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## Missouri, Texas A&M to pay millions in Big 12 exit fees

**Missouri and Texas A&M, both set to join the SEC on July 1, have reached an agreement with the Big 12 regarding their withdrawal from the conference.**

The Big 12 said Tuesday it will withhold an estimated \$12.41 million from both schools' projected distribution for fiscal year 2012.

Texas A&M will receive a portion of the benefits received by the Big 12 from the signing of its television deal with Fox Sports, scheduled to commence July 1, 2012, and certain other concessions.

Missouri, meanwhile, agreed it will waive any claims to the benefits received by the Big 12 from the television contract. In addition, Missouri agreed to pay the conference approximately \$500,000 for its share of the actual cost of officiating expenses for the 2011-12 athletic year.

"This agreement was accomplished through a collegial, respectful process among the conference, its institutions, and the University of Missouri that led to a resolution that all parties believe is fair," Big 12 commissioner Chuck Neinas said.

Texas A&M President R. Bowen Loftin thanked the Big 12 for "many memories over the past 16 years."

"We value our ongoing academic and athletic relationships with Big 12 members, and it is our hope to continue many of our longstanding athletic rivalries in the future," Loftin said. "We appreciate the Big 12 working with us on a quick and amicable settlement."

Missouri chancellor Brady Deaton said the school was "pleased to have these issues resolved and we wish the Big 12 and its continuing member institutions the best in the future."

Missouri, which agreed to join the conference in November, will be the SEC's 14th member. Texas A&M announced in September it was joining the conference.

Both schools will start competition in all sports for the 2012-13 academic year.

## **MU, Big 12 settle over move to SEC**

By TEREZ A. PAYLOR

**COLUMBIA -- Missouri has cleared a final hurdle before it joins the Southeastern Conference on July 1.**

The Big 12 Conference announced Tuesday that it had reached financial exit settlements with Missouri and Texas A&M, who are withdrawing their Big 12 membership to join the SEC next season. Both schools will have an estimated \$12.41 million withheld from the revenue they were scheduled to receive this fiscal year from the Big 12.

The amounts are based on what is expected to be distributed by the conference, primarily revenue from football television contracts, plus bowl game and NCAA Tournament appearances.

“This agreement was accomplished through a collegial, respectful process among the conference, its institutions, and the University of Missouri that led to a resolution that all parties believe is fair,” Big 12 commissioner Chuck Neinas said in a statement. He issued a similar statement regarding Texas A&M.

Missouri will compete in the SEC in all sports beginning next school year.

“We are pleased to have these issues resolved and we wish the Big 12 and its continuing member institutions the best in the future,” Missouri chancellor Brady Deaton said in a statement.

There are differences in the settlements, however, and it’s perhaps why the conference issued separate statements to announce the agreements.

Missouri will forego any benefits received by the Big 12 from its new cable television contract with Fox Sports Net, scheduled to start July 1. Texas A&M will receive a portion those benefits, but the amount was not disclosed.

The timing of schools’ withdrawals played a role in that determination. Texas A&M announced it was leaving the Big 12 on Aug. 31. Missouri made its announcement on Nov. 6, and, according to the Big 12, turned down an offer to remain in the Big 12 for the 2012-13 school before moving to the SEC.

The amount withheld from Missouri and Texas A&M is greater than the settlement for Nebraska and Colorado, which was announced in September 2010.

The Cornhuskers, who joined the Big Ten this season, settled with Big 12 for \$9.255 million and the Buffaloes, who switched to the Pac-12, settled for \$6.86. The disparity in those amounts was based on future projected revenue.

The latest Big 12 settlement comes two weeks after West Virginia came to terms with the Big East on the Mountaineers' departure, which allows them to join the Big 12 next school year.

West Virginia will pay the Big East \$20 million with some \$9 million coming from the Big 12. But Big 12 officials have said the amount won't come from out of the revenue withheld from the Tigers and Aggies.

TCU, which also is joining the Big 12, didn't have to pay a settlement to the Big East because it hadn't started competition in that league.

The Star's Blair Kerkhoff contributed to this report.

# ST. LOUIS POST-DISPATCH

## Mizzou's Big 12 exit fees: estimated \$12.41 million

BY VAHE GREGORIAN | Posted: Tuesday, February 28, 2012 4:34 pm



*University of Missouri Chancellor Brady Deaton speaks at a news conference Oct. 4 as Athletics Director Mike Alden listens at right. (Robert Cohen / rcohen@post-dispatch.com)*

**Mizzou athletics director Mike Alden on Tuesday, after a luncheon at the Missouri Athletic Club, said he expected MU's exit fees from the Big 12 to be clarified in the "not-too-distant future."**

Hours later, it was: The Big 12 announced Mizzou's departure penalty would be an estimated \$12.41 million for fiscal 2012.

Missouri will compete in the Southeastern Conference beginning with the 2012-13 academic year.

Per the Big 12 news release:

"The Conference will withhold an estimated \$12,410,000 from the revenues otherwise distributable to the University. In addition, Missouri agreed that it would waive any claim to any of the benefits received by the Big 12 Conference from its television contract with Fox Sports, scheduled to commence July 1, 2012. Also, Missouri agreed to pay the Big 12 Conference for its share of the actual cost of officiating expenses for 2011-12 athletic year as it has done in previous years, in the approximate amount of \$500,000."

The release included statements from interim Big 12 commissioner Chuck Neinas and MU chancellor Brady Deaton.

"This agreement was accomplished through a collegial, respectful process among the Conference, its institutions, and the University of Missouri that led to a resolution that all parties believe is fair," Neinas said.

Said Deaton: "We are pleased to have these issues resolved and we wish the Big 12 and its continuing member institutions the best in the future."

Deaton and Alden have said repeatedly that the funds would come out of the athletics department, but the specifics are uncertain.



## Big 12 withholding \$12.4 million from MU as exit fees

By Steve Walentik

Tuesday, February 28, 2012

**Missouri and the Big 12 Conference reached an agreement on the terms of the school's withdrawal from the conference effective June 30, clearing the way for it to join the Southeastern Conference.**

Under the agreement, approved by Missouri and the governing boards of the eight continuing Big 12 members, the conference will withhold an estimated \$12,410,000 from the revenues from the school, according to a news release from the Big 12. It is the same amount the conference is withholding from Texas A&M, which is also moving to the SEC.

Missouri also agreed to waive any claim to any of the benefits received by the Big 12 Conference from its television contract with Fox Sports, scheduled to commence July 1. It also agreed to pay the Big 12 Conference for its share of the actual cost of officiating expenses for 2011-12 athletic year as it has done in previous years, in the approximate amount of \$500,000.

In a statement announcing the agreement, Big 12 Conference Commissioner Chuck Neinas said, "This agreement was accomplished through a collegial, respectful process among the Conference, its institutions, and the University of Missouri that led to a resolution that all parties believe is fair."

In the same statement, MU Chancellor Brady Deaton said, "We are pleased to have these issues resolved and we wish the Big 12 and its continuing member institutions the best in the future."

## **Big 12 withholds \$12.4 million for Missouri to leave conference**

By Andrew Wagaman

February 28, 2012 | 5:17 p.m. CST

**COLUMBIA – Missouri won't be getting an estimated \$12.4 million in revenues from the Big 12 Conference because it is leaving for the Southeastern Conference.**

**The withholding of revenues was one part of the agreement Missouri and the Big 12 made to finalize the school's withdrawal from the conference, the Big 12 announced Tuesday.**

"We are pleased to have these issues resolved, and we wish the Big 12 and its continuing member institutions the best in the future," MU Chancellor Brady Deaton said in the statement.

Missouri also is waiving any claim to money earned from the television contract the Big 12 has with Fox Sports. In addition, the school agreed to pay the Big 12 for its share of officiating expenses for 2011-12 athletic year (about \$500,000).

"This agreement was accomplished through a collegial, respectful process among the conference, its institutions, and the University of Missouri that led to a resolution that all parties believe is fair," Big 12 Commissioner Chuck Neinas said in the statement.

Texas A&M has also agreed to forgo \$12.4 million in revenues to leave the conference.

Missouri officially becomes a member of the Southeastern Conference on July 1.

The Big 12 is adding TCU and West Virginia next season. The Mountaineers and the Big East settled competing lawsuits earlier this month, with the Big East receiving \$20 million from the school and the Big 12 for West Virginia to join the Big 12 next football season.

# The New York Times

## Why It's So Important to Keep Moving

By GRETCHEN REYNOLDS

**Hoping to learn more about how inactivity affects disease risk, researchers at the University of Missouri recently persuaded a group of healthy, active young adults to stop moving around so much.** Scientists have known for some time that sedentary people are at increased risk of developing heart disease and Type 2 diabetes. But they haven't fully understood why, in part because studying the effects of sedentary behavior isn't easy. People who are inactive may also be obese, eat poorly or face other lifestyle or metabolic issues that make it impossible to tease out the specific role that inactivity, on its own, plays in ill health.

So, to combat the problem, researchers lately have embraced a novel approach to studying the effects of inactivity. They've imposed the condition on people who otherwise would be out happily exercising and moving about, in some cases by sentencing them to bed rest.

But in the current study, which was published this month in *Medicine & Science in Sports & Exercise*, the scientists created a more realistic version of inactivity by having their volunteers cut the number of steps they took each day by at least half.

They wanted to determine whether this physical languor would affect the body's ability to control blood sugar levels. "It's increasingly clear that blood sugar spikes, especially after a meal, are bad for you," says John P. Thyfault, an associate professor of nutrition and exercise physiology at the University of Missouri, who conducted the study with his graduate student Catherine R. Mikus and others. "Spikes and swings in blood sugar after meals have been linked to the development of heart disease and Type 2 diabetes."

So the scientists fitted their volunteers with sophisticated glucose monitoring devices, which checked their blood sugar levels continuously throughout the day. They also gave the subjects pedometers and activity-measuring armbands, to track how many steps they took. Finally, they asked the volunteers to keep detailed food diaries.

Then they told them to just live normally for three days, walking and exercising as usual.

Exercise guidelines from the American Heart Association and other groups recommend that, for health purposes, people accumulate 10,000 steps or more a day, the equivalent of about 30 minutes of walking or easy jogging. Few people do, however. Repeated studies of American adults have shown that a majority take fewer than 5,000 steps per day.

The Missouri volunteers were atypical in that regard. Each exercised 30 minutes or so most days and easily completed more than 10,000 daily steps during the first three days of the experiment. The average was almost 13,000 steps.

During these three days, according to data from their glucose monitors, the volunteers' blood sugar did not spike after they ate.

But that estimable condition changed during the second portion of the experiment, when the volunteers were told to cut back on activity so that their step counts would fall below 5,000 a day for the next three days. Achieving such indolence was easy enough. The volunteers stopped exercising and, at every opportunity, took the elevator, not the stairs, or had lunch delivered, instead of strolling to a cafe. They became, essentially, typical American adults.

Their average step counts fell to barely 4,300 during the three days, and the volunteers reported that they now "exercised," on average, about three minutes a day.

Meanwhile, they ate exactly the same meals and snacks as they had in the preceding three days, so that any changes in blood sugar levels would not be a result of eating fattier or sweeter meals than before.

And there were changes. During the three days of inactivity, volunteers' blood sugar levels spiked significantly after meals, with the peaks increasing by about 26 percent compared with when the volunteers were exercising and moving more. What's more, the peaks grew slightly with each successive day.

This change in blood sugar control after meals "occurred well before we could see any changes in fitness or adiposity," or fat buildup, due to the reduced activity, Dr. Thyfault says. So the blood sugar swings would seem to be a result, directly, of the volunteers not moving much.

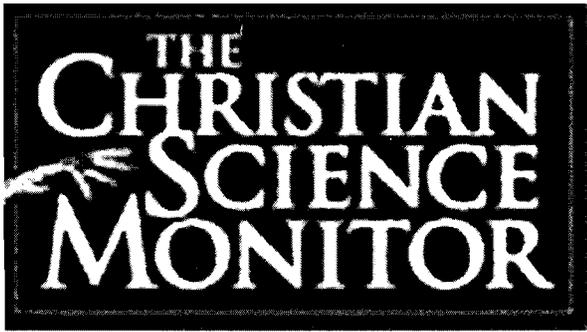
Which is both distressing and encouraging news. "People immediately think, 'So what happens if I get hurt or really busy, or for some other reason just can't work out for awhile?'" Dr. Thyfault says. "The answer seems to be that it shouldn't be a big problem." Studies in both humans and animals have found that blood sugar regulation quickly returns to normal once activity resumes.

The spikes during inactivity are natural, after all, even inevitable, given that unused muscles need less fuel and so draw less sugar from the blood.

The condition becomes a serious concern, Dr. Thyfault says, only when inactivity is lingering, when it becomes the body's default condition. "We hypothesize that, over time, inactivity creates the physiological conditions that produce chronic disease," like Type 2 diabetes and heart disease, regardless of a person's weight or diet.

To avoid that fate, he says, keep moving, even if in small doses. "When I'm really busy, I make sure to get up and walk around the office or jog in place every hour or so," he says. Wear a

pedometer if it will nudge you to move more. "You don't have to run marathons," he says. "But the evidence is clear that you do need to move."



## Ohio school shooting: State likely to seek adult trial for teen suspect

T.J. Lane, the teenager held as a suspect in a fatal shooting outside a Cleveland-area high school on Monday, appeared in juvenile court Tuesday, where a judge determined that he will remain in custody pending trial. Whether the 17-year-old will face trial as a juvenile or an adult will be determined next month, but Ohio is a state where minors charged with serious crimes are routinely transferred to adult court.

Authorities say the suspect, whom they have not identified by name because he is a minor, shot five students, killing three, at Chardon High School early Monday morning before fleeing the building on foot. The identity of the suspect, a 17-year-old sophomore, was made public by students who recognized him and by his family, who released a public statement Monday night. Speaking after the court hearing, county prosecutor David Joyce said T.J. selected his victims at random and has confessed to the shooting.

"This is not about bullying," he said, refuting some news reports that the suspect may have been a victim of bullying in the past. "This is about someone who is not well."

He said the likely charges will be three counts of aggravated murder, plus others, and that he expected to ask the juvenile court to allow T.J. be tried as an adult. In addition to carrying a .22-caliber pistol, T.J. also carried a knife into the school, the prosecution says.

All matters related to the legal proceedings would change if indeed T.J. Lane is tried as an adult. The most serious is sentencing: Juveniles in Ohio who commit serious crimes might serve sentences as short as five years; if tried as an adult, T.J. would probably face a maximum sentence of life in prison.

**"There's a big difference. He will be tried like any other adult defendant and sentenced like any other adult defendant," says Douglas Abrams, a law professor at the University of Missouri School of Law.**

The confidentiality that surrounds cases of juvenile defendants would also fall away, allowing media access to the trial and the public release of his name by authorities. Also, unlike in juvenile trials, a jury would decide the case, not a judge.

In 2010, Ohio transferred 303 juveniles, ages 14 to 20, to adult court, according to data from the Ohio Department of Youth Services. One hundred and fifty juveniles aged 17, the same age as T.J., represented half of those. The previous year, the state tried 310 juveniles as adults. Ohio is one of 15 states to mandate that juveniles charged with certain crimes, such as homicide, be tried as adults, says the American Civil Liberties Union, which gives the state a 'C-' rating as a result. The other 35 states leave such decisions to the judge's discretion. It is not yet determined if the charges expected to be filed against T.J. fall under that mandate.

On Wednesday, the juvenile court judge, Timothy Grendell, will consider requests from the media to make public any juvenile court records for T.J. and for one of the shooting victims. Juvenile court records are confidential and usually are not made public.

Judge Grendell ordered media not to take photographs or video images that show the faces of T.J. or his family. He also imposed a gag order on defense lawyers, at the prosecution's request, preventing T.J.'s attorneys from talking in public or to reporters about the case. T.J.'s detention order is for 15 days. Charges will be read at the next hearing on March 6. A probable cause hearing related to the prosecution's request to try T.J. as an adult is set for March 19.

T.J. did not attend Chardon High School, the scene of the crime located about 30 miles east of Cleveland, but instead was enrolled at Lake Academy in nearby Willoughby. The school serves at-risk students from Grades 7 to 12 from eight school districts in the area.

A website for the school says that it offers "an alternative education program ... for students who are experiencing serious challenges in meeting expectations within traditional school settings" and that many of its students are considered "reluctant learners" who "may be struggling with a verity of individual problems, such as: substance abuse/chemical dependency, anger issues, mental health issues, truancy, delinquency, difficulties with attention/organization, and academic deficiencies."

A spokesperson for the academy would not answer questions related to the incident, citing privacy concerns. Brian Bontempo, the school's superintendent, said in a statement that the school is "fully cooperating with the ongoing investigation" and is providing counseling and intervention services to its students and staff.

The Chardon Public School District was closed Tuesday and will not reopen for classes until Friday. Grief counselors were available to the community at two schools Tuesday, and a candlelight vigil was scheduled Tuesday night at an area church.

No motive for the shooting has been made public. Some students had said that T.J. may have been bullied, and a poem that appeared on his Facebook profile, which ended with the line, "Die, all of you," added to the speculation. His Facebook page has since been taken down. However, some information has emerged about T.J.'s rocky family life, which local students say he largely kept to himself.

The Cleveland Plain Dealer reported that T.J. lived with his grandparents and appeared to have had a tumultuous childhood, witnessing acts of violent acts between his parents. Before he was

two, his father and mother were both arrested for domestic violence against each other. T.J.'s father has a long record of arrests for violent crimes against women, including his wife, and served prison time for assaulting a police officer, the newspaper reported.

T.J.'s family released a statement through Robert Farnacci, a lawyer, to say they are devastated by the news and wished "to extend their heartfelt and sincere condolences" to the victims' families.

# ST. LOUIS POST-DISPATCH

## Alden would like St. Louis to bid for SEC basketball

BY VAHE GREGORIAN | Posted: Tuesday, February 28, 2012 5:42 pm | [\(2\) Comments](#)



*University of Missouri athletic director Mike Alden, at a press conference last spring to announce Frank Haith as the new head basketball coach at Mizzou. (AP Photo)*

### **Mizzou AD Mike Alden encouraged St. Louis to bid for future Southeastern Conference basketball tournaments.**

"The SEC tournament is going to be up for bid in 2017 and 2018, which I made sure that Frank Viverito and Dave Peacock ... know," said Alden, alluding to the president of the St. Louis Sports Commission and the commission's board chair seated nearby. "No reason why St. Louis can't bid on having the SEC tournament here as well as the Missouri Valley tournament."

Along with Missouri Valley Conference commissioner Doug Elgin and St. Louis University athletics director Chris May, Alden was a panelist at the "March Madness In St. Louis Preview Luncheon."

During the Q&A portion with the audience, one of the attendees, to a healthy ovation, saw the opportunity to ask Alden and May about getting Mizzou and SLU together in basketball.

"Some day when the time is right, we'll have that conversation," said May, eliciting a smile and a shrug but no words from Alden.

# COLUMBIA MISSOURIAN

## MU to host documentary film and journalism conference

By Lauren Page

February 28, 2012 | 1:01 p.m. CST

COLUMBIA — Filmmakers, film critics and scholars will converge at Reynolds Journalism Institute for the "Based on a True Story: Intersections of Documentary Film and Journalism" conference Wednesday through Friday.

The conference will explore the overlap of documentary filmmaking and journalism, the challenges facing contemporary documentary filmmakers and the potential impact on the American media landscape.

**Sponsored by Mizzou Advantage, the conference will take place just before the True/False Film Fest, which runs Thursday through Sunday.**

"I hope people view it as a great run-up to the festival," co-organizer Brad Prager said.

The conference was co-organized by Stephanie Craft, chair of journalism studies, and Prager, who is an associate professor in the German and Russian Studies Department and is active in the program in film studies. They also had help from faculty members in other disciplines.

Prager said the film studies program and the School of Journalism weren't "talking much," so this conference is a way for the two to draw resources together, along with a third component: the True/False Film Fest.

"By putting people like the True/False organization together with film studies and the journalism school, new questions will be raised that haven't been before," Prager said. "It makes for better research overall."

He also said that this is a way to make sure the university knows about exciting things happening in the community through the True/False Film Fest and vice versa.

"One of the great things about Columbia is that it has been very welcoming to the True/False Film Festival," Craft said. "There has been such a response that people are looking for more opportunities to discuss film and documentaries, and the conference provides that."

She also said that festival-goers often arrive early, so the conference offers something to fulfill their pent-up interest.

About 100 people are expected to attend the conference, Barbara Wills, MU conference office coordinator, said.

"I'm excited for guests from varieties of backgrounds coming together to examine issues in contemporary documentary making," Prager said.

Craft said she is looking forward to talking about journalism's overlap with film studies.

"There are a wide range of perspectives of where the overlaps are, what the implications are and what journalism and documentary can learn from each other," she said.

Registration closed Tuesday morning.

The conference was paid for by a \$20,000 Mizzou Advantage grant that was received in January 2011, Prager said.



## Haith competes in charity contest finals

*Win would mean \$100,000 for Columbia Boys and Girls Club.*

By Catherine Martin

Published February 28, 2012 at 5:18 p.m.

Missouri basketball Coach Frank Haith has made it to the final four in a competition among college basketball coaches to win \$100,000 for a charity — in Haith's case, the Columbia Boys and Girls Club.

If Haith wins, the money would go to enclose a basketball court at the club's central Columbia facility, director Valorie Livingston said.

"There are really big benefits in having an indoor basketball area," Livingston said. "It's a big pull, especially for teenage boys. It gives them a place to go that's safe, positive and fun and keeps them off the streets and out of mischief."

The club is working on an expansion on its location on Fay Street. The club will grow to about 9,000 square feet and will serve about 400 to 500 kids. Now, the club serves 135 kids in grades K-12 and has a waiting list of about 200, Livingston said.

Fundraising for that facility needs to reach \$850,000, and Livingston said the group has already raised \$728,000 — up from \$617,000 reported in December. The original plan only called for an outdoor basketball court, but an enclosed court will be able to be used rain or shine.

"We want to get the kids active," she said. "Diabetes is on the climb and obesity is on the climb with youth. Kids are sitting in front of video games and the television for way too long, and we want them to participate in physical activity and exercise."

Haith personally called the group in January to let them know he selected the Boys and Girls Club as his charity for the Infinite Coaches' Charity Challenge.

"It's such a neat thing to have something like the Boys and Girls Club for our youth here in Columbia," Haith said in the video for the challenge. "It's a safe place where they can work with other people. And I think that's special in terms of their development."

Other coaches in the final four include Bob Huggins of West Virginia, Dave Rose of Brigham Young University and Thad Matta of Ohio State.

All coaches will receive \$5,000 for their causes, and the coach with the most online votes will get \$100,000. As of Tuesday night, Haith lagged in the competition with only 12 percent of votes. Voting continues until March 8.

To vote, go to the contest site.



## 'Mindless' ways to eat better

By Marcia Vanderlip

Tuesday, February 28, 2012

On a recent Wednesday morning, Brian Wansink ate a steak-and-egg bagel with red pepper for breakfast. Later, over the phone, he told me, "If the bagel had been 50 percent larger, I would have eaten more."

WANT TO GO?

**Brian Wansink's keynote speech, "From Mindless Eating to Mindlessly Eating Better," is scheduled for Friday, March 16, in Jessie Hall at the University of Missouri. For more about the "Food Sense" symposium and to sign up to attend go to [lssp.missouri.edu/foodsense](http://lssp.missouri.edu/foodsense). The events are free and open to the public.**

Wansink's research indicates most of us would eat more if more were on our plates — even if we were full. His best-selling book, "Mindless Eating: Why we Eat More Than We Think" (Bantam, 2006), explores the multiple environmental factors that influence our eating habits. Wansink directs the Cornell Food and Brand Laboratory at Cornell University, where much of the eating research takes place.

The solution to overeating, he said, is not eating more slowly or more mindfully. We will eat less, or more healthfully, if we would simply "restructure our environment."

For starters, he said, change your plate. "The biggest determinate of how much you eat is how much you put on your plate," he said. "The easiest thing to do is use smaller serving spoons and smaller plates." That said, if the plate is less than 9 inches in diameter, "you start to think you are cheating yourself, and you will go back for seconds. As long as plates were about 9¼ inches around, people did not go back" for seconds during Cornell lab/cafe studies.

Wansink will talk about his "mindless eating" research at the eighth annual University of Missouri Life Sciences and Society Symposium "Food Sense," coming up March 16-18.

He also will explain how small changes can make "a huge difference" in the way we eat. Recently, he said, "we did a study of 2,000 females. We asked, 'How much weight would you have to lose before you were happy with your weight?' Four out five said 18 or fewer pounds. That is do-able. It is hard to do if

you want to do it by next week, but it is not difficult to do if you think 'what small change can I make to achieve this a year from now?'" Wansink is not a fan of most diets because "the best diet is the one you don't know you are on," as he says in his book. He proposes instead a daily checklist of three small, easy, food-related changes you want to make each month. Cutting 100 to 200 calories daily can lead to 20 pounds of weight loss in a year, he said.

Wansink, who has also studied the power of food placement and labeling, also has been working on ways to entice children to make healthier choices in the school cafeteria. "We are trying to help schools build smarter lunches, for little or no money. We started something called the smarter lunchroom movement" ([smarterlunchroom.org](http://smarterlunchroom.org)). It suggests low-cost, small changes that yield desired effects, "things like giving vegetables names — not calling them green beans but calling them French-style green beans."

"We put together a snack committee" of schoolchildren, he said, asking the kids to come up with names for the foods.

"I would call this expectation management. You are telling someone this is a crisp carrot, not just a carrot. It works. On a one-shot basis, cafeteria sales went up 27 percent when the names were changed. On a longer-term basis, sales went up 16 percent for vegetables like broccoli and green beans, simply using the names the kids come up with. In one case, it was X-Ray Vision Carrots."

Other low-cost changes include changing the placement of the food. Place the fruits and vegetables front and center, where hungry children can see them first.

Actually, that works for adults, too. Common sense at my house: hide the chips and keep the fruit on the counter.

Marcia Vanderlip is the Tribune's food editor. Reach her at [mvanderlip@columbiatribune.com](mailto:mvanderlip@columbiatribune.com).

# ST. LOUIS POST-DISPATCH

## Ritenour's Patrick Quinn wins 'Jeopardy!' Teachers Tournament

BY DEB PETERSON • [dpeterson@post-dispatch.com](mailto:dpeterson@post-dispatch.com) > 314-340-8276 | Posted: Tuesday, February 28, 2012 5:15 pm | [\(9\) Comments](#)

Ritenour High School German teacher **Patrick Quinn** won the "Jeopardy!" Teachers Tournament competition today, coming away with \$100,000 and a guaranteed spot on the show's "Tournament of Champions."

Quinn won with the correct answer to this clue from the category 'The 1960s: "On nominating this man in 1967, LBJ said 'It is the right thing to do, the right time to do it, and the right man & the right place.'"

The correct answer, formed as a question of course, was: "Who is Thurgood Marshall?" (Marshall was the first African-American Supreme Court justice.)

Quinn, 34, of Chesterfield, entered today's competition with \$5,589 from yesterday's Final Jeopardy! round. That amount was combined with what he won today to come up with his two-day of \$22,300, enough to edge out two other teachers and claim the \$100,000 prize.

The Teachers Tournament began with 15 players and was filmed in January in Culver City, Calif. Quinn has had to remain mum until today on his victory.

In an interview after he was selected for the show, Quinn said he had "applied on a lark," but after making it onto the show he boned up on the topics he thought he would need to know. He said he would use his winnings to pay off some of his mortgage and do some traveling with his wife, **Elizabeth Wiggins**, a researcher at Monsanto.

"We both have a little bit of the travel bug," Quinn said.

**Quinn is originally from St. Joseph, Mo. He met his wife, who grew up in Town & Country, when they were students at the University of Missouri Columbia. Quinn has undergraduate and graduate degrees in German from Mizzou.**

"Jeopardy!" airs weekdays at 4:30 p.m. on KSDK (Channel 5).