, Hyatt Regency Lobby

EIM World Congress Opening Ceremony and Showcase

Tuesday, May 31
6-9PM (Showcase – 6PM; opening ceremony begins at 7PM following the community walk)
Centennial E, Hyatt Regency

ACSM TODAY Tomorrow's Highlights, Today

DISTRIBUTED DURING
THE 58TH ACSM ANNUAL
MEETING AND 2ND
WORLD CONGRESS ON
EXERCISE IS MEDICINE,
DENVER, COLORADO

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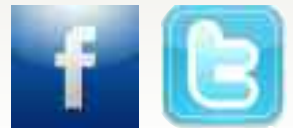
HIGHLIGHTED EVENTS ON
WEDNESDAY, JUNE 1

- **8-9:15AM**
**Joseph B. Wolffe Memorial
Lecture**
- **1:30-6PM**
Exhibit Hall Open
- **5:30-7PM**
Student Colloquium
- **5:45-7:15PM**
Interest Group Meetings
- **7:30-9PM**
Student Bowl



from science to practice to policy...

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CLINICAL SPORTS MEDICINE | EXERCISE SCIENCE | PHYSICAL ACTIVITY AND PUBLIC HEALTH

WHEY PROTEIN

WHEY PROTEIN: An Easy 'Whey' to Boost a Diet's Protein Power

Whey is a high-quality, complete dairy protein that provides all of the essential amino acids needed by the body.


It's also simple to add to a daily diet to help boost protein power.

For a fast grab-and-go snack, look for yogurts, oatmeal, bars, and beverages that contain whey protein.

Or, try these tips for adding whey protein to your favorite foods:

- ✓ Blend into a smoothie
- ✓ Stir into hot foods, such as sauces and soups, immediately after cooking
- ✓ Add to ground meats before cooking
- ✓ Include as an ingredient in baked goods
- ✓ Mix into savory or sweet dips

For more ideas, including free educational materials and recipes, visit www.nationaldairyCouncil.org/wheyprotein

 NATIONAL DAIRY COUNCIL
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