

Presidential Address

Gazing into a Hazy Crystal Ball:

Predictions of Social and Cultural Changes
that will Impact Sport and Exercise¹

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Introduction

I will begin by telling you a true story and I will end by telling you a story that is not true. I hope that you will find both of them to be interesting and informative.

Several years ago there was a young boy, about ten years of age. His name was not Billy, but I shall call him that. From all appearances Billy was a well-adjusted and happy child. Suddenly one day, without apparent reason he became very fearful and resistant to going to school. When it was time to leave for school each morning, he would cry and beg to stay home, going only because his parents were forceful and insistent about his attendance. This continued for several weeks to the considerable consternation of his parents. Finally, they sent him to a psychiatrist. He was diagnosed as having a school phobia. After several sessions there was no change. Next he was sent to a psychologist. Still no change. His fear of school persisted. Time passed. Then suddenly one day Billy woke up early, with a broad grin on his face and couldn't wait to go to school. Day after day this continued. A complete turn around. What do you think happened? (long pause) Let me tell you. All during this time, Billy was taking karate lessons. One day in the middle of his lesson he spontaneously volunteered to his karate teacher something that he'd never shared with anyone. The reason he was afraid to go to school was that the older boys would take him to the bathroom and force his head into the toilet. The karate teacher smiled and said, "We can fix that, I'll teach you how to reverse that and have *you* put *their* heads in the toilet." Needless to say, Billy was an eager and enthusiastic learner and the results of this instruction speak for themselves. I know this story because the karate teacher was a student of mine in a sport psychology class that I was teaching. While he had stumbled upon a good solution to Billy's problem, he also realized that he wanted to learn more about science-based sport psychology interventions, hence he was taking this course.

I see two important lessons in this short story. One, is that successful interventions are most likely to occur when there is a positive relationship between the helper and the person who needs help. Second, that we as helpers: teachers, researchers, and practitioners are valued when we provide useful knowledge and skills to those who need it.

Last October over eight hundred of us gathered 6,000 miles east of here in Providence, RI where we celebrated the 25th anniversary of this organization. At that time we looked back at our history. Past presidents Jean Williams, Michael Sachs, and Marty Ewing shared the Coleman Griffiths podium and sequentially recounted the early, middle, and recent years of AASP. Our founder and first president, John Silva, gave a special invited address.

Since that conference almost a year has passed and much has happened. As you may recall last year, upon the recommendation of the Futures Committee, AASP contracted an outside consulting firm, JFB/Corona to facilitate strategic planning with us. This comprehensive and highly intensive planning process is now complete and you'll soon hear more about the plan at our business meeting later this afternoon and at a special symposium on Saturday. I invite and

encourage your attendance at this important session. This strategic plan will be our roadmap for the next three to five years. I am excited about the plan and look forward to discussing it with you and inviting your active participation now and in the future.

A Rapidly Changing World

As exciting as our strategic plan is, it will not be enough to guarantee AASP's future value and usefulness both to its members and to society as well. In order for us to survive and thrive, we must also look at the external world around us and anticipate changes that are inevitable. Changes, often beyond our control, in the way the larger world communicates and does its business. In the business world there are many examples of successful companies who lost their edge and value by failing to anticipate and prepare for the future. For example, the once highly successful Blockbuster failed to begin streaming videos on demand until it was too late and Netflix had captured that growing market. Eastman Kodak, for almost a century the dominant leader in the world of film, cameras, and photo supplies, failed to anticipate and plan for the digital revolution in photography. Today, its stock sells for four percent of what it did in 1997.

And now I would now like to talk about change and the future. Not the future of sport and exercise psychology per se, but the future of the world within which we will need to find our value and our usefulness to others. This world is changing fast, sometimes faster than we can imagine.

As I child I marveled at the changes that my grandfather, Julius Pellegrini, experienced in his lifetime. He was born in Hungary in 1880, immigrated to the United States in 1911 and died in California in 1975, at the age of 95. He had a good and full life. I was honored to know him during my childhood. Before he left his native country, he had never experienced indoor plumbing, household electricity, or automobiles. Would you believe he was 23 years old when the Wright brothers flew their first successful airplane at Kitty Hawk? Yet, he lived to fly commercial jets from coast to coast each summer when he came to visit with us. He saw the advent of radio, television, motion pictures, telephone, and the first human walking on the moon in 1969. I thought no generation would ever experience that much change in one lifetime. I was wrong. In my own lifetime, I've come close to equaling or even exceeding what my grandfather experienced.

I'll spare you the long list of changes that I've experienced, but here's one example I can't resist sharing. In 1968, after completing my graduate studies, I went to Europe and "kicked around" for three months, as was not unusual for my generation. The American dollar at that time was very strong and one could live and travel quite comfortably on only a few dollars a day. During these three months I had no instant communications with my family or friends back home. In this pre-Internet and pre-satellite era, the only option for interactive two-way communications was telephone via undersea cable lines. Cost - \$25 for three minutes. But wait a minute! In

today's dollars that would be \$160 for three minutes! How different it would be if I were talking this trip today. Each of you, plus a few hundred others might receive twenty or thirty unsolicited photos from me each day, plus an instant detailed message of how frustrated I was just few minutes ago when the waiter in a restaurant in Budapest brought me a well done steak when I had clearly ordered it rare. I might even send you a brief video clip documenting the experience.

Today, not only would I be able to do that, but, as I have recently learned, that from anywhere in the world I can now start my car back home, turn on the air conditioning, and check the tire pressures and fuel supply. Not that I have a burning desire to do so. All of this, by the way, from my five ounce smart phone.

The changes that are unfolding as we speak will accelerate beyond our imagination. There will be a world within a few years that will be drastically different from the one that we now know. This will be the world that we as individuals and AASP as an organization will have to adjust to and cope with. Soon there will no longer be "business as usual". In fact, that very expression may soon fade from our usage. My intention today is to describe some of the major changes that are likely to occur in the near future that will impact us. In some cases, the implications for sport and exercise psychology will be quite obvious. In other cases, the impact will not be so clear.

The Big Questions

This now leads me to the big question, "What changes in the world of sports, exercise, technology, communications, politics, and economics are likely to impact our field in the next few years? What "big picture" changes will define the external world within which AASP and its members will function?" My particular interest will be from the perspective of changes that will lead to more employment opportunities for sport and exercise psychology consultants. This is where an important chain of events begins. If sport and exercise consultants have increased employment opportunities, more students will enter this field of study, and the universities, departments, and faculty who educate them will thrive.

The tentative answers to these questions come from several sources:

1. An informal pole of AASP leaders: past presidents and fellows
2. The World Future Society's website (www.wfs.org)
3. Jay Coakley (2009) *Sports in Society: Issues and Controversies*
Ronald Woods (2011) *Social Issues in Sport*
(both, by the way, are fascinating and stimulating books that I heartily recommend)
4. My own predictions.

So let's now take a look into this somewhat hazy crystal ball and see what begins to slowly come into focus.

Demographic and Cultural Changes

1. *The human population has doubled since 1960 and will increase by 1/3 within the next 20 years.*

This increase will be mostly in the “underdeveloped” parts of the world. Europe will decline in population over the next fifty years and the United States will continue to experience a relatively low birth rate. (Woods, 2011, p.367).

2. *In the U.S. and other industrialized countries, the population is aging and the proportion of those over 50 will continue to skyrocket (Woods, 2011, p. 367).*

Some futurists predict that the first human to live beyond 150 yrs. has already been born. With modern medicine, nutrition, and exercise, not only will people live longer, but they will live at a high level of functioning. People at age sixty, for example, may go back to college, prepare for a second career and work until they reach the age of 120 before retirement. Think of the repercussions this might have with regard to marriage, family structure, education, retirement planning, and, of course, sports and exercise.

What needs will these people have throughout their life span that can be served by sport and exercise psychology consultants?

3. *There will be an increase in persons with disabilities due to higher survival rates in combat situations and civilian accidents and improved medical technology.*

Sport and exercise psychology consultants have already worked with this population. They have the research, knowledge, and skills to serve this population. The need for such services will expand.

4. *Family structure in industrialized countries will continue to move away from traditional two parent families. More children will be raised by single parents.*

Thus, society will look towards institutions other than the traditional family to share in the task of socializing its children. Increased importance will be placed on schools and activities like sports where, as we know so well, life skills can be learned and practiced

5. *In the United States there will be a large increase in the portion of the population who are of Latino background.*

Patterns of sport participation and fan interest will be influenced by this. Notably, it's more likely that interest and participation in soccer will increase. Interest in other sports may decline.

Digital Information Collection and Dissemination

We are now experiencing the biggest change in how information is disseminated since Gutenberg invented the moveable type printing press in 1439, making possible the inexpensive mass printing and distribution of books. The age of the printed page may soon be over. Already Amazon sells more electronic books for its Kindle than all of its printed books combined. It seems only a matter of time before those receiving graduate degrees will carry with them a small digital device that will contain every book that they've ever owned or read since first grade, all of their undergraduate and graduate textbooks and journals, as well as all of their pleasure reading. Throughout their entire lives they will add books to their personal libraries without worrying about limitations of storage capacity which constantly seems to expand faster than our needs.

This revolutionary change is not merely about the convenience of having a small electronic device rather than a library with thousands of volumes. How will this development effect scholarship, theory development, and research? Without the costly expense of printing, transporting, and selling; more books can be produced and distributed quickly, almost instantly. Will the future scholar be flooded with too much information? Will quantity replace quality? Will literature reviews becoming overwhelming? Will libraries as physical brick and mortar entities cease to exist?

Classroom learning.

In recent years we've seen the rapid rise of on-line university courses. Even students at residential universities now take online courses while sitting at their dormitory desks, rather than in traditional classrooms only a few hundred yards away. If the trend continues, will we need brick and mortar universities or will universities become virtual? Will students put together individualized educational programs, tailor made, taking relevant courses from a multitude of distant or virtual universities? What will be lost if professors and students don't come together in the personal environment of the university classroom? What will be lost if faculty members live and work thousands of miles apart and meet on line rather than having coffee, beers, or lunch together in the faculty dining room?

Personal and Mass Communications

With the pervasive expansion of the Internet and social networking modalities, it is now possible for one individual to communicate instantly to thousands of others at a minimal cost. Information distribution is no longer centralized and controlled by those in power or authority. The power of these new modalities is clearly exemplified by the so called “Arab spring” of this year in which successful political demonstrations were mobilized by the instant communications afforded by cell phones and the internet. And the recently named “flash mobs” that we’ve experienced in the United States and Great Britain. And not to be ignored, of course, the benefit that many of us have experienced through the use of the sportpsy list.

These same modalities also make possible one-to-one personal and professional instantaneous communications between any two individuals on the planet who have access. Thus, student-professor, mentor-mentee, client-consultant relations can now occur between individuals thousands of miles apart. The time is rapidly approaching when our sport and exercise consultations will no longer be geographically limited. The day of the office visit or on-site consultation may soon be replaced by Skype sessions, instant messaging, online chat sessions, cell phone communications, and instant video clips. This is not a unique phenomenon to sport and exercise psychology. This topic has stimulated active discussion among clinical and counseling psychologists as well as other helping professions. Although our ethics and laws have not yet caught up with this new technology, there is little doubt that this is the wave of the future. We have already seen effective applications of “telemedicine” in its many forms. The day will soon come when an athlete in need of sport psychology services will be able to select the most qualified practitioner from the whole world instead of from those who are available within convenient driving distance. AASP’s consultant finder will soon be an app on every athlete’s and coach’s smart phone. From the practitioner’s point of view marketing will no longer be local, but rather global. Bricks and mortar will be replaced by wireless communications.

There will be a serious downside to all of this. The Internet makes it possible to advertise and sell a plethora of “quick fix” products in the form of such commercially touted items as training videos, self-hypnosis recordings, and online training courses that promise quick or instant results. Many are already out there. Additionally, there will be untrained opportunists and quacks who will advertise their online consultation services to gullible consumers with expensive, well-designed, slick websites. It will be difficult for the naive consumer to differentiate the charlatans from the trained, competent, ethical, credentialed consultants that we in AASP aspire to be. When practitioners are geographically bound, as most are today, their reputation in the community with athletes, coaches, administrators, and parents can attest to their integrity and competence. In the global environment of the Internet, these validating factors no longer exist and judgments will be made almost entirely on the basis of what has been carefully crafted to appear on the practitioner’s website. This threatening possibility further strengthens our need to promote CC-AASP as the gold standard for consultants in sport and exercise psychology. However, to make AASP certification more effective, we’ll need to make CC-AASP relevant not just in North America, but in the rest of the world as well. This will mean a serious re-examination of the requirements for

certification, as well as new and pervasive efforts to promote CC-AASP globally. There is much work to be done. Work that we need to do, if we are to continue to be the world leader in sport and exercise psychology.

Future Predictions and Opportunities for Sport and Exercise

So far I have talked about pervasive demographic and communication changes that are world wide and will effect everyone. Now I would now like to shift gears and talk about predictions that are more specific to sport and exercise. These changes can be divided into four categories:

1. Power and performance sports (performance)
2. Pleasure and participation sports (participation)
3. Health and exercise
4. Non-sport performance psychology

Power and Performance Sports

Sociologist Jay Coakley (2009) asserts that sports reflect the values of the dominant forces in society, i.e., those who hold power. In most industrialized societies those with power have historically been males who “value” military conquest, political control, and economic expansion.” Thus, the sports that they have supported are consistent with these values and emphasize “strength, power, speed, competition, and competitive outcomes.” They are based on the beliefs “that excellence is proved through competitive success and achieved through dedication, hard work, and a willingness to take risks.” (pp. 550-551). For sake of this presentation, I shall refer to Coakley’s “power and performance” sports as simply “performance sports”.

Such sports, which clearly dominate ESPN and other popular media outlets, and attract commercial sponsors, are exciting to watch and have been dominant in developed countries for the past one hundred years or more. Think of the interest and media attention attracted to: The Super Bowl, March Madness, NBA playoffs, the World Soccer Championships, and the Olympic Games. These events have great spectator appeal, as evidenced by expensive stadiums that are build only to be used eight times a year in some cases, the salaries of the athletes, and media coverage. These sports, with considerable glamour and appeal, are emulated at the high school and juvenile levels. They are, by nature, highly exclusionary and will continue to be. Each year thousands of youngsters have their dreams and aspirations shattered during or before high school because they have been “cut” from the team for being too small, too large, too slow, or simply lacking of talent. Because of this the high dropout rate in youth sports will continue into the future.

Coakley predicts that these performance sports will continue to grow and flourish in the years to come. Woods (2011) states that “the institutions that support performance sports are strong, well funded, well established, and determined to perpetuate their roles”. They are corporate

and involve large financial investments, profits, media, and commercial advertising. Woods makes the following specific predictions:

1. As popularity of performance sports continues to thrive, it is likely that such American based sports as baseball, basketball, and football will become global, developing franchises in Europe and elsewhere.
2. Women's professional basketball will increase in popularity as people begin to appreciate this particular style of basketball which emphasizes passing and teamwork.
3. Soccer will increase, both in participation and fan base in th U.S. due to the increase of Latino population and the realization that this is a sport that can accommodate males and females and players of different size and body types.
4. Baseball will develop a parity system, something like the NFL to level the playing field between the financial haves and haves-nots.
5. Olympic sports will become increasingly professional, less amateur.
6. There will be less tolerance for performance enhancing drugs and stricter standards. Stringent testing will increase. Investors understand that the fan base will be lost if fans come to believe that success is more related to drug use than to talent and hard work.
7. Science and medicine will enable athletes to perform at higher and higher levels and break records of the past. However, this also has its limits, because fans will lose interest if they come to believe that past records are broken mostly because of superior technology, rather than superior athletes.

Implications for sport psychology consultants. Sport psychology has a long and successful history in serving the performance sports. We take pride in the fact that the USOC now employs six full-time sport psychology consultants and has a registry in sport psychology. We are pleased to see how often well-know professional athletes speak openly and positively about their work with sport psychologists. And a number of large universities have at least one full-time sport psychology consultant available to their teams. "Not enough" you may think. And you're right. We are suited by virtue of our research, our science-based interventions, and our experience to serve this population well. This huge potential market has the need and the financial resources to hire large numbers of sport psychology consultants. By all reason and logic, there should be more jobs and expanding opportunities for sport psychology consultants in this domain. Why aren't there? The most likely answer is that we have not yet succeeded in demonstrating to these potential employers what we have to offer. As in the story of little Billy, in order to be valued, we must first establish a relationship and then provide our consumers with the knowledge and skills that are valued and important to them.

During the past few years AASP has retained the services of Yopko Penhallurick, a public relations firm, to publicize the use of sport and exercise psychology consultants to the media and the public. We have made significant progress, but the work is far from done. We need to do more outreach to educate not just the public, but specific targets such as administrators, athletic directors, coaches, parents, athletes, and professional organizations. AASP needs to do much more to address this domain and AASP will. As you may know longtime AASP member and championship track coach Rick McGuire has volunteered and has been working on a highly focused plan to approach NCAA with the specific intent of getting more universities to hire sport psychology consultants. Many of you may attended the simulating symposium on Wednesday in which he presented his plan. My expectation is that this project will be succeed and will serve as a prototype for other targeted initiatives in the domain of performance sports.

Pleasure and Participation Sports

Very much in contrast to the performance sports that I've just discussed is an emerging domain of sport participation which Coakley identifies as "pleasure and participation sports" (pp. 551). For brevity sake, I shall refer to these as simply "participation sports". The origin and expansion of this form of sports participation comes from a very different set of values. Those who participate in and support these sports embrace, "freedom, authenticity, self-expression, enjoyment, holistic health, support for others, and respect for the environment. Participation sports tend to be inclusive rather than exclusive.

Both Coakley and Woods predict a great expansion in this type of sports participation. There are many convergent reasons for this, to name a few:

1. Increased awareness of the harmful health effects of inactivity.
2. The benefits of sport participation in socializing youth and in providing remedial experiences for troubled youth.
3. The aging of our population - older adults value health, enjoyment, and social aspects of sport
4. Increasing power of women in our society and the values of cooperation and relationships
5. Youth who reject traditional way of organized sports - who avoid organization and value the fun and pleasure of the activity itself rather than, for example: surfing and skateboarding.
6. Persons with disabilities
7. Those who have been excluded from participation in performance sports by reason of economics, size, or ability. (JL)

The boundary between performance and participation sports may sometimes be a fuzzy one. For example, in my practice this summer, I have been working with two separate life-long golfers, both of whom played scratch golf for many years. Both are now in their seventies and came to me depressed and frustrated at their inability to shoot the low scores that they once enjoyed. (Incidentally, my premature gray hair helped in establishing quick rapport with each of these clients). In our sessions, both of these men have begun to reframe their beloved sport in terms of pleasure rather than performance, outcome, and scores.

Perhaps the lesson learned from this new way of thinking is that in many instances, it is not the sport itself that determines whether it's a performance or a participation sport, but rather how the participant defines it for himself or herself and the organizational context within which they participate. Let's look at some examples of these newly emerging participation sports.

In recent years, the United States Tennis Association has initiated a "no-cut" high school tennis program. In addition to a varsity team, participating schools in this program have a second team with the "no cut" policy where everyone plays and the goal is to get more kids playing tennis and keep them playing for a lifetime of good health and fitness. (Woods, 2011, pp 371). Many universities now have sports clubs which parallel major varsity sports, but with emphasis on pleasure, enjoyment, and just plain fun.

The Gay Games, which emphasize the pleasure of sport and wide-spread participation, have experienced tremendous growth since they began in 1982 with 1350 participants. Cleveland, my hometown, looks forward to welcoming over 14,000 participants when they host the Gay Games three years from now (in 2014).

Implications for sport psychology consultants. As with performance sports, participation sports present opportunities for sport psychology consultants. This, however, will be a challenge, because it's a relatively new venue for our services and not one that has been mainstream for many of us. Nevertheless, we have something to offer. Our research shows the benefits of sport participation, even when competitive outcomes are not the main focus. From Marty Ewing's now classic research on motivation in youth sport participants, we know that young people participate in sport primarily to have fun, develop skills, socialize, and be active. Winning is the eight most important reason for boys. For girls, it fails to make the top ten. I am continually amazed in my contact with parents, coaches, and school administrators at how few are aware of this. Too many continue to project their own adult values of competition and winning onto their young charges. We know from the work of Steve Danish (Danish & Nellen, 1997) and Don Hellison, (Hellison & Templin, 1991) and others, that, indeed, sports can be a valuable modality for teaching important life skills and can be instrumental in the rehabilitation of troubled youth. Again we have failed to educate the educators. In contrast to performance enhancement, per se, the participation sports provide a relatively new and unexplored fertile ground for expanding our consulting services to new consumers, in this case teaching and consulting with the decision makers in our communities, school systems, recreational clubs, and with individuals who need counseling in defining the meaning of their sport participation and in discovering the options that are available to them.

Health and Exercise

The importance of regular exercise as a means of preventing disease and improving quality of life will receive more attention and funding in the near future. This will happen mostly for economic reasons. Governments, from federal to local, as well as hospitals, insurance companies, physicians, employers, and the media have looked at the hard data and are aware of the high costs of preventable diseases, both in terms of dollars and human suffering.

The connection between good health and exercise is now well accepted. We know that regular exercise reduces the incidence of such diseases as: stroke, diabetes, colon cancer, heart disease, high blood pressure, obesity, and many others. The Presidents Council on Health and Nutrition and the Surgeon General's office have focused on the preventative benefits of regular exercise. Additionally we now know about the psychological benefits of regular exercise: reduction of anxiety, reduction of depression, and increase in self esteem. In contrast to a disease prevention paradigm, (Berger, Pargman, and Weinberg, 2007) offer a "quality of life" model with a more positive approach to the contributions of exercise to one's overall well-being. More recently Ratey and Hagerman (2008) present research summaries that suggest regular exercise is not only good for one body and emotions, but can also lead to improved cognitive performance as well.

On Monday of this week (Sept. 19, 2011), the United Nations General Assembly approved and launched an all-out attack on noncommunicable diseases associated with inactivity.

In popular culture we continue to see a plethora of books, magazines, and programs aimed at weight loss. Many promise quick results and appeal to vanity rather than good health, fitness, and the pleasure of human movement. We've seen a tremendous growth in the number of fitness clubs and sales of home exercise equipment. Yet we know that after the initial novelty, quick diets are abandoned, club memberships are not used, and home treadmills collect dust or are sold cheaply on eBay. Alarming high rates of obesity and illness associated with inactivity will continue. .

Implications for Exercise Psychology Consultants. Why are the dropout rates for exercise so high? While there are many reasons for this, one important reason is the neglect on the part of those who promote exercise to utilize the expertise of exercise psychology consultants. Let's look at one promising program:

In 2007 the American College of Sports Medicine, in conjunction with the American Medical Association, created the now international "Exercise is Medicine" initiative (American College of Sports Medicine, 2009), aimed at encouraging people to become physically active through exercise. The program recommends that all health care providers "review and assess every patient's physical activity level at every visit" and should prescribe appropriate exercise when indicated.

While this program is well-intended and has been formally supported by AASP, take a look at its implementation. In May of this year the 2nd World Congress on Exercise is Medicine

was held in Denver. The four-day program listed over fifty presenters, speaking on such topics as “Physical Activity and Public Policy Research” and “Connecting Cancer Patients with Exercise Programs”. While I do not question the relevance of these presentations, I am concerned that conspicuously absent from the Congress was a presentation on the psychological aspects of exercise.

I do not fault those who organized this congress or those who administer the Exercise is Medicine Program. But, why are they not beating a path to our door? As with performance interventions, we have, in many cases, failed to market ourselves. In the field of exercise psychology we have the research-based information on such important topics as: motivation, decision making, goal setting, self-monitoring, exercise adherence, and the needs of youth and older adults. We have practical knowledge that can be of use and benefit to individuals and programs with the goals of getting people to start exercising, keep exercising, and enjoying the quality of life that exercise can provide.

To this end, AASP needs to engage in deliberate and vigorous public relations and outreach initiatives in promoting our exercise psychology consultants. Potential consumers for whom we have practical information would include, individuals who need consultation, government and community programs, hospitals, insurance companies, and fitness clubs. Would it not be realistic for every fitness club to have at least one exercise psychology consultant on staff to work with individual clients, personal trainers, and administrators who design group and individual fitness and weight management programs?

Non-Sport Performance Psychology

Many of us have discovered that as the sport psychology techniques of performance enhancement becomes better known, other non-athlete performers come to us for services. In their book *“You’re on: consulting for peak performance”*, Hays and Brown (2004) describe the application of sport psychology theory and techniques to the domains of business, high-risk professions, and the performing arts. We’ve seen the growth of sport psychology in the military, for example, the ACEP program of the U.S. Army, that now employs more AASP members than any other single employer. In my own practice, I’ve been called upon to work with a competitive bag pipe band, an orchestra musician preparing for a competitive audition, a world class chess champion, and a young woman preparing for a solo row of 3,000 miles across the Atlantic Ocean, to name a few. Just this past week I began working with a young woman who is preparing for national finals in Irish dancing. She has a history of having previously “choked” under pressure. She found me by Googling “sport psychology” because she knew that she needed the same type of mental preparation that athletes benefit from. In all of these cases, I did not actively solicit the non-athlete client; they found me. In each of these cases, the individuals themselves made the connection between their arena of performance and the need to seek the services of a sport psychologist.

I think that we can safely predict an increase in requests for this type of service. This need is a testimony to the good and effective work that we’ve done with athletes. The word spreads

when we teach useful skills that are valued and used, as in the case of Billy. This area poses questions for AASP members, both as individuals and as an organization. Is this sport psychology or is it something else? How will we continue to define ourselves? To what extent will we allow the marketplace to define us?

Conclusions

This has been a quick tour of what I see as highly probable changes that will occur in the near future. Each provides us with opportunities and challenges. If you are still awake and haven't noticed, I've not commented on the possible effects of worldwide financial or political changes that could impact our field. When I attempted to address these important topics with my hazy crystal ball, the ball began to quiver and shake and went from hazy to totally opaque. OK . . . I got the message. No predictions here.

There are other significant changes that time does not permit me to explore today. Changes in environmental responsibility, technological advances in biofeedback, biomonitors, telemetry, genetic engineering, and the development of virtual reality sports. These exciting and important topics will have to wait for another day.

I hope that you can share with me the excitement and optimism that this ever changing global environment presents. There are also some important things will *not* change. In the future:

1. There will be individuals who continue to set extraordinarily high performance goals and who will devote their life resources in pursuit of these goals.
2. Sport, physical movement, and exercise will continue to provide humans with physical and mental benefits and the joy of movement and participation.
3. We, as sport and exercise teachers, researchers, and practitioners, will continue to provide science-based services that will be of value to these people in their quest for achievement, good health, and enjoyment of life.
4. In order to survive and thrive, AASP will need to intensify its outreach efforts and promote the field to potential consumer.
5. There will be more competition in the marketplace and we will need to vigorously promote CC-AASP as the gold standard credential for sport and exercise psychology consultation, not just in the U.S., but globally as well.

And now for the story that is not true. An aged golfer died and found himself at the pearly gates of heaven. As is customary in stories of this kind, St. Peter welcomed him, saying, "You've

been a good man and will be richly rewarded for the good life that you've led. Your fondest dream will now come true. With that St. Peter presented him with a brand new set of the most expensive golf clubs ever made. They walked together to the most beautiful golf course the man had ever seen. With great excitement, the man placed his ball on a tee, visualized his shot, performed his pre-shot routine, then executed the shot. THWACK! The ball went straight and true, right down the center of the fairway. It bounced on the green and without hesitation rolled right into the cup. A hole in one! His first ever. The man wept with joy and couldn't fully believe his good fortune. He walked over to the second tee box, placed his ball on the tee, visualized his shot, performed his pre-shot routine, and executed. THWACK! Once again the ball went straight and true right down the center of the fairway. It hit the green, bounced once, then rolled right into the cup. Again the man was overcome with joy and exuberance. The same thing occurred on each of the following holes. By the time the man reached the sixth hole, his demeanor had completely changed. He began to weep openly as he exclaimed, "This can't be heaven. I don't enjoy golf anymore."

And so, adjusting to the changes that I've spoken of today will not be easy. It will be an ongoing process and a final end-state goal will never be reached. And that's ok. As I've discovered in my own personal and professional life, it's not the final achievement of a goal that is satisfying; it's the process of being challenged, mobilizing one's resources, and recovering from setbacks that makes the journey worthwhile.

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