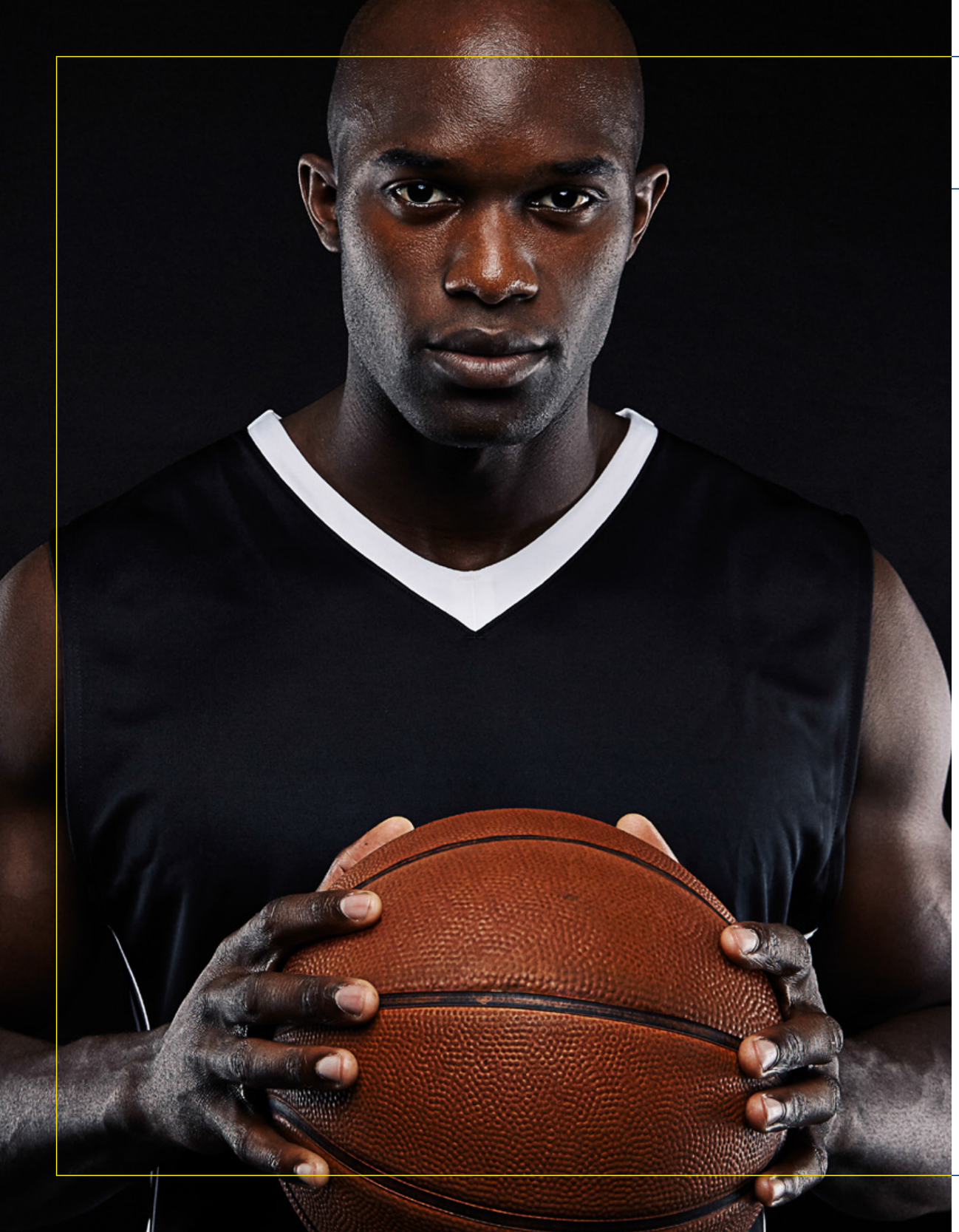
# dSPORTS SUMMIT 2017

UR MEDICINE

Medicine of the Highest Order



## Dear dSports Participants,

Welcome to the Memorial Art Gallery, and thank you for attending the second Digital Sports Summit.

The University of Rochester's motto is Meliora, "ever better," and it's a principle we live by as we help athletes of all ages and levels work to get better at their sport and build healthy habits that last them a lifetime.

In the spirit of Meliora, we have built on the success of the first dSports Summit as we planned this year's event. In 2016, we looked at how technology and data analytics are being used to improve sports training, and to predict and prevent injury. This year, in addition to sports technology and data analytics, we'll spend the day exploring the ways athletes can use nutrition, mindfulness and sleep to improve their performance, promote their health and increase their enjoyment of their sport.

We are thrilled to welcome former Buffalo Bills quarterback and NFL Hall of Famer Jim Kelly as our keynote speaker for this event to share his thoughts on athletic excellence, facing and overcoming adversity, and using life's lessons to improve the lives of others. Jim Kelly will be joined by an impressive lineup of dSports speakers and panelists. They have trained some of the world's greatest athletes, developed revolutionary sports technologies and researched new ways to treat and prevent concussion and other sports injuries.

We're proud to bring together many of the nation's foremost experts in sports performance, sports technology and health to the second dSports Summit. We're excited to have you join us and learn from them, and we hope you enjoy the program.

Meliora,

Robert Clark, PhD

Mike D. Maloney, MD

# Leadership

## Robert Clark, PhD

**Provost & Senior Vice President for Research, University of Rochester**

Dr. Robert Clark earned his doctorate in mechanical engineering from the Virginia Polytechnic Institute and State University in Blacksburg, VA, and joined Duke University's Department of Mechanical Engineering and Materials Science in 1992. He is a fellow of the American Society of Mechanical Engineers, the Acoustical Society of America and the American Association for the Advancement of Science.

## Mike D. Maloney, MD

**dSports Summit Chair and Chief of UR Medicine's Sports Medicine Division**

Dr. Mike Maloney is a board-certified orthopaedic surgeon who performs reconstructive surgery and arthroscopy of the knee, shoulder and elbow. He is the Team Physician for the Rochester Red Wings and several area college sports teams, and cares for athletes of all ages and performance levels, from local enthusiasts to National Football League professionals.

# Agenda

### Registration, Networking Breakfast & Tech Expo ▪ 7:30 – 8:30 a.m. Ballroom and Pavilion

Check in at the registration desk to get your dSports Summit program and other essentials for the day. Enjoy a delicious, healthy breakfast while you explore the newest sports technology devices in our Tech Expo area.

### Kickoff ▪ 8:30 – 8:40 a.m. Auditorium

A welcome from Dr. Mike Maloney, dSports Summit Chair and Chief of UR Medicine's Sports Medicine Division.

### The Olympic Ideal: How Athletes Prepare and Compete in the World Games
**8:45 – 9:15 p.m. Auditorium**

How do the best athletes in the world prepare their bodies and minds for the biggest event in their lives? Dr. William Moreau leads the sports medicine efforts of the U.S. Olympic Committee and provides insights on how elite athletes harness their drive and discipline for competition – and what we all can learn from them.

### Mindfulness: Unlocking the Door to Your True Potential ▪ 9:15 – 10:00 a.m. Auditorium

What is mindfulness? How do you achieve it? What can it do for you? This session will answer your questions, and show how practicing mindfulness can lead to better results and greater enjoyment on the playing field and throughout your life. At the end of the session, Erica Denman will lead participants in a mindfulness exercise.
Moderator: Craig Cypher. Panel: Erica Denman, Ron Epstein, Shannon Walton, Kara Cusker.

### Sleep: A Secret Source of Power ▪ 10:00 – 10:30 a.m. Auditorium

What does sleep have to do with your performance? Everything. It's also essential to good health and sharp mental function. Learn the essentials of sleep: how much you need, how to develop good sleep habits and how to use high-tech devices to monitor and improve the quality of your sleep.

### Training for Top Performance ▪ 10:30 – 11:00 a.m. Auditorium

What gives the world's most talented athletes an edge over their competition? Dr. Jason Batley knows. He has worked with athletes representing more than 10 countries, and together they have earned more than 30 Olympic and 50 World Championship medals. He'll explain how he designed his clients' training regimens to achieve championship results.

### Break ▪ 11:00 – 11:15 a.m.

### Nutrition: A Winning Game Plan ▪ 11:15 – 11:45 a.m. Auditorium

Eat well, live well. Every athlete knows that nutrition is an important component in an overall training program, but not all athletes are the same. Nutritional needs may change on training days, during practice and on game days. Our nutrition panel will discuss what athletes should know about nutrition and how to put these principles into practice.
Moderator: Jeff Diveronica Moderator. Panel: CJ Rapp, Jane Andrews, Liz Ruder, Gina Gianetti.

### Wegmans Cooking Demo ▪ 11:45 a.m. – 12:15 p.m. Ballroom

Join Wegmans' nutrition team and chef for a demonstration on preparing quick and easy meals and snacks.

### Lunch & Tech Expo ▪ 12:15 – 1:00 p.m. Ballroom and Pavilion

Enjoy a healthy, tasty lunch and check out our sports technology innovators to get a first look at the devices that are changing the game.

- MC10, makers of wearable body sensors that capture health info and athletic potential
- CurAegis Technologies, creators of the myCadian™ watch that assesses circadian (sleep) rhythms and health data
- Karma Wellness Water, leaders in delivering nutrients to vitamin water at maximum potency
- InteraXon, developers of the Muse headband that guides and improves meditation
- Monroe County Sports Commission, non-profit sports organizer
- Foot Performance, creating custom footware and lower extremity orthopaedic support
- HELO, developers of the smart wrist band for health and fitness
- Aquacast, fastest growing waterproof cast liner for orthopaedic care

### Keynote Speech ▪ 1:00 – 1:45 a.m. Auditorium

Jim Kelly, former Buffalo Bills quarterback and NFL Hall of Famer, shares his insights on what it means to be a champion in sports and in life. From his championship seasons with the Bills, to the heartbreaking illness of his son, Hunter, to his own cancer battle, Jim has endured with courage and conviction, and found inspiration in using his life to help others.

### Physical Performance: How Technology is Advancing Training and Play ▪ 1:45 – 2:30 p.m. Auditorium

Wearable devices are helping athletes learn more about their bodies and how to train them. Our panel of coaches, trainers and athletes will discuss the devices they use and the results they've achieved. Moderator: Scott Fitch. Panel: Marcia Callan, Ryan Callan, Dick Kaplan, Eric Rozen, Lyndsay Stone.

### Tech Demonstration: Virtual Reality and Augmented Reality ▪ 2:30 – 3:00 p.m. Auditorium

UR Medicine physicians Dr. David Mitten and Dr. Jeff Bazarian will demonstrate the advanced technologies they use in their research on sports performance and treatment of injuries.

### Break ▪ 3:00 – 3:15 p.m.

### The Sporting Life: How Your Game Skills and Smarts Can Guide Your Future ▪ 3:15 – 3:45 p.m. Auditorium

Sports are an important part of life, but they're not the entirety of life. Former professional athletes Brad Thyroff and Leland Hardy are friends who met on the tennis circuit – when Brad was the hitting partner for Venus and Serena Williams, and Leland was advising the Williams family professionally. They'll share how they made the transition from professional sports into their current careers, and how their athletic skills have influenced their career paths.

### The X Factor: What Professional Scouts Look for in Winners ▪ 3:45 – 4:15 p.m. Auditorium

What are the qualities that take some athletes to the top? Professional scouts like Dan Panaggio are practiced at spotting the traits that separate the champions from the rest of the pack. He'll share what he knows, and offer advice on how everyone, at every level, can raise their game.

### Closing Remarks ▪ 4:15 – 4:30 p.m. Auditorium

Dr. Mike Maloney will close the 2017 dSports Summit with a look at the future. He'll outline his vision for where today's advances in sports technology, data analysis and sports medicine will take us in coming years.

Be sure to pick up your gift bag filled with sports gear from UR Medicine Sports Medicine as you leave today, and thank you for being part of the dSports Summit.

# Speakers & Guests

## Keynote speaker Jim Kelly

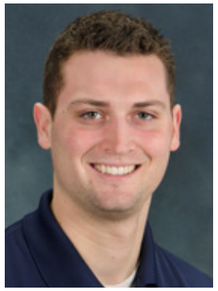
**Former NFL Quarterback for the Buffalo Bills and NFL Hall of Famer**

Jim Kelly was a Buffalo Bill for his entire NFL career; 1986-1996. He led the team to six AFC East Championships and four consecutive Super Bowl appearances. Even though the Bills did not come home with a Super Bowl Championship ring, they showed incredible resiliency by making it back four times in a row. No other team has been able to match this accomplishment. In 1997, Jim announced his decision to retire from the NFL. He was inducted as part of the Pro Football Hall of Fame class of 2002 and, at that time, was the 8th quarterback in NFL history to be selected on the first ballot. From his championship seasons with the Bills, to the heartbreaking illness of his son, Hunter, to his own cancer battle, Jim has endured with courage and conviction, and found inspiration in using his life to help others.

## Jane Andrews, MS, RDN

**Nutrition and Labeling Manager, Wegmans Food Markets**

Jane Andrews is a popular speaker and routinely quoted in the national media on the topic of supermarket nutrition. For the 10 years prior to joining Wegmans, Jane had been outpatient dietitian and certified diabetes educator at the University of Rochester Medical Center. She is a 2014 inductee to the Purdue University Nutrition Science Hall of Fame and was honored to present the 2014 Lenna Francis Cooper Lecture at the Academy of Nutrition and Dietetics Annual Meeting in Atlanta. Her most recent fitness accomplishment was the 10K leg of the 2017 Lavaman Triathlon in Waikoloa, HI.



## Cameron Apt, ATC, CSCS

**Sr. Athletic Performance Specialist, University of Rochester Medical Center**

Cameron Apt is a Certified Athletic Trainer, as well as a Certified Strength and Conditioning Specialist, who focuses on human movement, efficiency and performance at UR Medicine's Sports and Spine Rehabilitation. Cameron directs the Athletic Performance program, which focuses on performance enhancement in high-level athletes plus movement quality and strength.

## Jason Batley, MD

**Orthopaedic Surgeon**

Dr. Jason Batley is an orthopaedic surgeon based in Charlotte, NC, and an alumnus of the University of Rochester. His interests include the physiology of high-performance athletics. In 2013, Dr. Batley partnered with the United States Olympic Committee to implement an innovative program helping athletes prepare for the 2016 Olympic Games in Rio. He has worked with athletes representing more than 10 countries, and together they have earned more than 30 Olympic and 50 World Championship medals.

## Jeff Bazarian, MD, MPH

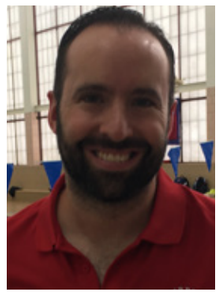
**Professor of Emergency Medicine, Physical Medicine and Rehabilitation, Neurology, Neurosurgery and Public Health Sciences, University of Rochester Medical Center**

Dr. Jeff Bazarian has served on several high-profile head injury task forces for the Centers for Disease Control and Prevention, the National Institutes of Health, the National Science Foundation, the Institute of Medicine, the NCAA and the National Football League. Of particular interest to him is the use of sophisticated imaging tests, sensors and other technology to track brain injury in athletes.

## Marci Callan

**Head Coach, Fairport Swim Team**

Marci Callan is Fairport Swimming's head coach and GM Aquatic Specialist for Fairport Central Schools. Now in her 40th year leading swim teams, Marci also served USA Swimming in multiple capacities. She has been at the forefront of implementing science in the sport to benefit swimmers; one recent advancement is the use of Triton Wear, a metric measure of progress and performance. Under Marci's tenure, Fairport Area Swim Team (FAST) has had eight Olympic Trial qualifiers.



## Ryan Callan

**Senior Coach, Fairport Swimming**

Ryan Callan is in his 14th year as a coach for Fairport swim teams, and is the Boys' Varsity Swimming Assistant for Fairport. Ryan has coached numerous national-level swimmers and currently works with the highest-level swimmers/national qualifiers in the FAST program, all using Triton Wear. He describes Triton Wear as creating a day-to-day dialogue with swimmers, utilizing 15 different metrics that enhance training for swimmers as well as coaches.

## Kara Cusker

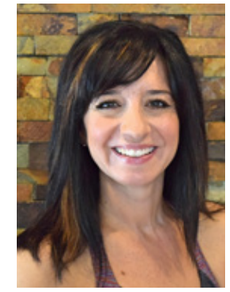
**Student Athlete, Houghton College**

Kara Cusker recently graduated from Irondequoit High School where she excelled on the basketball court as a shooting guard and team captain. Her high level of play earned her a spot on the 1st All League Team, Team MVP and she won the Superintendent's Award. Kara is excited to be continuing her basketball career and education at Houghton College this fall.

## Craig Cypher, PsyD

**Sport Psychologist**

Dr. Craig Cypher is a clinical psychologist specializing in sports psychology, performance enhancement and clinical issues for athletes. He is a New York State Licensed Psychologist, holds a bachelor's degree from Boston College and received his doctorate in Clinical Psychology from the Illinois School of Professional Psychology in Chicago. A Rochester native, Dr. Cypher has worked with children, adolescents and college-aged men and women in a variety of prevention, intervention and positive youth development settings in the Chicago and Rochester areas.



## Erica Denman

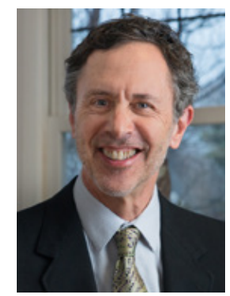
**Owner and Founder of Balance Fitness & Yoga in Webster, NY**

Erica Denman has practiced meditation for more than 10 years and has had a distinguished career as an English teacher, instructional specialist and curriculum writer. Currently, Erica is proud to be working with the Webster Central School District's administrators, faculty, students and athletic teams as an Instructional Specialist charged with exploring, integrating and leading mindfulness.

## Jeff DiVeronica

**Sports Writer, Rochester Democrat and Chronicle**

Jeff DiVeronica has covered sports in the Rochester area for the Democrat and Chronicle since 1995 and is a two-time winner of the Press-Radio Club's Sportswriter of the Year Award. A member of St. John Fisher College's Communication/Journalism Hall of Fame, he also hosts the Canandaigua National Bank and Trust High School Sports Show on Fox Sports 1280, which he founded in 2003.



## Ronald Epstein, MD

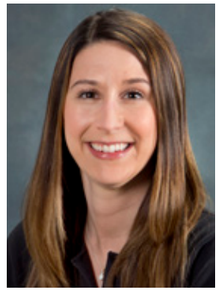
**Professor of Family Medicine, Psychiatry and Oncology Medicine (Palliative Care), URMC**

Dr. Ronald Epstein is a family physician who has devoted his career to understanding and improving patient-physician communication, quality of care and clinician mindfulness. He directs the Center for Communication and Disparities Research and co-directs the Dean's Teaching Fellowship program and Mindful Practice Programs at the University of Rochester School of Medicine and Dentistry. A graduate of Wesleyan University and Harvard Medical School, Dr. Epstein is a recipient of lifetime achievement awards relating to communication and humanism, a Fulbright fellowship in Barcelona and fellowships at the University of Sydney and the Brocher Institute in Geneva. He has published over 250 articles and book chapters, including four of the 50 most widely cited articles in medical education in the past 100 years. His first book, Attending: Medicine, Mindfulness and Humanity, was released in January 2017.

## Scott Fitch

**Assistant Coach for the 2017 USA Basketball Men's U16**

Scott Fitch is a Fairport High graduate, former NCAA Division III Basketball Player of the Year at the State University College at Geneseo, and played professional basketball for a brief time. He has coached for 16 years at Fairport High School and has been named Monroe County Coach of the Year, Section V Coach of the Year and All Greater Rochester Coach of the Year. Currently, he is the assistant coach for the 2017 USA Basketball Men's U16 National Team. Over the years, Scott has been passionate about helping students and athletes "get smart" about social media habits. He has presented to over 400 schools and over 400,000 students on leadership, social media and "Pause Before You Post."



## Gina R. Giannetti, MS, RDN, CD-N

**Sports Dietitian**

Gina Giannetti is the designated sports dietitian for UR Medicine Sports Medicine at the Sports and Spine Rehabilitation Center. She received her licensure as a registered dietitian nutritionist and her New York State licensure as a dietitian in 2016. With UR Medicine, Gina individually counsels a range of clientele including high school, college and elite-level athletes such as the Junior Rhinos. Gina also conducts sports nutrition lectures in the community for athletes, parents, coaches, athletic trainers, sports physicians and physical therapists. She has continued to expand her sports nutrition career further by working with organizations including OrangeTheory Fitness and the CrossFit community in Rochester and Canandaigua.

## Leland Hardy

**Former Professional Boxer and Sports Agent**

Leland Hardy has one of the world's most varied sports and business backgrounds. As a former professional boxer, he was awarded the Pennsylvania State Heavyweight Champion, and earned the title "Fight of the Year" by knockout Madison Square Garden, which was considered the greatest undercard fight in Madison Square Garden boxing history. Leland was also Muhammad Ali's interpreter in China, and the family business advisor for Venus and Serena Williams. He has produced several sports movies, including the first-ever movie about the Williams sisters, "Raising Tennis Aces – the Williams Story."

## Sara Jank, MS, RDN

**Nutritionist, Wegmans Food Markets**

Sara Jank is a Registered Dietitian Nutritionist working with the Wegmans Corporate Nutrition Team in Rochester, NY. The team works to simplify nutrition in support of Wegmans' mission to help folks live healthier, better lives through food. Sara earned her master's degree and completed her dietetic internship at D'Youville College in Buffalo, NY.

## Richard A. Kaplan

**Entrepreneur and Founder of CurAegis Technologies**

Richard Kaplan specializes in startups and corporate turnarounds. Most recently, he was President and CEO of Pictometery International Corp., and is the former President of Richland Industries, Inc., a retail floor covering chain. His broad entrepreneurial and management experience allows him to lead CurAegis Technologies with extreme skill, as we grow our business, refine our product lines, and forge new and expand existing markets.

## Melissa Mallis, PhD

**President & Chief Scientist of M3 Alertness Management**

Dr. Melissa Mallis is an international leader in Fatigue Risk Management Systems and alertness research. She is widely published and a popular speaker with both industry and government audiences. Dr. Mallis led the NASA Fatigue Countermeasures Program at Ames Research Center, making significant contributions to safety, research and education in the aviation and space environments. Throughout her career, Dr. Mallis has conducted research examining different in-flight fatigue countermeasures, drowsiness detection technologies and challenges associated with ultra-long range flights.

## Dave Mitten, MD

**Assistant Professor of Orthopaedics and Biomedical Engineering, University of Rochester Medical Center**

Dr. Dave Mitten specializes in hand surgery, and as the director of Healthcare Information Technology Innovation for URMC's faculty group, he is innovating use of data to improve medical care. This includes how data from high school athletes' Fitbits and iWatches can generate snapshot reports for a physician when a teen athlete sustains an injury.

## Dr. William Moreau, DC, DACBSP, FACSM

**Managing Director, U.S. Olympic Committee Sports Medicine Division**

Dr. William Moreau has led sports medicine for the United States Olympic Committee after more than 25 years of private practice. He also develops the USOC sports medicine strategy and oversees all Team USA sports medicine activities including clinics, games and the National Medical Network. Dr. Moreau served as the Medical Director for Team USA at the London 2012 Summer and Sochi 2014 Winter Olympic Games, and was the first doctor of chiropractic in the world to serve as an Olympic Games Chief Medical Officer (CMO) at the 2016 Rio Olympic Games.

## Dan Panaggio

**Professional Scout, Coach and Co-founder of DME Sports Academy**

A native of Rochester, Dan Panaggio has been a basketball coach and talent scout for the National Basketball Associate teams, NCAA Division 1 schools and international basketball organizations. Dan began his coaching career at Monroe Community College, where he posted a 70-15 record, and was an assistant coach at Indiana University. He was also an assistant coach for the Portland Trailblazers for four years, and as head recruiter for the LA Lakers, his recruiting skills helped take the team to the championship. Dan was a scout and assistant coach for the Phoenix Suns and a head basketball coach for China's Shanghai Sharks. He's eager to share his experience coaching and recruiting world-class athletes, and share with dSports attendees how they can reach their full potential.

## CJ Rapp

**Founder and CEO of Karma Wellness Water**

CJ Rapp is a second-generation beverage marketer who founded Karma Wellness Water. Karma Wellness Water is a vitamin water drink with a unique bottle design to preserve vitamin freshness and potency. The products and companies he created have won a multitude of awards as recognition for excellence. He and his iconic brands have appeared in movies, books, magazines, newspapers, TV shows and news of every kind.

## Eric Rozen

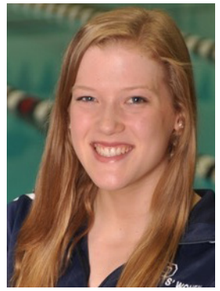
**Head Athletic Trainer, University of Rochester**

Eric Rozen is the Head Athletic Trainer and Athletic Healthcare Administrator for the University of Rochester Intercollegiate Athletic Programs. He provides team coverage, primarily for football and baseball, and leads the UR Athletics training staff members as they provide injury care and prevention to all 23 intercollegiate programs at the University. Eric works closely with UR Medicine Sports Medicine physicians, and selected student-athletes, to participate in the URMC Concussion Study led by Jeff Bazarian, MD.

## Liz Ruder, PhD, MPH, RDN

**Assistant Professor, Wegmans School of Health and Nutrition, RIT**

Dr. Liz Ruder is an Assistant Professor at the Wegmans School of Health and Nutrition at the Rochester Institute of Technology. Dr. Ruder's research interests are in community nutrition and chronic disease prevention. She is an avid recreational runner and former D1 cross-country and track athlete.



## Lindsay Stone

**Student Athlete, University of Notre Dame**

Lindsay Stone is a 12-time NYS champion and 16-time All-American swimmer. She currently holds 200 freestyle, 500 freestyle, 200 freestyle relay and 400 freestyle relay NYS records. Lindsay attended the 2016 Olympic Team Trials and is continuing her athletic and academic career at the University of Notre Dame, intending to major in finance.

## Brad Thyroff

**Tennis Professional, Midtown Athletic Club**

Brad Thyroff was a two-time Tennis All-American at Pittsford Mendon High School during the 1990/1991 and 1991/1992 school years and was the Rochester District's Open Singles and Doubles Champion in 1995. He had a world ranking on the ATP tennis tour in singles and doubles in 1996 and 1997. Brad was the hitting partner for WTA world #2-ranked Jana Novotna in 1997, and for WTA tour players Venus and Serena Williams from 1999-2001. Brad works for Flaum Management Company and teaches tennis part-time at Midtown Athletic Club.

## Kostantinos Vasalos, PT, CSCS, MSBA

**Director Rehabilitation Services; Chief of Sports & Spine Rehabilitation, University of Rochester Medical Center**

Kostantinos Vasalos has done research and developed innovative programs that incorporate training and rehabilitation principles to promote health and higher function in athletes and non-athletes. He is a co-founder of the OrthoMetrics™ software system, which uses technology-assisted physical examinations and data analysis to assess participants' musculoskeletal health and develop customized training to improve health and reduce injury.

## Shannon Walton

**Founder of the Ultimate Mental Edge**

Shannon, earned her degree from the University of Rochester and is the owner of the Ultimate Mental Edge, a sports psychology consulting firm. Her practice trains athletes on their mental skills to take their game to the next level. Shannon helps athletes of all level and ages, focus on their state of mind and energy, alleviating anxiety and distractions, and turning negative thoughts into positive ones.

# Sponsors

### Wegmans

Wegmans is a regional supermarket chain with 93 stores. It is one of the largest private companies in the U.S. Our commitment to you is simple: Every Day You Get our Best. Our customers tell us they choose Wegmans for the helpful people in our stores, help with delicious meals from our chefs, and the freshest ingredients possible. Offering choice, quality and value in every aisle is how we hope to make your shopping experience a genuine pleasure.

### Prodigy Surgical

Prodigy Surgical is a medical device company and leader in new product development and medical education in orthopaedics.

### AquaCast Liner

AquaCast Liner LLC is the fastest growing waterproof cast liner manufacturer in the world, becoming the choice for top healthcare professionals across the globe. AquaCast Liner was founded by an engineer, an orthopaedic surgeon and a manufacturing entrepreneur. A female owned company that qualifies as an MWBE (Minority and Women Owned Business Enterprise) supplier, AquaCast is committed to developing & producing the highest quality waterproof cast materials that create a difference in patients' lives.

### CONMED

CONMED is a global medical technology company that specializes in the development and sale of surgical and patient monitoring products and services that allow our physician customers to deliver high quality care and as a result, enhanced clinical outcomes for their patients.

### The Foot Performance Center

Since 1992, the Foot Performance Center has been providing the finest in prescription and non-prescription footwear and lower extremity orthopedic support. Their dedicated staff of ABC Board-certified pedorthists and orthotists have the knowledge and experience to help you move about the world in comfort.

### Goergen Institute for Data Science

Located in Wegmans Hall, the Goergen Institute for Data Science is home to interdisciplinary data science research and the interdepartmental data science academic programs. The Goergen Institute offers both BA and BS in data science and is a leader in research. The institute brings together the natural sciences, social sciences, and engineering to pioneer new advances in data science.

### HELO

The HELO smart wrist band is a sleek, revolutionary, health and fitness bracelet. Created by and sold exclusively by Wor(l)d Global Network, it is powered by Toshiba's cutting edge, state-of-the-art advanced chipset for wearable technology. This is the first fitness band to combine the science of active sensors and incorporate them with the beneficial health effects of natural mineral stones. Coupled with real time health monitoring, it provides the wearer with continuous health status feedback, 24-7-365.

### Karma Wellness Water

Karma Wellness Water is a drink that transforms pristine spring water into wellness water, creating positive effects for your mind, body, spirit, balance, and vitality. Vitamins deteriorate in water, so premixed vitamin drinks can lose their strength over time. But because of Karma's ingredients in a patented KarmaCap, our vitamins stay fresh until you're ready to mix them, and can enjoy all their benefits at maximum potency.

### The Monroe County Sports Commission

The Monroe County Sports Commission (MCSC) is proud to make everyone aware that Rochester, New York is "Open For Play!" MCSC is a non-profit entity whose goal is to bring organized sporting events of all kinds for all ages to Rochester, New York. MCSC actively solicits amateur championships, sports related clinics and conventions.

### MUSE

The brain sensing headband makes meditation easier by providing you with real-time audio feedback on what's happening in your brain when you meditate, letting you know when your mind wanders and teaching you to regain focus. Think of Muse as your personal guide to meditation as you journey toward a calmer and more present self.

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