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| |  |  |  | | --- | --- | --- | | |  | | --- | | **ASEPNewsletter** | | | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  | | --- | | **In This Issue** | | [**Editor's Corner**](https://gweb1.css.edu/gw/webacc/ba3dc617eeea5cb5a4a68e22fa1714b68157b4/GWAP/HREF/?action=Attachment.View&Item.Attachment.id=1&User.context=ba3dc617eeea5cb5a4a68e22fa1714b68157b4&Item.drn=229455z19z0&Item.displayExternalImages=0#LETTER.BLOCK7) | | [**Ask the EP**](https://gweb1.css.edu/gw/webacc/ba3dc617eeea5cb5a4a68e22fa1714b68157b4/GWAP/HREF/?action=Attachment.View&Item.Attachment.id=1&User.context=ba3dc617eeea5cb5a4a68e22fa1714b68157b4&Item.drn=229455z19z0&Item.displayExternalImages=0#LETTER.BLOCK8) | | [**Ads & Employment**](https://gweb1.css.edu/gw/webacc/ba3dc617eeea5cb5a4a68e22fa1714b68157b4/GWAP/HREF/?action=Attachment.View&Item.Attachment.id=1&User.context=ba3dc617eeea5cb5a4a68e22fa1714b68157b4&Item.drn=229455z19z0&Item.displayExternalImages=0#LETTER.BLOCK9) |  |  | | --- | | **Quick Links** | | [**ASEP 2009 Conference Online Registration**](http://rs6.net/tn.jsp?et=1102602793998&s=2&e=001UOgkKx2q1euFhTSUWkrAv8LYsIS9ltElvkAgd0wT0Esa7i1V1wdST6kuSu6NCXYsGg1mbjFpXn_N4HA7vtnrbt4OySR_zDjvLSTG0KvEz626QG4_1oAsSnDkn8ayygjqlXbTF1FYSLbvVKvXUD3upQ==)  [**Journal of Exercise Physiology-online**](http://rs6.net/tn.jsp?et=1102602793998&s=2&e=001UOgkKx2q1evP5lX5Jy6a243cfrNsSXIXrP1OvEizFS0ExP3YO8CaiBG1QrRwTi7bIfHnSO7O2m0M1CHlA-HZ2m8cxbhkhJnIFaWJt38d3cX35HzTdObqgOdmtNYw_4fo)    [**Professionalization of Exercise Physiology-online**](http://rs6.net/tn.jsp?et=1102602793998&s=2&e=001UOgkKx2q1esYTN0AzDCV4R0GWFqLOeXPEucZIoug1o58bYHCXxr7NBOcyHO9dKEtJ81Gysa30iPf4pbNS9E0ICDKjnGC73KUeFgVh0KWl1h6PwhxkCObZBrzb7fcj7aZ)    [**More On Us**](http://rs6.net/tn.jsp?et=1102602793998&s=2&e=001UOgkKx2q1etRBoHAhDynx0c8XFC9wemf7sVN3b8HFBboc9At-Q-dvO0JiJ5LcmHDpAr2kYotEI3MGjZvq43IfWcwVkCqC2DkwG2At_l3b9E=)    [**PhDs can now petition for Board Certification**](http://rs6.net/tn.jsp?et=1102602793998&s=2&e=001UOgkKx2q1evEfdaAQixsyhoWUBAZgCntbnoNpydNZu09WM3ZHWHGugwI3FuJxUNd_mbPreWH2GYxI6nj298kAD5owU0WrbqrIW4utFVw8Ds7W1JBqB55ZjrplG87A41tufD4rAlP6ZjzUIZzHBEB_A==) |  |  | | --- | | **Join Our List** | |  | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | **Issue: #6** | **June 2009** |  |  |  | | --- | | **Dear Exercise Physiologists,**  Thank you for being part of our community. **ASEP is the specific voice for (historically under-represented) Exercise Physiologists.** Please use this Newsletter as a link to ASEP resources from scientific journals to professional papers, to employment and related opportunities. And be sure to click on "More On Us" at the left for the ASEP-newsletter's parent web site.  Also, members please consider the [**ASEP Annual 2009 DUES Renewal Notice**](http://rs6.net/tn.jsp?et=1102602793998&s=2&e=001UOgkKx2q1evWnsw1J1mpkT-e4dwDl-e3acjqnOUKdklUt0hr0w32v57WilPe3kvDwIllu2ausNQvh7CA8H3LI4FfUgW4As-_eU5KNO3r0vPORTaWGqFli74wQ-8NZ1kjsrjWvnnlgLXeHGH8kJk02cUOvRf2Bdz7) on the ASEP web site.    -Lonnie Lowery and Jonathan Mike, ASEP-Newsletter Editors |      |  |  | | --- | --- | | **Editor's Corner** |  | | **Marketing**  In a down economy, it appears that health is the new wealth. Interest in disease prevention, injury prevention, and personal health is at an all-time high. For those Exercise Physiologists who would market their professional services to the public it is important to **understand how little the public knows about us or what we can do for them**.     Your marketing dollars will be best spent when you are able to educate potential clients. In the past year, my company has had some ups and some downs. In our marketing efforts, **we found that simple advert-isement for services with reduced prices or "special deals" were essentially unproductive**. Conversely, efforts to educate potential clients about the services generated more customers regardless of whether the services were at the normal price or discounted. While simple economics will drive people to look for the least expensive option, it is not the predominant consideration for people when they begin to understand the value that physiological testing and professional exercise prescription offers them in attaining their health and fitness goals.      As Board-Certified Exercise Physiologists (EPC), you are already prepared to present this information as recognized professionals. **Find or create ways to make presentations within your niche of potential customers (i.e. senior citizen groups, weight loss groups, community education classes, etc.).** It is important this isn't just a 'sales pitch' for your company or its services, but includes valuable information that attendees can use.     For example, making a presentation to a weight loss group about the facts of caloric intake/output; the energy content of protein, carbohydrate, and fat; the number of calories in a pound of fat; the common estimation equations for caloric intake; and how exercise affects metabolism would be useful to people in attendance. You can highlight how the assessment of resting metabolism is preferable to the estimations. You may **discuss how measuring VO2 allows for a more accurate (and safe) exercise prescription that takes the guesswork out of exercise and provides a better 'outcome' than standing on the scale**. But primarily you are helping them understand some physiological basics of weight gain and loss. Brochures or information that you can distribute to the attendees can further describe your services and their costs. And because we all like to get a "deal", you can come up with some really creative ways to discount your services to these new customers because you will be saving money by not marketing to a public who aren't looking for services that they don't understand.     My take-home points are these: Don't assume that you have to be cheaper to get business in this economy!  What you can provide is valuable once people understand it. Be smart with your marketing efforts and you can experience growth in a slow economy.   Readers with questions about starting or developing their own business may contact Shane by email at [shane@phpswellness.com](mailto:shane@phpswellness.com).  By Shane Paulson, MA. EPC | |      |  |  | | --- | --- | | **Ask the EP** |  | | **This month we change pace, offering a personal essay from our "Ask the EP" column author...**  **Journal Impact Factor: A Need for Critical Examination**    Introduction   It is well known throughout the scientific community that "impact factors" are used to categorize, and therefore rank the best journals that publish various scientific papers. **Interestingly, it seems the Institute of Scientific Information (ISI), the publishing company that issues the SCI (Science Citation Index) is often misunderstood, or perhaps used erroneously.** The inception of the SCI began in the 1960's, which first published the Journal Citation Reports in 1975 (1). Decades later, it is still used to compare journals within the science and social science fields, which ultimately can affect the professional integrity of the researcher.    Arguably, journals with the highest impact factor may not be the greatest. **Many components influence a journals impact factor, such as subject or field, related papers of related literature, time required for review, and additional subtleties including point/counterpoint, letters to the editor, research note(s) and editorials**.    Impact Factor   The journals impact factor is established on the numerator (# of citations in the current year to items published in a journal in the previous 2 years) and the denominator (# of articles published in the same 2 years) (2). However, there is considerable variation from journal to journal in what formulates these components.  Therefore, **this practice puts more emphasis on older journals than those publishing more manuscripts** (4). In addition, Joseph and Hoey (4) state that room for considerable **error and inflation exist by incorporating items such as letters to the editor, editorials, book reviews, and news reports** as research papers or review articles. Hoeffel (3) has stated that the impact factor "is not a perfect tool to measure the quality of articles..." In truth, the impact factor neither defines nor distinguishes the quality of scientific journals within a specific field. As a result, the journal's impact factor is more complex, and even more convoluted than originally thought.    Argument Against   **Many administrators require published articles with high impact factors**. Nowadays, the desire for tenure adds additional pressure to the researcher, thus publishing in superior journals. Regardless of whether scientists and researchers should feel uneasy when submitting articles that do not have an impact factor, or even a lower impact factor is warranted, and needs further investigation. As previously stated, **the impact factor neither defines nor distinguishes the quality of scientific journals within a specific field**. Therefore, obtaining an alternative measure of the impact is long overdue.    If a researcher cites a journal article, it does not necessarily mean the journal itself is important. Perhaps the article in the journal is important to the researcher's specific topic. Nonetheless, careful attention and use of the impact factor is critical in avoiding administrative error. In contrast, Hopkins (5) agrees with the use of the impact factor in making administrative decisions. However, it is the opinion of this author that impact factors should not be the main ideology used to influence a researcher's chance of promotion and/or tenure. The idea that publishing in a journal with a high impact factor is superior than publishing in a journal with a low or no impact factor is seriously flawed, and makes little sense. Researchers should be encouraged to submit their work when and where possible, specifically if the journal provides optimal feedback with the prospect of accepting the paper in the scientific literature. There is really no significant advantage to career development by simply publishing in a more exclusive journal. **It is an incorrect assumption that the quality of research is inferior when published in journals with little or no impact factor**. In fact there are numerous ways to show scholarly work that are just as objective if not more important than the work of the researcher.    Perhaps, what is needed today is increased adaptive capacity to assist members of different professions to respond quickly and intelligently for needed change. If that's the case, **a new model and professional approach must be created to allow researchers to accurately evaluate their work, and not depend on a model that's more than 50 years old.** Within exercise physiology, they (the researchers) should be able to assess their own work, and the work of their constituents in order to critically reflect on the value of the final product. It would seem appropriate that researchers should be in charge of publishing. If researchers remain complacent and separate themselves from the right to publish in the journal of their choosing, what would be the social and professional consequences?  Interestingly, Hecht, Hecht, and Sandburg  (6) **recommend discontinuing and even eliminating  the impact factor to evaluate relevant research**, thus stating it's misuse in determining the "importance of individual researchers, research programs and even the institution hosting the research" (6).   Conclusion   The idea that publishing in a journal with a high impact factor is superior to publishing in a journal with a low or no impact factor is seriously flawed. Moreover, the impact factor itself is scientifically unsound and requires re-examination, in order to assess the academic worth of a paper. Although this essay is by no means comprehensive, it should help with the decision to remove the use of impact factors from the scientific community.     References  1. Garfield, E. (1996). Fortnightly Review: How can Impact Factors be Improved?  BMJ. 313:411-413 (17 August). [Online].  2. Garfield, E. (1999). Journal Impact Factor: A Brief Review. CMAJ. 161:1-7 (19 October). [Online].  3. Hoeffel, C. (1998). Journal Impact Factors. [letter]. Allergy. 53:1225.  ~Jonathan Mike, CSCS, USAW, NSCA-CPT,  Doctoral Student, Assistant Editor | |      |  |  | | --- | --- | | **Advertisements** |  | | **Opportunities Related to Exercise Physiology**  **Saratoga Cardiology Associates...** Full-Time Monday-Friday position to join our medical team located in upstate New York. Candidate must provide a safe and effective cardiac rehabilitation program....[**more information...**](http://rs6.net/tn.jsp?et=1102602793998&s=2&e=001UOgkKx2q1evvzsmnQgPBqz0ZgwUTJTfyXdODYWBGHWEhAcSPIBsh8CSz_wAqcEsoXHPMlIuv83H_yPnj9TaQVnuYIiZS14gp0iIph1fAZelaSSgWBDVnQw==)  **---------------------------------------------------------**  **The Department of Kinesiology at the University of New Hampshire**... is currently seeking applicants for a tenure track appointment in Exercise Science at the Assistant or Associate Professor level. ...[**more information...**](http://rs6.net/tn.jsp?et=1102602793998&s=2&e=001UOgkKx2q1euAO0ob1pcFWG4ootpgd65mLWoepyKutxMS582QI1beRlGqgGdUlZlxEgZ3-mKmFYX06Zwqb0s60LEBbBWBvx-WuYb0B1uCeu_eGa8INX8mjw==)  **----------------------------------------------------**  **NOTE:** [**ASEP Board of Directors with approval of The Center for Exercise Physiology-online**](http://rs6.net/tn.jsp?et=1102602793998&s=2&e=001UOgkKx2q1evEfdaAQixsyhoWUBAZgCntbnoNpydNZu09WM3ZHWHGugwI3FuJxUNd_mbPreWH2GYxI6nj298kAD5owU0WrbqrIW4utFVw8Ds7W1JBqB55ZjrplG87A41tufD4rAlP6ZjzUIZzHBEB_A==) **developed the "EPC Petition Guidelines" for doctorate exercise physiologists to become Board Certified.** | | | | |  | | --- | |  |  |  | | --- | | Thank you for perusing our opinions, facts and opportunities in this edition of the ASEP-Newsletter.  **Sincerely,**  Lonnie Lowery American Society of Exercise Physiologists | | | |
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