



**Tuesday, February 16**

**2:00 - 3:00 pm EST**

**RSVP**

**at** [https://umich.zoom.us/webinar/register/WN\\_uwoi1SxHQyKm](https://umich.zoom.us/webinar/register/WN_uwoi1SxHQyKm)

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**Managing Technological Advancement in  
the Ecosystem of Sport**

Hosted by Geoff Burns, Ph.D., Sport Science Postdoctoral Research Fellow, U-M  
Exercise & Sport Science Initiative

All sports depend, to some extent, on equipment, and advances in equipment have the potential to shift an athlete's performances independent of their training and skill. This technological tension has recently shaken the sport of running in the form of shoe advances, but many other sports have experienced and managed these same strains, including swimming, cycling, tennis, speed skating, and many more. This seminar will explore how technological developments within a sport, and the associated performance advantages they afford, impact that sport sociologically. This panel will bring perspectives related to product availability and athlete sponsorship ties, cultural perception and understanding of performance, and developmental implications across myriad levels of sport (e.g., youth, Olympic, masters). This discussion will aim to inform our understanding of what is to be gained, what might be lost, and what can be managed as sport evolves with technological developments.

**Join us as Geoff Burns hosts a conversation and Q&A with:**

**Speakers:**

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**Geoff Burns - Moderator**

Sport Science Postdoctoral Research Fellow,  
Exercise & Sport Science Initiative



**Sarah Lorge Butler - Panelist**

Writer and editor. Work has appeared in Runner's  
World, Bicycling, Men's Health, and The New  
York Times.



**Stuart Isaac - Panelist**

President and Founder, The Isaac Sports Group;  
former head coach, U-M Women's Swim Team;  
former Senior VP of Team Sales and Sports  
Marketing, Speedo Swimwear



**Larry Warbasse - Panelist**

Professional cyclist on the UCI World Tour,  
AG2R Citroen Team; 2017 USA National Road  
Race Champion

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**Stay tuned for upcoming seminars:**

- **March:** Concussion in Sports. Co-sponsored by the [Michigan Concussion Center](#).
- **April:** Implications of COVID-19 for the Care of our Athletes. Co-sponsored by the [Michigan Center for Human Athletic Medicine and Performance](#).
- **May:** Athletes Training Through Uncertainty. Sponsored by ESSI.