



## CU in the News

July 2012



### University of Colorado Boulder

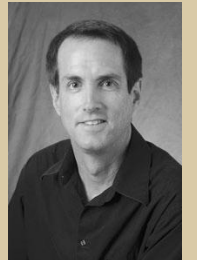
#### Genes drive a love or loathing of exercise

A lot of the things that can kill us prematurely are things we have some control over, such as our weight, whether or not we smoke, how much we exercise. And yet, even with our lives on the line, it can be hard to change our behavior. Why? Psychologist **Angela Bryan** has dedicated her career to answering that question. She's co-founder of the Change Lab at CU-Boulder and published a paper that shows DNA might play a role in our slowness to change. **Colorado Public Radio**, June 4



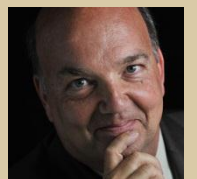
#### CU-Boulder astronomer plans end-of-the-world cruise

After fielding yet another media call about whether the world will end on Dec. 21, **Douglas Duncan**, director of CU-Boulder's Fiske Planetarium, and one of his astro-colleagues hatched a plan. Duncan is spearheading a "Not the End of the World Cruise" in partnership with the Roaming Buffs alumni program - though anyone is welcome to participate -- that will take curious passengers to the Mayan ruins in Mexico on the winter solstice, the day of predicted global devastation. **Daily Camera**, June 1



#### CU economist: Research, innovation key for Boulder's 'bright' future

Emphasis on research, entrepreneurial activity and high-tech should help further the Boulder region's economic growth, which already outpaces that of Colorado and the nation, a CU-Boulder economist told local business leaders.



The overall local economic picture, while "pretty bright," could dim if research and innovation – two areas revered as economic catalysts at the 2012 Boulder Economic Summit – were to be hindered by fallout related to the federal deficit, statewide budget constraints and the eurozone crisis, said **Richard Wobbekind**, executive director of the Business Research Division and senior associate dean for academic programs. **Daily Camera**, June 5

#### More research into Brazil demographics needed

More nuanced research into population growth in Brazil and the consolidation of existing knowledge is needed to provide a clearer understanding of the impact of demographics on sustainable development. To make this happen, there are three key priorities, according to **Lori M. Hunter**, associate professor of sociology at CU-Boulder:



- more research funding.
- a project that would bring disparate research undertakings together.
- and training for scientists so that they can communicate knowledge and affect policy.

**African Seer**, June 6

### Fulbright scholarships dispatch CU-Boulder students around world

In Nepal's Annapurna Conservation Area, a popular trekking destination, women often manage teahouses, which are like bed-and-breakfast stops for tourists. Men are hired as porters to carry heavy loads of gear. That clear gender division of labor -- and how it affects social, political and power dynamics -- will be the topic of research for doctoral candidate Barbara Grossman-Thompson when she heads to Nepal in August. Grossman-Thompson, who spent seven years as a backpacking guide, is among seven students from CU-Boulder awarded Fulbright scholarships next year. **Daily Camera**, June 6

### Celebrity endorsements not always a good bet

Celebrity endorsements, when used to increase brand visibility and connect brands with celebrities' personality traits, do not always work in the manner marketers envision, according to **Margaret C. Campbell** of CU-Boulder's Leeds School of Business.



"In three different studies, negative celebrity associations always transferred to an endorsed brand, even under conditions when positive associations did not," said Campbell, an associate professor of marketing. "The overall message to marketers is be careful, because all of us, celebrities or not, have positives and negatives to our personalities and those negatives can easily transfer to a brand." **Phys.org**, June 21

## University of Colorado Colorado Springs

### Waldo Canyon Fire: Economic impact could be 'millions a day'

The Pikes Peak region stands to lose "millions of dollars a day" in economic activity because of the Waldo Canyon fire as visitors cancel hotel rooms, tourist attractions close and employees lose paychecks. "It really depends on how many hotel cancellations we get," said **Fred Crowley**, senior instructor at UCCS and associate director of the Southern Colorado Economic Forum. "But a conservative number, and you throw all these things together, it would amount to in excess of \$1 million a day, is probably a fair way to say it." **The Gazette**, June 25

### University study delves into specifics of Angora Fire

A first-of-its-kind study at UCCS examining behavior and protocol surrounding a major wildland blaze features Lake Tahoe's most significant — the Angora Fire of 2007, which consumed 254 homes, forced the evacuation of more than 3,000 residents and caused about \$160 million in damage during nine days. As the five-year anniversary arrives, South Shore residents will be asked in a 30-minute phone survey their views of how well the community responded to and coped with the disaster.



"What we were looking for were two rural communities that had a significant event and comparable character," said study analyst **Jeannette Sutton**, who works in the university's Trauma, Health and Hazards Center. **Lake Tahoe News**, June 17

### Protecting public lands beneficial to the economy

Economists such as **Daphne Greenwood** of UCCS say that Colorado's prosperity depends on protecting our natural resources: "Protected public lands play an important role by providing recreational opportunities, wildlife habitat, and amenities that attract and keep creative people in Colorado." **Daily Camera**, June 9



### When did the human mind evolve into what it is today?

Symbolic thinking is believed to be an important step in the evolution of the human mind, but it might not account for all of the changes in the mind, says **Thomas Wynn**, an archaeologist at UCCS. Wynn and Frederick Coolidge suggest that advanced "working memory" was the final critical step toward modern cognition. Working memory allows the brain to retrieve, process and hold in mind several chunks of information all at one time to complete a task. **Smithsonian**, June 26

### Lane Center groundbreaking draws crowd

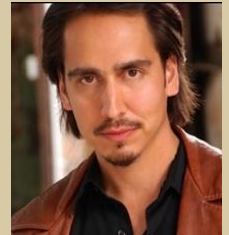
More than 200 university and community dignitaries attended groundbreaking ceremonies for UCCS's Lane Center for Academic Health Sciences June 21. The large crowd that gathered on the corner of North Nevada Avenue and Austin Bluffs Parkway included members of the CU Board of Regents, Peak Vista Community Health Centers, leaders from the CU system, UCCS and CU Anschutz Medical Campus, El Paso County commissioners, Colorado Springs City Council members, members of the Colorado Springs Urban Renewal board and many long-time campus supporters. **Communique**, June 21



## University of Colorado Denver

### Where stars were born

Some Hollywood legends got their start doing summer stock at Denver's Elitch Gardens Historic Theatre. They include Grace Kelly, Robert Redford and Patricia Neal. The theater in north Denver showcased its famous alumni in an outdoor film series that began June 18. **Jose Mercado**, a professor at CU Denver and executive director of the Elitch theater, spoke about the theater's colorful history. **Colorado Public Radio**, June 18



### Legal pot shops do not boost teen drug use, study says

The surge in outlets for legal medical marijuana has not boosted pot use by teens, according to a new study by economists at CU Denver and other colleges. The economists' review of national and state surveys and drug tests showed no correlation between an uptick in recent teen drug use and the increased availability of pot. The best numbers available don't show any greater use in states that have legalized medical marijuana dispensing, said CU Denver economist **Daniel Rees**. "There's just not a whiff of an increase" in states with more liberal marijuana laws, Rees said. "If anything, it goes down." **The Denver Post**, June 18



### Two share top prize in Bard Center business-plan competition

There was a first at the 11th annual Bard Center for Entrepreneurship Business Plan Competition: Two companies shared first place. Denise Horton, owner of Beautiful.com, an eco-friendly clothing store, shared first place with the team of Rob Carpenter and Jeff Macco, founders of Applt Ventures, which develops mobile apps. Each company received \$7,500. The Richard H. and Pamela S. Bard Center for Entrepreneurship is part of the Business School at CU Denver. The competition and awards luncheon drew about 250 people to the Four Seasons Hotel Denver. **Denver Business Journal**, June 13

### Documentary seeks to save lives on roads in India

With roads that are congested and chaotic, India leads the globe in the number of road accident fatalities. In Delhi alone, traffic accidents result in 2,000 deaths a year. To expose the problem and spotlight a nonprofit's efforts to create a network of first responders, a team of filmmakers at CU Denver's College of Arts and Media is making a documentary, "The Golden Hour." **Roma Sur** and **Jessica Lance McGaugh**, instructors in CAM, and Deana MacDonald, a student in the Theatre, Film and Video Production department, say they hope to finish the film this summer. **CU Denver Newsroom**, June 21

## University of Colorado Anschutz Medical Campus

### Internists becoming gatekeepers for genetic testing

Genetics might be the "topic less traveled," but it's no longer something internists can ignore, according to **Matthew Taylor**, M.D., Ph.D. The field of genetic testing has advanced quickly in the past two decades and internists play an important role in determining how such testing should be used, said Taylor, an internist and geneticist who is the director of adult clinical genetics at CU Anschutz Medical Campus. Internists need to know how to determine whether a disease might be genetic, whether a genetic test for the disease is available, and how the results should be interpreted. Internists are also called on for diagnosis, prognosis, family risk assessment and treatment of genetic diseases. **ACP Internist**, June 2012

### Diabetes rising rapidly among U.S. children

Diabetes is increasing among U.S. children at an alarming rate. Researchers have reported jumps of more than 20 percent since 2001 for the type 2 disease, which is linked to excessive weight and sedentary lifestyles, and type 1 diabetes, which is an autoimmune disease. “Both types of diabetes are increasing,” said **Dana Dabelea**, associate dean for faculty affairs at the Colorado School of Public Health at the CU Anschutz Medical Campus. “For type 2, we have some clues as to why it's increasing, but for type 1, we still need to better understand the triggers of this disease.” **USNews**, June 9



### Obesity fight requires campaign

Americans' fat now costs more in health care than the effects of cigarettes, and some are urging a crusade against obesity similar to that mounted by anti-smoking forces. “It took 50 years of anti-tobacco campaigns to lower the smoking rate from 50 percent to 20 percent” of the population, notes **John Peters**, chief strategy officer for the Anschutz Center for Health and Wellness. And he says it could take that long to reverse the epidemic of obesity, which now afflicts 35.7 percent of American adults. **Miami Herald**, June 23



### CU lab: HIV prevention drug 91 percent effective

The drug Truvada's ability to prevent the spread of HIV is based on two studies that showed that taking the pill daily prevented infections about 90 percent of the time. **Pete Anderson**, assistant professor at the CU School of Pharmacy, says it's a very big deal. “We've been searching for a vaccine ever since we discovered this was a virus, and that seems to be far off yet, and so this is the first medical therapy tool we've got, so I think it is a big breakthrough.” **Colorado Public Radio**, June 25

