

[8:49:59 AM] *** Call to Ed Kasanders, duration 1:25:58. ***

[8:50:09 AM] *** Interactive Fitness and Exergame Network added Alasdair Thin ***

[8:50:12 AM] *** Interactive Fitness and Exergame Network added Emily Rosenberry ***

[8:50:16 AM] *** Interactive Fitness and Exergame Network added Ernie Medina, Jr. ***

[8:50:19 AM] *** Interactive Fitness and Exergame Network added Mark Martens ***

[8:50:23 AM] *** Interactive Fitness and Exergame Network added Sheryl ***

[8:50:41 AM] Ernie Medina, Jr.: The "evil" empire???

[8:51:06 AM] *** Interactive Fitness and Exergame Network added Ed Kasanders ***

[8:51:13 AM] Ernie Medina, Jr.: (y)

[8:51:52 AM] Ernie Medina, Jr.: Oh o....MI7 is monitoring this channel....careful Richard!

[8:52:01 AM] Interactive Fitness and Exergame Network: lol.....

[8:52:10 AM] Ernie Medina, Jr.: Yup...

[8:53:11 AM] Ernie Medina, Jr.: More tournaments with a bunch of schools!

[8:53:46 AM] Ernie Medina, Jr.: Just use it as a springboard and introduce the whole world of exergaming...

[8:54:02 AM] Ernie Medina, Jr.: and all of the benefits in various populations...

[8:54:10 AM] Interactive Fitness and Exergame Network: right Ernie

[8:54:53 AM] Ernie Medina, Jr.: Do we all have contacts to reporters in various media outlets?

[8:55:02 AM] Gamercize UK: yes, i have loads Ernie

[8:55:09 AM] Interactive Fitness and Exergame Network: Should we as a group, the Interactive Fitness and Exergame Network (IFEN) put out a 'parallel' statement and try to get it published by BBC, Times etc

[8:55:30 AM] Ernie Medina, Jr.: We are the EXERGAMING EVANGELISTS!!!

[8:55:40 AM] Interactive Fitness and Exergame Network: we are Nintendo's illegitimate love child

[8:55:41 AM] Gamercize UK: WTG Ernie!

[8:56:04 AM] Interactive Fitness and Exergame Network: whoops, I mean we are what Ernie said

[8:56:05 AM] Interactive Fitness and Exergame Network: :)

[8:56:06 AM] Ernie Medina, Jr.: I was just talking to a repoter yesterday from the LA Times....they're open to all kinds of health-related stuff.

[8:56:08 AM] Gamercize UK: Q What Message should the IFEN put out?

[8:56:24 AM] Ernie Medina, Jr.: Noooo, we were BEFORE Nintendo....

[8:56:25 AM] Interactive Fitness and Exergame Network: LA Times is one...noted Ernie

[8:56:30 AM] Sheryl: Does EXERGAMING have a society?

[8:56:31 AM] Ernie Medina, Jr.: So we can't be the "child"....

[8:56:42 AM] Interactive Fitness and Exergame Network: no it doesnt Sheryl

[8:57:12 AM] Ernie Medina, Jr.: We are trying to get a "society" created within ESA....

[8:57:17 AM] Interactive Fitness and Exergame Network: We are an Open Source Organisation

[8:57:25 AM] Gamercize UK: "Open Source Organization"

[8:57:26 AM] Ernie Medina, Jr.: Stephen Yang is supposed to meet with them...

[8:57:28 AM] Gamercize UK: or Organisation

[8:57:53 AM] Interactive Fitness and Exergame Network: Hmmm, we should remain 'non-aligned'

[8:57:55 AM] Ernie Medina, Jr.: FITW!!!!

[8:57:58 AM] Interactive Fitness and Exergame Network: as much as possible

[8:58:22 AM] Sheryl: FITW as much as possible? could get a bit smelly

[8:58:23 AM] Interactive Fitness and Exergame Network: at least initially....

[8:58:35 AM] Interactive Fitness and Exergame Network: smelly...lol

[8:58:42 AM] Gamercize UK: depends wich way the wind is blowing

[8:58:48 AM] Ernie Medina, Jr.: Gamercize...

[9:00:31 AM] Ernie Medina, Jr.: Hmmm, interesting idea....seems improbably with the independant thread of all the various players...

[9:01:35 AM] Ernie Medina, Jr.: I think we are still in the "Nintendo shadow" because they provide a known PR factor when we talk about exergaming in general. What we need to do is start getting the other exergame products more press time.

[9:01:52 AM] Ernie Medina, Jr.: Sheryl, i want to know about your next seminar like this!!!

[9:02:44 AM] Ernie Medina, Jr.: I agree, Sheryl!

[9:03:13 AM] Ernie Medina, Jr.: Isn't "paper" 20th century??? What about a blog or e-mail?

[9:03:46 AM] Ernie Medina, Jr.: EXERGAMING OLYMPICS with all the various products...

[9:04:56 AM] Ernie Medina, Jr.: We've presented studies that DO get the player to the "moderate" level...

[9:05:41 AM] Ernie Medina, Jr.: Yes!!! That's why I'm working to create the next wave of games...G4H 2.0....

[9:05:49 AM] Gamercize UK: <http://www.dailymail.co.uk/sciencetech/article-1225478/School-PE-lesson-turned-Wii-class.html>

[9:06:25 AM] Ernie Medina, Jr.: Once the newness wears off, just like anything else, kids will drop it. So the programming around utilizing the exergaems as one of the tools is important.

[9:06:45 AM] Interactive Fitness and Exergame Network: absolutely Ernie

[9:07:34 AM] Ernie Medina, Jr.: We can't depend on the "flash" of videogames to sustain play, so we need to focus on what will bring about long-term compliance and play...that's where I haven't seen any research coming out yet.

[9:07:39 AM] Sheryl: UGHHHHHHHH

[9:07:40 AM] Ernie Medina, Jr.: Cringe, Sheryl!!!

[9:07:43 AM] Sheryl: yes

[9:07:48 AM] Sheryl: speechless

[9:08:17 AM] Ernie Medina, Jr.: You need to get out there more, Sheryl...I'm talking about you in almost all of my talks!

[9:08:45 AM] Ernie Medina, Jr.: Brand recognition...

[9:08:54 AM] Sheryl: I'm trying Erine...I give a talk every month

[9:09:00 AM] Ernie Medina, Jr.: It signifies using the Wii for rehab...

[9:09:04 AM] Sheryl: I'm pretty "out there" in the PT world

[9:09:10 AM] Interactive Fitness and Exergame Network: Compliance, accreditation, Open Source Organisation, Demonstratable Applications of Exergaming, Viral advertsing

[9:09:21 AM] Ernie Medina, Jr.: That's cool...now you need to get out in the other worlds...;-)

[9:09:37 AM] Sheryl: trying....I'll take any suggestions....I'm open!

[9:10:07 AM] Ernie Medina, Jr.: Join me in APHA...they just started up a PA SIG so exergaming will be on the ground floor....

[9:10:33 AM] Ernie Medina, Jr.: Also ACSM...I'm speaking at the Health Summit in TX next year....

[9:11:10 AM] Ernie Medina, Jr.: I hope to meet the new US Surgeon General at APHA and try and get her to try the Dash on the Xavix there....think that'll get a story? Maybe a AP photo and quote???

[9:11:28 AM] Ernie Medina, Jr.: Stay tuned on my blogs and FB next week...

[9:11:31 AM] Sheryl: I'm talking in India and Australia in Dec....then we start on the circuit again in Jan...I'll look into ACSM

[9:11:43 AM] Ernie Medina, Jr.: Nice!!!

[9:12:07 AM] Interactive Fitness and Exergame Network: coooooool

[9:12:08 AM] Ernie Medina, Jr.: Nah..I like to avoid mud slinging and burning bridges...

[9:12:26 AM] Ernie Medina, Jr.: I'll be in the LA times next week...

[9:12:47 AM] Sheryl: I think I have a connection with BBC, I can look him up

[9:13:00 AM] Sheryl: he likes the exergaming and rehab type stuff

[9:13:01 AM] Ernie Medina, Jr.: And if I get the US Surgeon General on the Xavix, the AP...;-)

[9:13:59 AM] Ernie Medina, Jr.: My tagline in my talks right now is, "Exergaming is Medicine", a play off ACSM's "Exercise is Medicine" campaign.

[9:14:07 AM] Gamercize UK: awesome idea Ernie!

[9:14:38 AM] Ernie Medina, Jr.: The Exercise is Medicine campaign is getting a LOT of press...it was just in the nationwide press this past weekend.

[9:15:09 AM] Interactive Fitness and Exergame Network: Brilliant Ernie!

[9:15:09 AM] Ernie Medina, Jr.: We just need to tap our contacts to get the word out how exergaming can meet the 150 mins/week of mod. PA....

[9:15:13 AM] Sheryl: I really think you need a society

[9:15:24 AM] Interactive Fitness and Exergame Network: We do yes....

[9:15:46 AM] Ernie Medina, Jr.: People want to know what's the easiest way to reach certain recommended federal goals...and exergaming is a great vehicle to get this message out!!!

[9:16:10 AM] Ernie Medina, Jr.: That's right...let's just ride that wave to our advantage...

[9:16:10 AM] Ed Kasanders: Tommy left. He is driivng home, be there soon.

[9:16:21 AM] Alasdair Thin: ExerGaming Federation

[9:16:36 AM] Ernie Medina, Jr.: I'll be back...potty break...

[9:16:47 AM] Alasdair Thin: i.e. if there is a Federation there must be more one

[9:16:52 AM] Ernie Medina, Jr.: Is that aproprate skype protocol???? I'm a newbie....

[9:17:38 AM] Interactive Fitness and Exergame Network: Short term: Create a Story – Alasdair, Richard and Ernie (UK news, LATimes)

1. We should NOT counter Nintendo or NHS
2. Reference the options and the benefits and the ‘fun factory’

Middle term: Demonstrate-able Exergaming Implementations

Long term: Open Source Organisation

[9:18:46 AM] Interactive Fitness and Exergame Network: Yes Ernie, you're officially removed from Noobie status :)

[9:20:23 AM] Ernie Medina, Jr.: I'm back...and thx!

[9:22:43 AM] Alasdair Thin: "open source organization" = 100K hits

[9:22:55 AM] Interactive Fitness and Exergame Network: mmmm

[9:23:00 AM] Alasdair Thin: "open source foundation" = 600K hits

[9:23:27 AM] Interactive Fitness and Exergame Network: can we get a definition for both?

[9:23:31 AM] Interactive Fitness and Exergame Network: looking now

[9:23:52 AM] Alasdair Thin: "open source organisation" = 89K hits

[9:26:26 AM] Interactive Fitness and Exergame Network: having trouble finding definitions here..help!

[9:26:28 AM] Alasdair Thin: <http://www.sicamp.org/>

[9:26:34 AM] Alasdair Thin: Social Innovation Camp

[9:26:56 AM] Alasdair Thin: http://www.sicamp.org/?page_id=259

[9:27:15 AM] Alasdair Thin: my entry last year (wasn't selected!)

[9:27:27 AM] Alasdair Thin: Give a voice to the public.....

[9:27:44 AM] Alasdair Thin: Let's listen to the people.....

[9:28:49 AM] Gamercize UK: Sad news: Ole Petter Høie... iDANCE didn't win the European Innovative Gaming Award this year, it was won by a company called Crytek. They also turn out to be a sponsor of the award itself,

[9:29:01 AM] Alasdair Thin: we need very visible (short) hash tag

[9:29:22 AM] Ernie Medina, Jr.: Sponsor of the award WON the award?!?!?

[9:29:24 AM] Gamercize UK: #ifen

[9:29:33 AM] Gamercize UK: yep Ernie, lol

[9:29:45 AM] Alasdair Thin: not for the group, for "exergaming" in general

[9:29:56 AM] Ernie Medina, Jr.: press release to who?

[9:30:00 AM] Ernie Medina, Jr.: On what?

[9:30:19 AM] Ernie Medina, Jr.: What's the PA message on? The Y's or wives?

[9:30:30 AM] Interactive Fitness and Exergame Network: lol....both

[9:30:33 AM] Mark Martens: "To the Wise."

[9:32:05 AM] Ernie Medina, Jr.: Here's a message: "Exergaming is Medicine"...

[9:32:07 AM] Ernie Medina, Jr.: ;)

[9:32:24 AM] Ernie Medina, Jr.: Process: Everyone like this message???

[9:32:26 AM] Gamercize UK: I like the message

[9:32:33 AM] Sheryl: perhaps make the consensus statement be a Wiki

[9:32:51 AM] Sheryl: this way folks could add their comments

[9:32:57 AM] Ernie Medina, Jr.: I'm still learning how to use wiki's...still a newbie on that...

[9:33:21 AM] Ernie Medina, Jr.: Wiki a sort of google doc?

[9:33:34 AM] Sheryl: Wiki...anyone can edit

[9:33:37 AM] Ernie Medina, Jr.: I'm NOT a technical writer...

[9:33:44 AM] Ernie Medina, Jr.: I like to write sci fi...

[9:33:45 AM] Ed Kasanders: im not a teknikal writer.

[9:33:45 AM] Gamercize UK: lol Ernie

[9:33:51 AM] Ernie Medina, Jr.: Go Asimov!!!

[9:33:58 AM] Sheryl: I LOVE BASECAMP

[9:33:58 AM] Ernie Medina, Jr.: I just type fast...

[9:34:04 AM] Sheryl: I use it for all of my projects

[9:34:19 AM] Ernie Medina, Jr.: I have no clue what basecamp is...

[9:34:22 AM] Sheryl: I like that..."Sheryl likes it, lets try it"
[9:34:35 AM] Ernie Medina, Jr.: basecamp.com?
[9:34:38 AM] Sheryl: I have an account
[9:34:42 AM] Ernie Medina, Jr.: Just the name...
[9:34:43 AM] Sheryl: I can invite u too
[9:34:51 AM] Ernie Medina, Jr.: Thx Sheryl!
[9:35:26 AM] Ernie Medina, Jr.: I'm working to get EXERGAMING in whatever shape our new healthcare system takes shape....
[9:35:55 AM] Ernie Medina, Jr.: So I'm looking forward to networking with those shakers and movers at APHA next week...I'm going to get exergaming into our new healthcare system!!! That's my goal...
[9:36:00 AM] Ernie Medina, Jr.: One of my goals...
[9:36:38 AM] Ernie Medina, Jr.: As well as create new games for health (including exergaming) that are specific to health.
[9:36:52 AM] Ernie Medina, Jr.: IFEN can do this!!!
[9:37:14 AM] Interactive Fitness and Exergame Network: <http://37signals.com/>
[9:37:43 AM] Ernie Medina, Jr.: Is Biray settled in FL already?
[9:37:56 AM] Ernie Medina, Jr.: Noooo!!!! LOL!
[9:38:06 AM] Ernie Medina, Jr.: Unless you have unlimited minutes and a brick of a battery....
[9:38:25 AM] Ernie Medina, Jr.: Wow a new exergaming underwater...
[9:39:39 AM] Alasdair Thin: <http://www.gamasutra.com/>
[9:40:19 AM] Gamercize UK: slashdot
[9:40:27 AM] Ernie Medina, Jr.: Can't hurt...better to send things out all over...it'll catch someone's eye!
[9:40:39 AM] Ernie Medina, Jr.: Blanket bombing....
[9:40:52 AM] Mark Martens: 'Carpet' bombing ernie
[9:41:01 AM] Ernie Medina, Jr.: I didn't say "c***"
[9:41:08 AM] Ernie Medina, Jr.: lol!
[9:41:10 AM] Ernie Medina, Jr.: ;)
[9:41:21 AM] Ernie Medina, Jr.: Ah, thx mark..
[9:41:39 AM] Ernie Medina, Jr.: i read gamasutra....
[9:41:54 AM] Ernie Medina, Jr.: I skipped over it...
[9:41:55 AM] Ernie Medina, Jr.: ;-0
[9:42:07 AM] Ernie Medina, Jr.: superscan...
[9:42:12 AM] Ernie Medina, Jr.: you can do that???
[9:42:29 AM] Interactive Fitness and Exergame Network: Should we look at consolidating our efforts so far, with our blogs, LinkedIn, Skype & Wiki efforts into a Exergaming Open Source Organisation? AND then releases that formation, new organisation, as a press release?
[9:43:43 AM] Ernie Medina, Jr.: OOOOkkk, will check my LinkedIn account more and decrease my FB time....
[9:44:04 AM] Ernie Medina, Jr.: You can make a FB group to be closed, even SECRET....
[9:44:21 AM] Gamercize UK: lol
[9:44:30 AM] Ernie Medina, Jr.: I agree....
[9:44:36 AM] Ernie Medina, Jr.: I'll check my linked in more....
[9:44:44 AM] Ernie Medina, Jr.: Hehehe...I like to add pictures...
[9:45:13 AM] Ernie Medina, Jr.: But I have my "exergaming evangelist" profile now on FB and it's STRICTLY exergaming only...

[9:45:47 AM] Ernie Medina, Jr.: that's true...

[9:45:54 AM] Ernie Medina, Jr.: Yup!

[9:46:33 AM] Ernie Medina, Jr.: Hmmmm, good question...

[9:47:08 AM] Ernie Medina, Jr.: I'm game!

[9:47:17 AM] Interactive Fitness and Exergame Network: Thank you Mark, take care...

[9:47:24 AM] Ernie Medina, Jr.: by mark!

[9:47:52 AM] Ernie Medina, Jr.: I've gotta go home and pack, so I'll be checking Linked In soon....

[9:48:16 AM] Ernie Medina, Jr.: poke away!!!

[9:48:31 AM] Interactive Fitness and Exergame Network: You've been poke

[9:48:31 AM] Ernie Medina, Jr.: ;)

[9:48:33 AM] Interactive Fitness and Exergame Network: d

[9:48:42 AM] Interactive Fitness and Exergame Network: not punked

[9:49:17 AM] Gamercize UK: NWHPAF

[9:49:20 AM] Ernie Medina, Jr.: I'm still listening....not quite leaving yet..

[9:49:30 AM] Interactive Fitness and Exergame Network: okay mate....listen away :)

[9:51:11 AM] Interactive Fitness and Exergame Network: Ernie we can hear you talking

[9:57:36 AM] Ernie Medina, Jr.: Did my mute work? Sorry about that...

[9:57:50 AM] Interactive Fitness and Exergame Network: no, not initially Ernie

[9:57:52 AM] Sheryl: thanks!

[9:57:52 AM] Interactive Fitness and Exergame Network: lol....

[9:58:10 AM] Ernie Medina, Jr.: Took me a second to find the mute icon...

[9:58:24 AM] Ernie Medina, Jr.: A doc dropped in so had to visit with him...

[9:58:25 AM] Interactive Fitness and Exergame Network: back to Skype Noobie status :P

[9:58:48 AM] Ernie Medina, Jr.: Bummer! :(

[9:59:16 AM] Ernie Medina, Jr.: NDA..

[9:59:30 AM] Interactive Fitness and Exergame Network: Okay no place for a sad face here....your on 'probation' as a Skype novice, dont blow it :)

[10:00:14 AM] Sheryl: do the "Healthy Living Trust" folks have a website?

[10:00:24 AM] Ernie Medina, Jr.: that's right!

[10:00:38 AM] Interactive Fitness and Exergame Network:
<http://www.nwhpaf.org.uk/index.asp?sid=3&pid=27>

[10:01:33 AM] Sheryl: speaking of presentations..Ernie...would you mind sharing your Gero talk from UCLA with me???

[10:03:17 AM] Ernie Medina, Jr.: Sure! I'll pando it to you...which e-mail should I send it to?

[10:03:29 AM] Ernie Medina, Jr.: e-mail me at emedina@epiclp.com and I'll send it to you...

[10:03:52 AM] Ernie Medina, Jr.: I can't access FB from work here; but I can access LI!

[10:06:07 AM] Sheryl: ok, sent u an email!

[10:06:36 AM] Alasdair Thin:
<http://www.youthnet.org/content/1/c6/06/00/73/Life%20Support%20-%20Young%20people%27s%20needs%20in%20a%20digital%20age.pdf>

[10:06:36 AM] Ernie Medina, Jr.: got it!

[10:07:13 AM] Ernie Medina, Jr.: I love PDFs because we hav an old version of Word here and I can't open docs sent to me sometimes...

[10:07:38 AM] Interactive Fitness and Exergame Network: The Center has a deep commitment towards dissemination of useful and timely research and policy reports.

[10:08:06 AM] Interactive Fitness and Exergame Network:
<http://joanganzcooneycenter.org/publications/index.html>

[10:08:13 AM] Ernie Medina, Jr.: Oh wait...I think I'm quoted in that...

[10:08:32 AM] Ernie Medina, Jr.: I did get the hardcopy, pre-release...it's a long doc, but pretty thorough..

[10:08:37 AM] Interactive Fitness and Exergame Network:
http://www.joanganzcooneycenter.org/pdf/Game_Changer_FINAL.pdf

[10:08:48 AM] Ernie Medina, Jr.: I've read it. ;)

[10:08:58 AM] Ernie Medina, Jr.: I'm in it...

[10:09:04 AM] Gamercize UK: lol

[10:09:37 AM] Sheryl: why not send this to the UK folks

[10:09:51 AM] Sheryl: who wrote the Wii article

[10:13:03 AM] Interactive Fitness and Exergame Network: thats a thought Sheryl...although they probably wouldnt get past the first few pages

[10:13:20 AM] Sheryl: perhpas you can paraphrase! and then site the document

[10:13:35 AM] Interactive Fitness and Exergame Network: yes true!

[10:14:15 AM] Ernie Medina, Jr.: When she's not scuba diving..

[10:14:36 AM] Sheryl: GREAT DISCUSSION!!!! Thanks guys/gals!

[10:14:42 AM] Ernie Medina, Jr.: LPDF...

[10:14:44 AM] Interactive Fitness and Exergame Network: thanks Sheryl

[10:15:04 AM] Gamercize UK: Thanks Sheryl

[10:15:16 AM] Ernie Medina, Jr.: sending now sheryl...

[10:15:27 AM] Emily Rosenberry: Great discussion - there's lots of background noise where I am at so I've been on mute but I am glad to have been involved. Take care :)

[10:15:28 AM] Sheryl: sweet, thanks!

[10:15:36 AM] Gamercize UK: Thanks for being on Emily

[10:15:46 AM] Gamercize UK: sorry to here about the award scam

[10:15:57 AM] Gamercize UK: ctach u up l8r on linkedin/fb!

[10:16:06 AM] Gamercize UK: bye

[10:16:06 AM] Sheryl: bye bye

[10:16:07 AM] *** Call ended ***