

SPORT AND EXERCISE PSYCHOLOGY CONSULTANTS CONVENE IN HONOLULU
Hawaii is Beneficiary of Expertise at Maui Marathon and Youth Sport Seminar in Honolulu

MADISON, Wis. – September 7, 2011 – Sport and exercise psychology consultants work with individuals to assist with the mental aspects of their sport or activity. When these authorities from around the world convene in Honolulu for the annual conference of the Association for Applied Sport Psychology (AASP), which will be held September 20-24 in Honolulu, the benefits will be felt across the islands.

Maui Marathon Runners and Research

During the 41st Maui Marathon, AASP professionals will be following their own advice as they tie on their running shoes to compete in the marathon and half-marathon. The September 18 race will be held the weekend before the AASP annual conference. More than a dozen attendees of the AASP conference from across the globe are booking their travel through Maui to run before they convene in Honolulu. The members from as far away as Germany – both avid and novice runners – plan to support each other and complete either the marathon or half-marathon. It will be the first time the AASP consultants have run in Maui, and all agree being able to complete the event together, along with the beautiful surroundings, were the major factors in deciding to participate.

Cindra S. Kamphoff, Ph.D., is a Certified Consultant of AASP and an associate professor in the Department of Human Performance at the Minnesota State University, Mankato. She plans to run the half marathon in Maui before attending the AASP conference and presenting her research – *Mental Strategies used by Marathoners to Overcome Pain and Adversity*. Dr. Kamphoff has conducted research on the psychology of marathoning focusing on how marathoners overcome pain and adversity while training and competing, including interviewing elite marathoners who have qualified for the 2012 Olympic Trials about how they have developed and maintained their mental toughness.

“All runners can use sport psychology principles to better their performance, but also to enjoy their experience more. Using sport psychology principles is foundational to reaching your potential. My quest is to make sport psychology more integrated into running and allow more people access to the field,” said Dr. Kamphoff. “Sport psychology has shaped my whole perspective on running and allowed me to reach my own potential as a marathoner. Implementing sport psychology principles has the power to transform runners and their lives.”

AASP Authorities in Youth Sport to Address Coaches and Parents at Free Seminar

On September 20, another group of leaders in youth sport psychology will arrive in Honolulu before the AASP conference to share their knowledge of youth sport during a free seminar at McKinley High School. Joined by Dick Tomey, University of Hawaii Assistant Football Coach, the AASP members will share their insights into the impact of sport participation on the development, health and well-being of young people. The free clinic for coaches and parents of student athletes will feature Dan Gould, Ph.D., Director of the Institute for the Study of Youth Sports, Michigan State University; Kristen Dieffenbach, Ph.D., USA Cycling Coach and Assistant Professor, West Virginia University; and Larry Lauer, Ph.D., Director Coaching Education and Development, Institute for the Study of Youth Sport, Michigan State University.

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Association for Applied Sport Psychology International Conference Brings Members to Hawaii

MADISON, Wis. – September 7, 2011 – The Association for Applied Sport Psychology (AASP), the leading international multidisciplinary professional organization of sport and exercise psychology will host its annual meeting and conference in Honolulu September 20-24 at the Sheraton Waikiki. The conference, which takes place in a different state every year, includes professional meetings and seminars, as well as the opportunity for members to hear from some of the most well-known speakers in the field of sport and exercise psychology.

During this year's conference, speakers specializing in various topics will provide keynote addresses to the AASP audiences, including:

- **Health and Exercise Psychology Keynote – Jay Maddock, Ph.D.** has been working diligently for years to make Hawaii healthier. He is a Professor and Director of the Office of Public Health Studies at the University of Hawaii at Manoa. He has led the research and evaluation arm of the Healthy Hawaii initiative, a statewide Department of Health program to reduce chronic disease risk factors, since 2000. His research has been featured in national magazines, and during the conference he will present *Comprehensive Approaches to Community-Wide Physical Activity Promotion*.
- **Performance Psychology Address – Darren Treasure, Ph.D.** will present *From Graduate School to Life Inside the Nike Berm: The More Things Change the More They Stay the Same*. After teaching at several universities across the country, Dr. Treasure left full-time academics in 2004 to pursue a career in high performance sport. He has worked with Olympic, World and NCAA champions and professional athletes, and currently consults with Nike primarily in the role of performance director for the Oregon Project (OP), where he works with top U.S. distance runners including OP coach and marathon legend Alberto Salazar.
- **Social Psychology Keynote – Dorothy L. Espelage, Ph.D.** has been conducting research on bullying for the last 17 years and is the co-author of four published books including *"Bullying in North American Schools."* She is a professor of child development and the Associate Chair in the Department of Educational Psychology at the University of Illinois, Urbana-Champaign. She will present *Bullying from Classrooms, Gyms, to Playing Fields: Using Social Psychology Research to Guide Prevention and Intervention Efforts*.

The Association for Applied Sport Psychology (AASP) promotes the ethical practice, science and advocacy of sport and exercise psychology. Founded in 1986, AASP is an international, multidisciplinary, professional organization that offers certification to qualified professionals who practice sport and exercise psychology. With more than 1,500 members in 38 countries, AASP is a worldwide leader, sharing research and resources with the public via its website, www.appliedsportpsych.org.