

# Business

## Demand for sports medicine on rise for exercising Americans

From Associated Press reports

WINSTON-SALEM — The growth of the fitness craze has increased the demand for doctors who specialize in sports medicine, experts say.

"It's gone beyond the chrome and glitzy spas," said Paul Ribisl, director of the cardiac rehabilitation program and human performance lab at Wake Forest University.

Medical students are showing a growing interest in sports medicine, whether their field is orthopedics, pediatrics or family practice, said Dr. Walton Curl, an assistant professor of orthopedic surgery at

Bowman Gray School of Medicine in Winston-Salem.

Ten years ago, there were no fellowships in orthopedic sports medicine. Now there are 36 such programs, according to the American Society of Orthopedic Surgeons.

And grants from the National Institutes of Health to outside researchers in the areas of sports medicine and exercise have increased dramatically, from \$4.4 million in 1977 to \$29.9 million in 1987.

Dr. Jerome Jennings, a Winston-Salem orthopedist specializing in arthroscopy and

arthroscopic surgery — new techniques for examining and repairing damaged joints — said he spent 60 percent of his time on sports-related injuries.

Dr. Henry Muller, the director of cardiology at Bowman Gray and the medical director of the cardiac rehabilitation program at Wake Forest, agreed that older adults are growing consumers of fitness services.

He said many of the patients in the cardiac rehabilitation program are not there recovering from heart attacks or heart surgery, but are there to improve their fitness and prevent illness.

## N.C. businesses participate heavily in public schools

From Associated Press reports

North Carolina businesses have become increasingly involved in public school issues in recent years, a move that many businessmen and teachers say will benefit both groups.

"I think they (businessmen) realize that the economic development of North Carolina is highly dependent on good education in the state," said George Kahdy, adviser to the N.C. Business Committee for Education.

Glen Keever, spokesman for the N.C. Association of Educators, said teachers feel good about being at the top of business groups' agendas.

"Some may be a little fearful that all of this interest is going to result in another group of people telling them how to teach," he said, but "I haven't seen that happening."

The N.C. Business Committee for Education, formed by former Gov. Jim Hunt, is one of the leading business organizations with a focus on public schools. Two other groups, both formed in the past two years, are the N.C. Public School Forum, a joint effort of businessmen, educators and politicians, and the education committee of the North Carolina Citizens for Business and Industry.

Those groups, in addition to education foundations that serve specific school districts and corporate gift-giving, have become increasingly visible in the past five years.

John Dornan, executive director of the Public School Forum, said businesses have become more concerned with education issues since the publication of "A Nation at Risk," a 1983 report by the National Commission on Excellence in Education about public schools' failings.

Business groups, such as the Committee for Economic Development, followed with their own reports, emphasizing the link between educa-

tion and economic health, Dornan said. Soon, businesses began climbing on the education bandwagon in droves, giving grants, scholarships, equipment and expertise to local schools.

"It's fueled by growing concern and enlightened self-interest," he said. "They (businesses) are spending more and more money on having to retrain employees that enter the work force."

International Business Machines Inc., for example, offers management training to 100 principals and administrators in North Carolina each year as a way to encourage better management of schools.


"More than anything else, we saw it was an opportunity for us to be involved with the school system," said Margie Weaver, manager of management and employees development for IBM.

While teachers laud the increased interest, some also fear that the business community may influence what students learn.

Some teachers worry that inequities result when businesses provide gifts to one school system and not another, Dornan said. Rural school systems often are overlooked entirely, he said.

"It disappoints me a little when gifts are targeted at specific disciplines," said Marilyn Dixon, a Garner High School English teacher and vice president of the Wake Association of Classroom Teachers. "And it would concern me if the business involvement came about to the extent that people in the business community would be giving the directives to the teachers."

"I would be very concerned if you've got someone in the business community who says, 'Here's this amount of money with these strings attached,'" she said.



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