



## Stimulus benefits research

MU gets millions for academic use.

By Janese Heavin

Friday, September 4, 2009

Advertisement

**University of Missouri researchers** have received \$16.3 million in federal grant awards since the government began programs aimed to stimulate the economy earlier this year.

The money, administered through agencies such as the National Institutes of Health and the National Science Foundation, is funding 36 health, education and agricultural projects on campus.

“We’re very proud of our researchers who have, once again, demonstrated that they are among the nation’s best in their fields by being recognized with these peer-reviewed grants,” Rob Duncan, vice chancellor for research, said in a prepared statement. “This money is creating jobs right now that are needed to support this research but also has the potential to create long-term jobs upon the discovery of new technologies.”

Duncan said he expects more proposals to win funding as more money is released.

So far, roughly \$6.78 million has gone to researchers in the College of Arts & Sciences. Professors in the College of Engineering have received more than \$3.9 million. Nearly \$1.06 million has gone to studies within the School of Medicine and nearly \$1.18 million to the College of Veterinary Medicine.

Projects awarded include:

- Nearly \$5 million to physics Professor Meera Chandrasekhar to study freshman physics in Missouri.
- A \$981,000 grant to the MU Swine Research Center for a study to explore using genetically modified pigs for organ-transplant studies.
- A \$707,404 grant to Helen Mullen, professor of immunology and rheumatology in the School of Medicine, to study excess fibrous tissue growth in the thyroid and other organs.

- A \$430,000 award to Hao Li, an assistant professor of mechanical and aerospace engineering, to study how nanoparticles might be used in joint replacement.

- A total of \$50,304 to Stefanos Sarafianos, an assistant professor of molecular microbiology and immunology, to study multidrug-resistant HIV.

“One of our missions ... is to be an economic engine for the people of Missouri,” MU Chancellor Brady Deaton said in the statement. “As our scientists continue looking for ways to improve our quality of life, they are making breakthrough discoveries that will have an impact not only on human health, but also help create new high-paying jobs.”

## Barware a different side of can flap

**MU mixes message with logo on glasses.**

By Janese Heavin Saturday, September 5, 2009

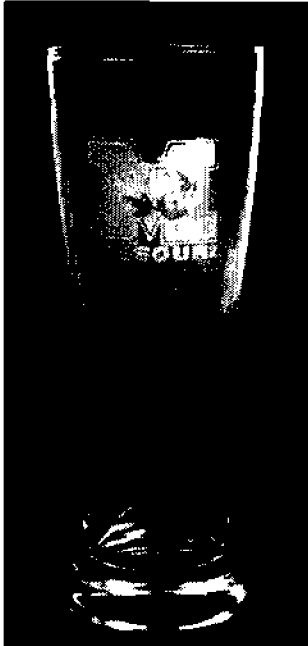


Photo by Don Shrubshell

A pilsner beer glass shows a University of Missouri image, an "M" with the trademark head of a Missouri Tiger.

When University of Missouri Chancellor Brady Deaton last week publicly admonished Anheuser-Busch for selling beer from black-and-gold cans, online critics called him a hypocrite.

After all, the brewer of the King of Beers isn't exactly unknown to underage students on the Mizzou campus. The company has given millions to the school for facilities, including Clydesdale Hall and the Anheuser-Bush Natural Resources Building. And the Anheuser-Busch Green Team collects and recycles tons of aluminum, glass and plastic from popular tailgating spots.

But Bud Light beer cans sporting MU colors proved too much for the university.

Last weekend, Deaton joined leaders of 26 other colleges when he asked the company to stop the "Fan Can" promotion, which markets Bud Light cans with school colors.

Deaton's public criticism of the beer giant shouldn't hinder future relationships between the entities, though.

"We place great value in our relationship with the University of Missouri and look forward to working together with the school for years to come," Dan McHugh, an Anheuser-Busch vice president, said in an e-mailed response to questions.

Likewise, the university appreciates the company's continued support, said MU spokeswoman Mary Jo Banken.

"However, our business relationship with Anheuser-Busch is completely separate from this situation, which we view as a trademark violation," she said.

Initially, MU administrators said they wouldn't take a stand against the beer cans because they don't bear the university's name or logos. But that changed when marketing displays promoting the Bud Light cans were depicting official trademarks, Deaton said in his letter to Anheuser-Busch.

"Given the fact that underage college students make up a significant portion of the audience for Mizzou football, we are deeply concerned about the potential impact of such a campaign on our students," he wrote. "At MU, we work hard to educate our students about making responsible choices, and I would call upon Anheuser-Busch as a leading Missouri corporation to assist us in that process rather than targeting this age group with team colors on beer cans."

But what about Mizzou colors, Tiger logos and the university's crest on beverage ware at the MU Bookstore? The store sells frosty beer mugs, shot glasses and wine glasses that tout MU pride.

Those products are different from beer-filled cans, administrators said.

"These items may be used in a variety of ways, including use as toothpick holders, to hold a variety of beverages, as commemorative items or as home accessories," Banken said. "This choice in usage by the customer differentiates these items from black-and-gold cans filled with an alcoholic beverage."

Kim Dude, MU Wellness Center director and a critic of the promotion, agreed.

"The fact that those things are empty makes it a little bit less of a problem," she said. "The fact is people don't have to drink beer in the beer mug. They can drink soda or hold pens or whatever. ... I think they might be collectibles more than anything."

That said, Dude acknowledged that the MU barware contributes to the culture of associating college with drinking.

"It goes to the culture, and that is difficult to change," she said. "But I also understand it from a business point of view."

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## MU 'Fan Cans' a hit despite university officials' concerns

By Catherine Martin, Ben Wieder

September 5, 2009 | 7:08 p.m. CDT

**People are snapping up black-and-gold, MU-themed "Fan Cans" in spite of Chancellor Brady Deaton's concern that the promotion may increase underage drinking among MU students.**

A week after his written complaint to Anheuser-Busch InBev about the marketing promotion that features Bud Light beer cans decked in school colors, Deaton hasn't heard back from the brewing company, MU spokesman Christian Basi said Friday.

The university has no further plans to protest the promotion.

"The letter is going to stand," Basi said.

Deaton expressed concern that the campaign could increase underage drinking among MU's student body, especially because it coincides with the beginning of the football season.

His complaint came the same day MU freshman quarterback Blaine Dalton, 18, was dismissed from the team after his arrest on suspicion of driving while intoxicated, as reported previously by the Missouriian.

Despite the protest, the cans were a visible presence at Saturday's game in St. Louis.

MU senior Corey Kist said at the game that cans don't promote underage drinking.

"I don't think colors on a can ... make any difference," Kist said. "If you're going to drink, you're going to drink."

MU fan Julie Kirchmer agreed.

"I think they promote school spirit," Kirchmer said.

Fan Cans were hard to find Saturday afternoon in Columbia.

HyVee and Gerbes, both on Broadway, were sold out of Fan Cans by early afternoon, while Schnucks, on Forum Boulevard, was down to two cases.

Tin Can Tavern and Grill, which sells beer exclusively in cans, had no Fan Cans on Saturday — but not for lack of effort on their part.

The bar, located at 220 S. Eighth St., received one small shipment but sold out well before Saturday's game, said Rocky Hazelwood, managing partner at Tin Can. "The off-premise locations — Gerbes, Hy-Vee — were offered the majority of them."

Hazelwood hopes to get more cans in soon.

"I want to be one of the only places in (Columbia) where you can buy them in a bar," Hazelwood said later by e-mail.

*Missourian reporter David Kennedy contributed to this report.*

### University of Missouri licensing revenue hits \$10 million

Antacid, medical devices, biofuels power university's drive to \$60 million goal

St. Louis Business Journal - by [Angela Mueller and Rob Hurt](#)

The **University of Missouri's technology transfer program** topped \$10 million in licensing income for the first time ever.

System President Gary Forsee has even bigger things in mind. His goal is \$50 million in licensing income in the next five years for the group that moves discoveries made on campus to the private sector.

Forsee is putting his money where his mouth is, dedicating increased resources to the tech transfer programs while cuts are being made in other departments. The system — which includes campuses in Columbia, St. Louis, Rolla and Kansas City — is adding an additional tech liaison position at each campus.

In addition, UM hired Anthony Harris on July 1 to provide marketing services for medical devices and technologies developed on its four campuses. The tech transfer office also hopes to add marketing professionals in the life science and engineering fields to court potential licensing deals.

#### **Ambitious goal**

Hitting the \$50 million mark would put UM just behind the giants of technology transfer. The **Massachusetts Institute of Technology (MIT)** generated \$75.5 million in 2009 income from its licensing office, and **Stanford University** reported \$63.9 million in 2008.

Replicating that type of activity would be difficult for most universities, according to **Washington University** Chancellor Mark Wrighton, who previously worked for 23 years at MIT. He also chaired the **National Academy of Sciences'** Committee on the Management of University Intellectual Property.

"MIT has a long, strong record in science and engineering and an exceptionally large research portfolio," he said. "Most universities don't have that or the culture of moving new discoveries into the marketplace."

But Mike Nichols, vice president of research and economic development for the UM system, thinks the \$50 million goal is within reach. He points out that the system has nearly doubled its licensing income almost every year over the past five years. Licensing revenue has increased 300 percent since UM brought in \$2.6 million in 2004.

"We haven't seen any slowing down," Nichols said.

UM's 2009 licensing income rose nearly 55 percent from \$6.7 million in 2008.

The bulk of the '09 revenue, nearly \$10.1 million, came from the Columbia campus. The St. Louis campus had one deal last year that generated income, with Deerfield, Ill.-based **Alltech Associates, Inc.**, a maker of equipment that separates, identifies and quantifies compounds for chemists.

"I think Mizzou has made great progress in getting to that level," said Brad Castanho, co-director of the office of technology management and assistant vice chancellor of research at Washington University. "You'll find very few universities that get to that level."

Washington University earned \$17 million in 2008 royalties, a 40.5 percent increase from the \$12.1 million it earned in 2007. The university doesn't have final 2009 numbers yet. Castanho said the university's licensing income has hovered in the \$10 million to \$12 million range for the last five years, but jumped to the \$17 million mark last year due to a one-time payment on a single technology, which Castanho declined to identify.

The University of Missouri saw a similar spike to \$9.1 million in fiscal year 2005 thanks to a one-time payment and a liquidation of stock received under a license agreement.

Medical devices have accounted for the system's top returns over the past five years. Examples of university technologies that show promise of generating more money include:

- The university signed an agreement with a regenerative medicine company, **Organovo Inc.**, on technology related to organ printing, which hopes to one day use the same technology as an ink-jet printer to "print" organs for transplant in humans.
- The university partnered with Massachusetts-based **Allied Minds** to create a start-up, **LifeScreen Inc.**, led by three MU researchers who are working on a new approach to detecting breast cancer.
- Another researcher and his team formed **Greenano Company**, which aims at synthetically producing nanoparticles without creating a negative environmental impact.

Medical vaccines have yielded strong returns for **Saint Louis University**, which brought in \$3.1 million in royalties in fiscal 2009, said Maurice Foxworth, director of the office of innovation and intellectual property at Saint Louis University. The tech transfer program's claim to fame is Dr. Richard Bucholz's surgery navigation system, the **StealthStation**.

Foxworth said licensing revenue has increased slowly in recent years, but the university is in the process of increasing its research capacity.

#### **Deal flow**

UM's investment in patents to protect potentially licensable technology also continues to increase, with its net patent expenses topping \$1 million for the first time in fiscal 2009.

In both fiscal 2008 and 2009, UM filed for a total of 98 U.S. patents, up 55.6 percent from 63 in 2004.

And more patents are prompted by more ideas, as can be seen in the growing number of disclosures coming into the tech transfer offices. Faculty members file a disclosure with the tech transfer office to notify it that they have an invention that may be marketable, including information such as a description of the invention, the date of conception and the funding that went into development. The tech transfer office then evaluates the disclosures for technical merit, marketability and patentability.

In fiscal 2009, faculty members filed 161 disclosures, up 71 percent from the 94 filed in 2004.

All of these numbers add up to more licensing deals, which, according to Nichols, is where the rubber really meets the road — when an established company is willing to bet on an emerging university technology.

"When I was back on the campus a couple years ago, the first thing I did was put a high premium on doing deals," said Nichols, who served as director of the office of technology

management for the **University of Missouri-Columbia** before taking on the role of leading research and economic development efforts for the system in 2007. "We're making that a higher priority. We're finding those licensees early, getting the word out and networking with the licensing associates."

The efforts appear to be paying off, with a record 71 licenses or options signed in fiscal 2009, up more than threefold from the 20 license deals in 2004.

Even after a licensing deal is signed, it takes time for it to turn into money in the bank. For example, more than 200 licensing deals have been signed by the university system in the past decade, but only 11 licenses contributed to the \$10.4 million in income generated last year.

In fact, much of that total was generated by one license — for the antacid Zegerid, which is produced by San Diego-based **Santarus Inc.** Fiscal 2009 licensing income from Santarus included a \$2.5 million payment to the university system prompted by Zegerid exceeding a sales milestone.

UM expects more great things from Santarus, a public company that reported \$34.8 million in revenue for the first quarter of 2009. Last year, Santarus signed a licensing agreement with **Schering-Plough HealthCare Products Inc.** to develop an over-the-counter version of Zegerid.

"Which means you'll see it at **Wal-Mart** and Sam's and pharmacies all over the world," Nichols said. "The market they address is going to go up quite a bit, and we feel good that the income is going to continue to increase."

#### **Return on investment**

It's not unusual for a handful of licenses to account for a lion's share of a university's royalty income.

"Of all the deals you do, you only need about 10 percent of those to really be home runs," Nichols said. "That's a pretty good return on investment."

It's a similar story at Washington University, where a few medical technologies have accounted for most of the money generated.

"If we looked at our revenue stream, you could probably point to five to 10 technologies bringing in most of the money," Castanho said. "We have hundreds of licenses. Most of them are quite small."

The university's biggest money maker has been a diagnostic tool for heart attacks. The patent on the technology, which was licensed nonexclusively to five or six companies, expired two years ago, causing a slight dip in royalty revenue.

Washington University typically inks 40 to 50 licensing deals each year, but Castanho expects that number to drop this year as the economy and consolidation in the life sciences industry prompts companies to rein in spending on licenses.

Foxworth said some of the startup companies that SLU has licensed technology to in the past are having a difficult time making ends meet, much less investing money in additional licensing deals.

"It's a difficult environment in which to raise money, and some companies are working just to make it through these difficult times," Foxworth said.

However, Scott Uhlmann, director of the office of intellectual property administration for the University of Missouri, thinks the economic slowdown could work in the university's favor

“As companies are forced to scale back R&D budgets and staff, we hope they might look to outsource their R&D to the university in a sense,” Uhlmann said. “We see a lot of opportunities.”

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## MU launches drink-control effort

Message will be social-norming.

By Janese Heavin Sunday, September 6, 2009

*Photo by Don Shrubshell*

*University of Missouri football fans, from left, Nick Cleveland Fleming, Bill Carmody, Bill Carmody Jr., Keith Boruck and Woody Theis enjoy beverages Saturday at Harpo's bar and grill while watching the MU-Illinois football game on TV. The men said they were unfamiliar with a new campus program aimed at reducing alcohol consumption while tailgating at football games.*



"We are Mizzou. ... We take pride in our choices."

It's a motto Kim Dude, director of the University of Missouri's Wellness Resource Center, wants Tigers to remember this year.

The wellness center is launching a new campaign aimed to show students that their peers might not be drinking as much as they think they are. The center received a \$15,000 grant from the NCAA and a \$15,000 match from the MU Athletics Department to start the project this year. Each sports entity will give \$10,000 next year and \$5,000 the next year to continue efforts to curb irresponsible drinking on game day.

Portable signs depicting statistics about sports fans' behavior will be placed at popular tailgating spots during home games and at bars during away games. The signs tout stats such as "70% of Mizzou tailgaters don't like excessive drinking at games."

It's called social-norming. The goal, Dude said, is to debunk myths that "everybody" is doing something, even if they're not.

"If you take alcohol, for example, most students tend to drink to the extent they think their peers are drinking," she said. "The problem is they way overestimate how much their peers are drinking."

By posting facts that contradict those beliefs, Dude said, "we're turning the volume up on good behavior."

One sign touts that most Mizzou tailgaters drink zero to four alcoholic beverages while tailgating. Among students, Dude said, "most" means about 60 percent.

Some students, though, said they think their peers drink what they can and still feel comfortable.

For MU senior Woody Theis, that's about five or six drinks on game days. "I try not to get superdrunk," he said, adding that he usually watches the game with his parents.

Lexie Delaney, a sophomore, wasn't old enough to order alcohol while watching yesterday's MU football game at Harpo's in downtown Columbia, so she and friends sipped water. Had she been elsewhere, she admitted, she probably would have been drinking alcohol. But she doesn't worry about how much other students consume.

"I know a lot of guys who try to out-drink each other," she said. "And some girls don't want to be drunk, just tipsy. I just do what I do and don't try to catch up with people."

The wellness center's statistics come from a survey given to students and ticketholders last year. Most said they think being with friends and family, watching the game and eating are more important than drinking to make the game day experience fun.

Not all of the key statistics involve alcohol. Other findings from last year's survey:

- 91.5 percent of MU tailgaters don't like fans who yell profanities.
- 89 percent of tailgaters don't like people who litter at games.
- 87 percent of Mizzou tailgaters don't like it when fans are rude to the opposing team.

The bottom line is that most Tigers fans are making positive choices, Dude said. "For so long, we've only told students the bad things they're doing rather than emphasizing the good things," she said. "This emphasizes good behavior."

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## Campus group acts as sober chauffeurs

By Janese Heavin Sunday, September 6, 2009

Tanner Tucker stood before a dozen of his University of Missouri peers Friday night and gave some fairly basic instructions.

### Free ride

**What:** STRIPES offers free sober rides to MU students.

**When:** 10 p.m. to 3 a.m. Thursday to Saturday

**How:** Students must call 442-9672 to schedule a ride and show student ID to the driver.

"Drive and do nothing else," he told STRIPES volunteers. "Don't drive and text. Don't fumble with the radio. Just drive. It's pretty simple."

Actually, driving intoxicated students back to their homes on weekend nights is more complicated than one might think. In addition to navigating through Columbia late at night, sober student drivers have to worry about passengers getting sick or passing out. They need to know how to handle potentially aggressive passengers. They have to keep track of their rides and routinely check in with program administrators.

STRIPES is an acronym for Supportive Tigers Riding In Pursuit of Ensuring Safety. It began in 2001 under the umbrella of the Missouri Student Association and has been growing in ridership and popularity since. Last year, roughly 300 volunteers gave more than 11,000 rides, said group spokesman Andrew Worrall, a sophomore. Sometime in mid-October, the group plans to celebrate its 75,000th ride since the program started.

STRIPES rides are free to MU students and anyone they're with, and response time is minimal. Students don't have to be intoxicated to call for a ride. Some students call when they just need a ride home late at night, Worrall said.

STRIPES volunteers are prepared for just about anything. Drivers and volunteer passengers who are sober are equipped with Global Positioning Systems, first-aid kits and cases of bottled water. They know what to do and look for if a passenger passes out or when a trip to the hospital is in order. They even have a secret pass phrase if they need to call dispatch and discreetly request police assistance.

In most cases, though, rides are given without problem, Tucker, the director, said. "Ninety-nine percent of the people love STRIPES," he said. "They think we're superheroes."

Students have various reasons for giving up their weekend nights to volunteer for STRIPES.

Sarah Nussbaum was always a designated driver for her high school friends in Warrensburg and wanted to continue the practice at Mizzou. "I want to keep people safe," she said.

Jay Nelson, a freshman, volunteered this year because his sister was a STRIPES driver when she attended MU. "It sounded like fun," Nelson said. "I don't go out on weekend nights, so I might as well make others' weekends safe."

If nothing else, giving intoxicated people rides makes for good stories, the volunteers agreed. Tucker told one on Friday night about an intoxicated passenger who, when given a trash bag, put it over his head and threw up on his shirt.

"We don't make up stories in STRIPES," he said. "We don't need to."

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# COLUMBIA MISSOURIAN

## **MU dining hall will begin \$2.2M renovation in December**

By Michelle Hagopian

**COLUMBIA – A year from now, students who eat at Rollins Dining Hall at MU will find it easier to sit down and eat.**

On Dec. 18, the dining hall will close for renovation as part of phase three of MU Residential Life's Master Plan. It is scheduled to reopen in the fall of 2010, said Frankie Minor, director of Residential Life.

Rollins is located between Hudson and Gillett residence halls, both of which will be renovated. Hudson is already closed and Gillett's renovation will begin in the spring of 2010, Minor said.

Andrew Lough, Campus Dining Services marketing manager, said the main feature of the \$2.2 million Rollins renovation is the addition of an external entrance.

"The big thing is for us to provide an entrance independent of the residence halls so everyone can have full access to eat," he said. "This will also provide more security for residents in Hudson and Gillett."

Lough said the entrance is also intended to allow greater flexibility when campus closes for holidays and seasonal breaks, because Rollins will no longer be accessible solely from residence hall entrances. The renovation will also include more seating and the addition of restrooms.

Eva J's dining hall staff will pick up the Rollins pizza-to-go option when Rollins closes, Lough said. The pizza-to-go option lets students order pizza after regular dinner hours at dining halls are over. Beginning in the spring, Eva J's will close for dinner and some seating will be available for students getting pizza-to-go.

He said Eva J's plans to be open for breakfast and weekend hours when Rollins closes in the winter. Eva J's is currently open Monday through Friday for lunch and dinner, though Campus Dining Services temporarily extended its hours to include the weekend.

"We always fluctuate our hours the first few weeks of the school year because we know a lot of students stay on campus and need places to eat on the weekends," Lough said. "But, after Labor Day we'll probably go back to regular hours."

The closing of Rollins comes at a time when MU is experiencing higher enrollment. Though Residential Life opened three residence halls this year — Dogwood, Galena and Hawthorn — students are concerned about the already crowded dining halls and what to expect once Rollins closes.

Kelsey Jones, 19, who is a chemistry major living in Schurz Hall, is concerned. Jones said she has noticed the increase in students in all the dining halls where she eats.

"I eat at Baja Grill all the time, and the lines there are ridiculous," she said. "When I go to Plaza 900, I walk in and turn back around because it's so crowded."

With MU enrollment at an all-time high, Minor said there has been an increase in returning students to residence halls.

Lough said Campus Dining Services can accommodate the number of students now despite growing concerns there isn't enough space in dining halls.

"We have enough space but the problem is large numbers of students eat at one place at one time," he said, "which is why it's difficult to find a table for lunch at noon at Plaza 900."

He said Campus Dining Services and Residential Life have been preparing for growing enrollment. "Phase one of the master plan set the stage for the increase in students with the completion of the Virginia Avenue residence halls and Plaza 900," Lough said.

Lough said students should keep their options open and branch out to other dining halls in order to minimize the time spent waiting in line for food. "At this time of year, students are still trying to adjust to their schedules so once they get their eating habits in order we can expect less crowds," he said.

The Residential Life Master Plan is expected to be complete by 2017.

September 6, 2009

## MU Chancellor will speak at the Southwest Region Extension Council meeting Sept. 15

University of Missouri Chancellor Brady Deaton will appear at the next meeting of the Southwest Region Extension Council 6:30 p.m. Sept. 15 at the University of Missouri Southwest Research Center.

The Center is located at 14548 Highway H, south of Mount Vernon.

Deaton will provide an update about MU and how the University is impacting Southwest Missouri, according to a news release from the Extension office.

Along with the MU update, Brian Hammons from Hammons Product Company will discuss how his company is working with the University of Missouri to improve the Eastern black walnut industry in southwest Missouri.

Dr. Michael Quart, director of MU Extension and Bev Coberly, director of off-campus operations for MU Extension will also be in attendance.

Regional Extension Council meetings are open to the public but due to limited space, advance registration is necessary by calling the regional extension office at (417) 682-3579.

The regional extension council for southwest Missouri is comprised of representatives from each of the 16 extension county councils in the Southwest Region. Each county council, whose members are elected by a public vote, selects its own representatives to the regional council where each county has one vote.

The purpose of regional extension councils is to be a forum through which member county councils cooperate in providing effective educational programs for the region.

# THE TIMES OF INDIA

## Working out? Beware of the big-calorie bite

Are you among those who work out religiously every day, shell out big bucks for weight-reduction sessions, but still don't seem to lose any of the flab or bulge? Maybe it's that soft drink you took with a burger the day before... And perhaps, you couldn't resist the French fries as well. The 'little snack' that you take promising to sweat it off the next day may be the biggest hurdle in keeping you off the fitness levels you desire, say trainers.

Twenty five-year-old Anusha found this out the hard way. After four months of intensive cardio and workouts, the 5.1-ft tall girl had not lost any of her 65 kg. When she went complaining to her trainer, a chart of her food habits gave away the bite-sized secret.

"About 70% of those who come for my weight loss programmes pamper themselves with high calorie junk food but insist they have no more than two chapatis and dal twice a day with some vegetables. And then they complain that their weight does not budge," said Soumen Das, proprietor of Soumen's Work Out.

During investigation, Das found out that throughout the day, his clients have been gorging on an samosas, a few biscuits, a little bit of thujia, a dosa and a scoop of ice cream. All of this adds up to almost 2,000 extra calories. An average adult needs no more than 1500 calories a day, according to WHO.

"How can they achieve that kind of weight loss if they keep bingeing? A 20-minute workout on a treadmill at a good speed can burn 350 calories at most. Six hundred calories in a strict one-hour workout. Think of 2000 calories. We have to make a great effort to educate our clients on calorie counting," said Das.

Most people do not realize the calorie value in a handful of cookies or a can of soft drink they grab on the way to office.

"Obese people tend to eat more without realizing that they are bingeing. Even while going through a strict exercise routine, many ignore the dietary part, which makes the workout ineffective," said AMRI cardio-diabetic expert Dr Lalit Kumar Muskara. "Regular exercise keeps off a lot of health complications, like diabetes, hypertension and cholesterol. Before starting medical treatment, we advise patients to go for weight loss and diet control."

A new study conducted by US researchers says that those many of those who work out for long duration end up not achieving the predicted weight loss due to increased calorie intake. [A team from the University of Missouri](#), University of South Carolina and Louisiana State University took up

464 overweight women, and divided them into four groups. While three were assigned workout routines, the fourth was the control group.

Two groups that were assigned 72 to 138 minutes of exercise per week showed weight loss as predicted. But the third group was only half as successful. The reason was their habit of snacking.

"About 10% of those training under me develop the habit of indulging in high calorie junk food, defeating the whole purpose of the weight loss programme," said weight trainer Anjit Chatterjee.

Nutritionists, weight trainers and doctors point out that diet is as important as exercise for achieving weight loss. "Whether or not exercise leads to weight loss, it definitely benefits because it boosts the metabolic process. For obese people, it has to be a combination of good dietary regime alongside a strict exercise routine," said Dr B Sivkumar, former director of National Institute of Nutrition, Hyderabad.

So, mind the extra bite next time.

Columbia Tribune  
Front Page

# Missouri 37, Illinois 9

