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AZALEA TRAIL

PROJECT
ROSE
RESEARCH
INSTITUTE
FOR SPORTS
SCIENCE

FEB / MAR '18

\$3.95



All Things
HOME
IMPROVEMENT



WSL
MASQUERADE
BALL

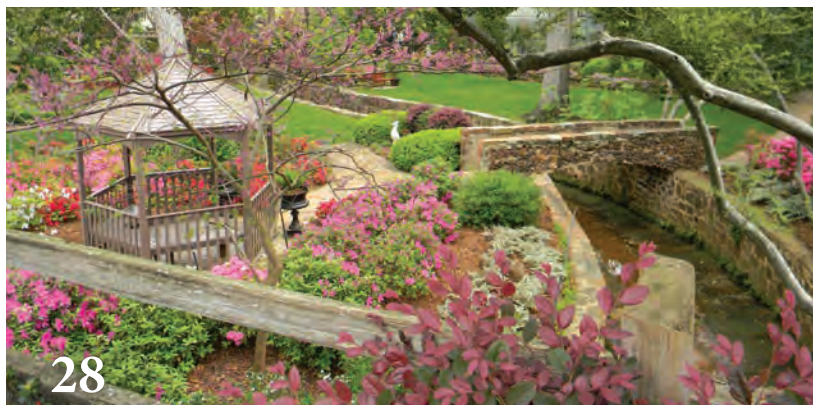
FINANCIAL
FUTURE

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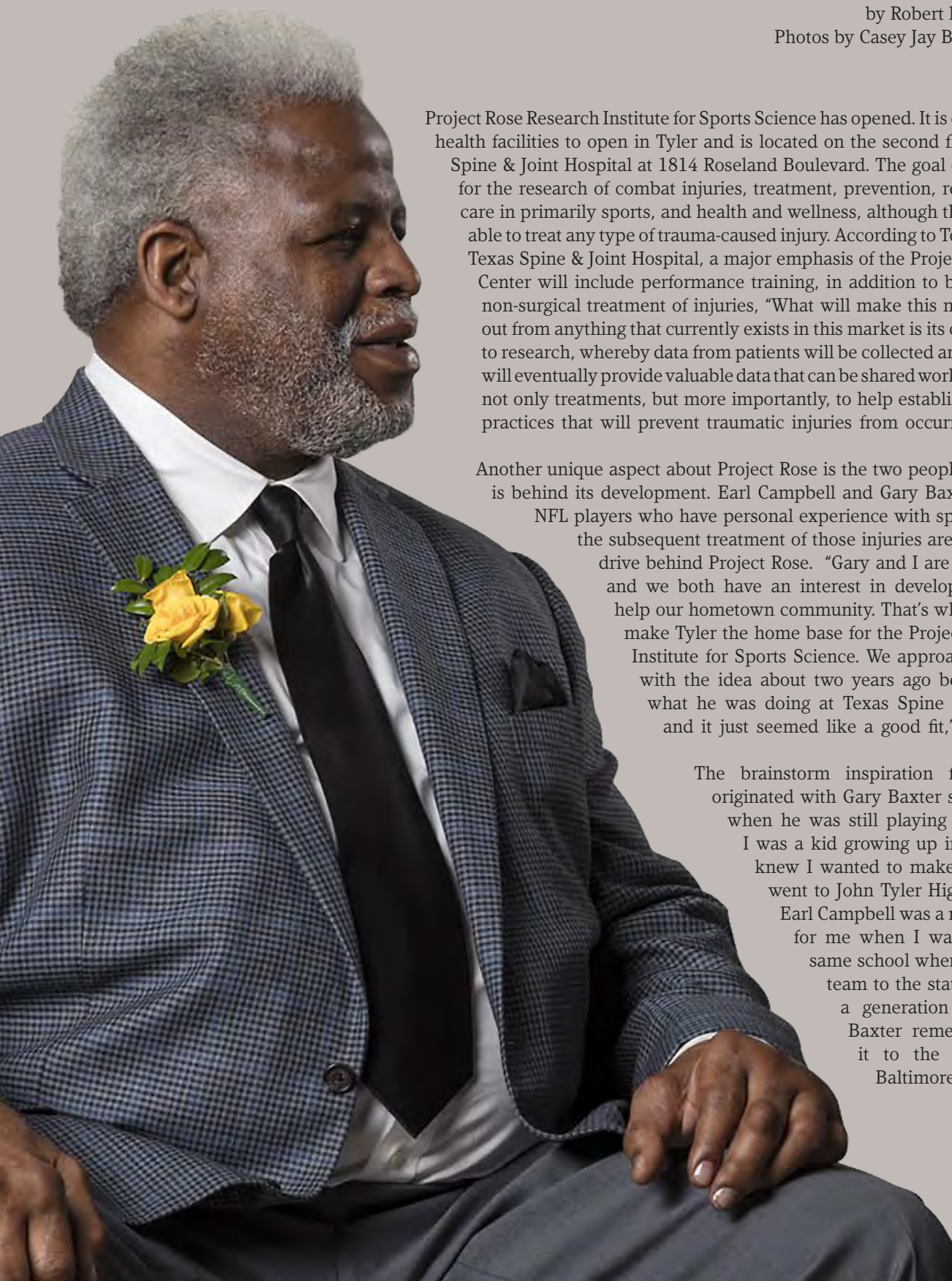
COVER: Earl Campbell and Gary Baxter photographed at the Project Rose Research Institute for Sports Science located in Texas Spine & Joint Hospital. Bouquet by MOSS. Photo by Casey Jay Benson.

EARL CAMPBELL

PROJECT ROSE RESEARCH

by Robert Marlin

Photos by Casey Jay Benson



Project Rose Research Institute for Sports Science has opened. It is one of the newest health facilities to open in Tyler and is located on the second floor of the Texas Spine & Joint Hospital at 1814 Roseland Boulevard. The goal of the institute is for the research of combat injuries, treatment, prevention, rehabilitation and care in primarily sports, and health and wellness, although the facility will be able to treat any type of trauma-caused injury. According to Tony Wahl, CEO of Texas Spine & Joint Hospital, a major emphasis of the Project Rose Research Center will include performance training, in addition to both surgical and non-surgical treatment of injuries, "What will make this new facility stand out from anything that currently exists in this market is its clinical approach to research, whereby data from patients will be collected and analyzed. This will eventually provide valuable data that can be shared worldwide to develop not only treatments, but more importantly, to help establish measures and practices that will prevent traumatic injuries from occurring," Wahl says.

Another unique aspect about Project Rose is the two people whose passion is behind its development. Earl Campbell and Gary Baxter, both former NFL players who have personal experience with sports injuries and the subsequent treatment of those injuries are the passion and drive behind Project Rose. "Gary and I are both from Tyler, and we both have an interest in developments that will help our hometown community. That's why we decided to make Tyler the home base for the Project Rose Research Institute for Sports Science. We approached Tony Wahl with the idea about two years ago because we knew what he was doing at Texas Spine & Joint Hospital and it just seemed like a good fit," Campbell says.

The brainstorm inspiration for this project originated with Gary Baxter several years ago when he was still playing pro ball. "When I was a kid growing up in Tyler, I always knew I wanted to make it to the NFL. I went to John Tyler High, and naturally Earl Campbell was a major inspiration for me when I was playing at the same school where he had led the team to the state championship a generation ahead of me," Baxter remembers, "I made it to the NFL when the Baltimore Ravens drafted

AND GARY BAXTER

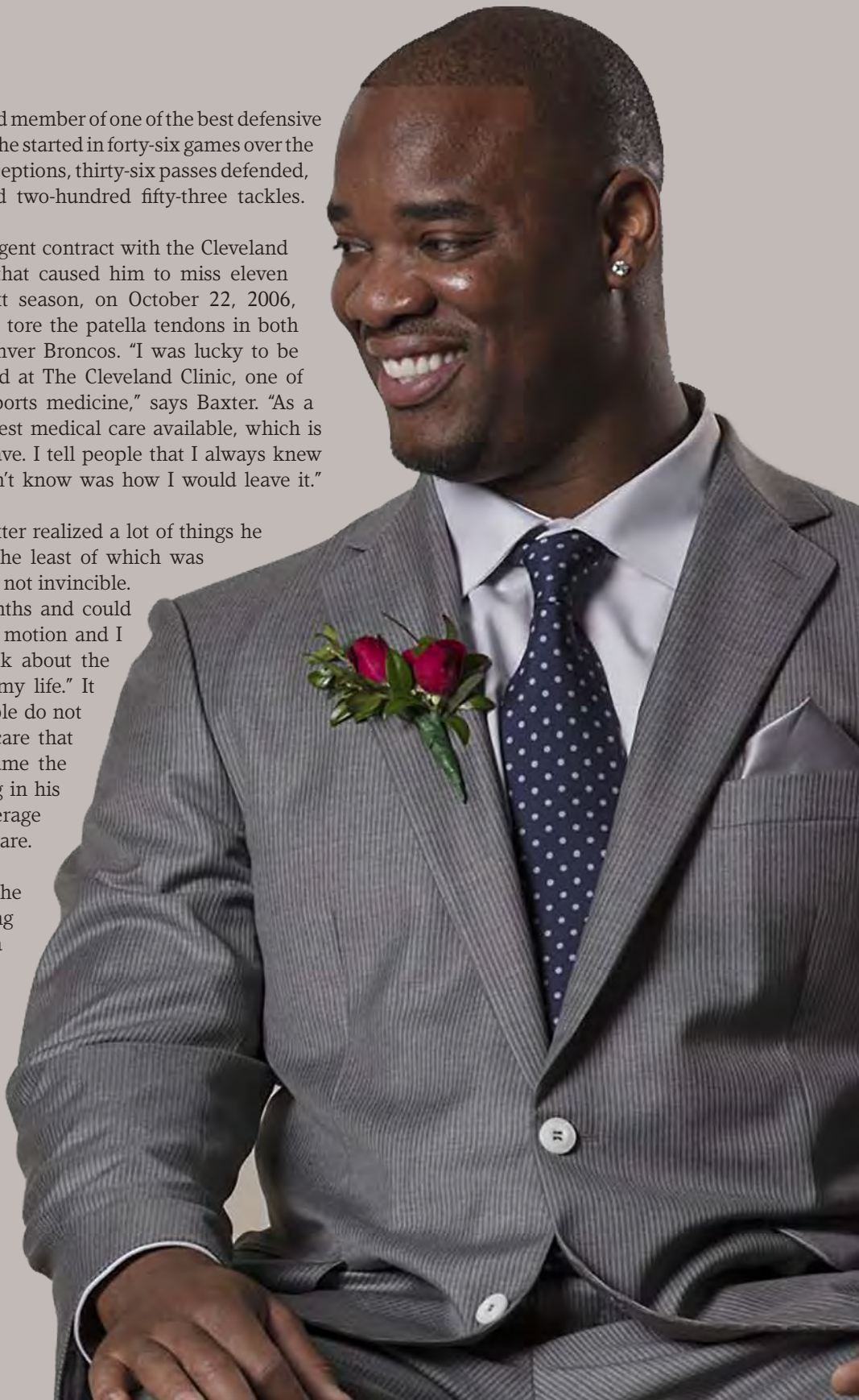
INSTITUTE FOR SPORTS SCIENCE

me out of Baylor.” Baxter became a solid member of one of the best defensive teams in the NFL. After his rookie year, he started in forty-six games over the next three seasons, recording six interceptions, thirty-six passes defended, three sacks, two forced fumbles and two-hundred fifty-three tackles.

In March 2005, Baxter signed a free agent contract with the Cleveland Browns. He tore a pectoral muscle that caused him to miss eleven games in the 2005 season. The next season, on October 22, 2006, his career was dealt a blow when he tore the patella tendons in both knees during a game against the Denver Broncos. “I was lucky to be in Cleveland where I could be treated at The Cleveland Clinic, one of the best places in the country for sports medicine,” says Baxter. “As a professional athlete, I had the very best medical care available, which is a big advantage most people don’t have. I tell people that I always knew I would play in the NFL. What I didn’t know was how I would leave it.”

By suffering a catastrophic injury Baxter realized a lot of things he had not previously considered, not the least of which was awakening him to the fact that he was not invincible. “I was in a hospital bed for two months and could not move my legs. I had no range of motion and I could not exercise. It made me think about the future, for perhaps the first time in my life.” It also made him realize that most people do not have access to the type of medical care that a professional athlete has. This became the source for an idea that began forming in his mind about what he could do help average people gain access to better healthcare.

Another of the realizations about the future was the fact that conditioning as a young athlete changes as a body ages. The types of exercise and the focus of those exercises are different throughout the different stages of one’s life. “As I thought about building a sports science research center, I decided to tour different facilities around the world, and to see what was available across the country in America. One





thing I learned was that there were several facilities that specialized in one or two types of injuries. It was a very fragmented industry. What the market was lacking was a facility that provided all-encompassing care. The vision that evolved was to create a facility that engaged in the treatment of the body at all stages of life, from youth through adulthood and middle age and to elder care,” Baxter says.

The types of injuries that the Project Rose researchers plan to study come from a wide range of sources, which includes sports injuries. The facility will be available to professional athletes as well as student athletes from throughout our region. “An important aspect of the service we intend to provide is taking care of children who play sports – from the earliest age possible,” says Baxter. Many sports injuries come from a variety of causes. Some may result from physical contact between athletes, such as football players hitting one another while blocking or tackling, to sprains caused by twisting an ankle while running. Most people don’t associate the game of golf with major injuries; however, golfing is associated with many tissue injuries. A typical golf tissue injury is caused by the strain placed on the body at various stages of the golf swing.

Although the primary impetus for creating a research center was the result of his personal experience as an athlete, Baxter quickly realized that a significant number of injuries suffered by the average person are related to

occupational hazards and accidents around the home or in traffic. To create an all-encompassing facility meant that those classes of injuries needed to be included as part of the total service offering. Tracking data on those injuries is equally as important as creating a database on sport injuries.

An obvious source of traumatic injuries is those suffered by soldiers in combat. Combat injuries are prime examples of the severe trauma that a body can be subjected to by bullet wounds or through the powerful force of an improvised explosive device. Such injuries frequently require a long time to heal completely, measured in years instead of months. Those injuries are also among the ones requiring extensive rounds of physical therapy or training in the proper use of artificial limbs and prosthetics. Injuries to muscles, connective tissues and bone injuries are a primary service line of Texas Spine & Joint Hospital, which was further justification for approaching Tony Wahl with the idea to house Project Rose.

The study and treatment of traumatic brain injury (TBI), primarily concussions, was already on the radar screen for TSJH according to Tony Wahl, “We intend to use innovative testing and baseline measurements for school-age athletes to build our database. Gary Baxter has solicited help from multiple leading companies and institutions, such as The Center for Brain Health, a noted software and application developer, and an eyewear company. In



addition, the hospital has formed a local multi-specialty concussion treatment team. We want to assure that all post-concussive signs and symptoms are assessed and treated.”

“When I was an active player, not much existed in the realm of preventive care for injuries,” Campbell says, “The science behind motion and body kinetics was not something anybody ever discussed with me. I just grabbed the ball and muscled my way through the line and ran as hard as I could down the field. What we hope to do with Project Rose is change that. We want to get these young kids and train them how to take care of themselves. Show them the proper way to exercise the different parts of the body to get maximum benefit without causing unnecessary injuries.”

One of the ways Project Rose will address this particular issue is through the biomechanics laboratory, which is designed to study human motion. The lab uses a series of motion capture cameras that encircle the patient to create a 360 degree view. The cameras are able to detect abnormal movements that may make a player or person prone to injury or may identify what caused an injury, after-the-fact.

By viewing body movements from every possible angle, it is possible to analyze exactly how the patient’s body is moving, and how various parts of the body are interacting with other parts of the body. This method will identify movements the

patient makes that could be identified as a possible cause for injury. Once identified, it will be possible for researchers to work with the patient to correct the abnormal movement. Viewing the images the cameras captures allows the researcher to show the patient exactly what movements are causing problems. Then, by employing training techniques to employ the proper movement mechanics, the patient will be able to modify movement to correct bad habits and drastically reduce the possibility for injuries.

A turnkey approach to implementing the programs employed by Project Rose is a key element leading to the success of those treatments. Following an injury, a typical patient receives either surgical or non-surgical intervention, which is then followed by an intensive physical therapy regimen, during which research data is collected. Analyzing that data, and comparing with results from similar cases, researchers will be able to recommend the most appropriate rehabilitation program, which will eventually lead to performance training and a healthier life. That completes the total treatment program, all of which will be available under one roof through Project Rose and Texas Spine & Joint Hospital.

Baxter says a major part of the program’s success is through the collection of data. “By studying different injuries from different people, we can compare and contrast the treatments. That research is going to change



how we look at exercise and body mechanics. We will learn how range of motion works and how to determine limitations inherent for the body under specific circumstances."

Although certain programs will be developed over time, which is the nature of developing a clinical research program, many programs that have already been developed will enable Project Rose to implement treatments immediately to the community. This is made possible through a cooperative that has been established between Project Rose and research organizations including The University of Texas at Tyler Department of Kinesiology; These organizations provides the research and pending studies and Texas Spine & Joint Hospital and Project Rose provide the facility.



Another area to be a major Project Rose focus deals with sleep studies. What does it mean to get plenty of rest? How do you know if you are getting plenty of rest? The answer is you don't. "But, you can know through a sleep study. We are setting up a sleep study program for that very reason," Baxter adds, "Getting proper rest, uninterrupted rest, is one of the most important factors of good health. When we are asleep is the time that our bodies repair themselves. Rest is important for the physical being and also for the sake of the mind. Many neurological problems are directly related to a person's nightly sleep patterns."



Sleep is one of the main keys to optimum health. Sleep studies may be performed overnight in the Project Rose Sleep Program or in a patient's home by using a home sleep study kit that has been developed by some of the finest experts in the industry. Both options are offered. While sleep studies provide significant amounts of useful data, the most important pertains to tissue oxygenation. Without adequate tissue oxygenation during sleep, proper healing cannot occur. For example, a patient with sleep apnea may stop breathing several times each minute. When that happens, the patient maintains a below-normal oxygen saturation level. A patient with severe sleep apnea is likely to experience slower or incomplete healing of an injury. Sleep apnea can also cause delayed recovery from surgery.

When people sustain a critical injury, they frequently have no idea where to start. The Project Rose Research Center is a facility that will help them figure that out. Since no two people have exactly the same needs, each program is tailored to the individual. By sharing research data, scientists and doctors will begin

to have the knowledge needed to develop more effective treatments. "In the era when Earl Campbell became the Tyler Rose, an ACL injury was a career-ending injury. Today, with proper treatment, a player can be back on the field as soon as nine months," Baxter says, "The Project Rose Research Institute for Sports Science will change the paradigm for not only athletes of all ages, but for soldiers returning from combat as well as the average person from the community."

"One thing I want to make people aware of is how Tony Wahl from Texas Spine & Joint Hospital shares the passion that Gary and I have for Project Rose. The way he recognized the vision behind Project Rose, and how he embraced its goals, is what helped make this dream a reality," Campbell emphasizes. Baxter observes, "Tony Wahl's leadership helped Texas Spine & Joint Hospital become one of the premier medical facilities in East Texas. His business acumen is responsible for creating their partnership with Baylor, Scott & White, which is one of the finest research facilities in the

country. Because of that, Project Rose Research Institute for Sports Science will have access to a staff of award-winning scientists, medical researchers and doctors who are responsible for over 2,000 research protocols annually, spanning more than fifty-eight medical specialties. These are elements that will guarantee the success of the research programs we will initiate through Project Rose!"

"What impressed me most about Project Rose was the passion that Earl and Gary had when they first introduced me to their idea," says Wahl. "It did not take much for me to develop that same passion. I knew the personal experiences that they both had in dealing with sports injuries. I understood their individual commitment to using their celebrity for helping others. More importantly, I had faith that the goals of Project Rose are attainable. I am proud to be able to play a role in getting this project off the ground. I have no doubt the work that will be done by the researchers of Project Rose will benefit the world of Sports Science for generations to come!"



Earl Christian Campbell (The Tyler Rose)

Position: RB

5-11, 232lb

College: Texas

High School: John Tyler

Draft: Houston Oilers in the 1st round (1st overall) of the 1978 NFL Draft

Hall of Fame: Inducted as Player in 1991 (Full List)

- Hall of Fame
- 5x Pro Bowl
- 3x All-Pro
- 1x MVP
- 1978 AP Off. PoY
- 1978 AP Off. RoY
- 1979 AP Off. PoY
- 1979 Bert Bell Award (Player of the Year)
- 1980 AP Off. PoY

G	AV	Rush	Yds	Y/A	TD	FantPt
115	78	2187	9407	4.3	74	1426.6



Gary Wayne Baxter

Position: DB

6-2, 204lb

College: Baylor

High School: John Tyler

Draft: Baltimore Ravens in the 2nd round (62nd overall) of the 2001 NFL Draft.

G	AV	Int	Yds	TD
62	21	8	94	0

For more information:
www.projectrose.science
903-705-7557



FIFTH ANNUAL EARL CAMPBELL TYLER ROSE AWARD

by Robert Marlin

Photos by Donna Cummings

I was sitting at a table with Earl Campbell's sister-in-law Rita Collins and her husband Donnie when Earl arrived at Willow Brook Country Club. He held his hand up with his fingers extended. He was not waving hello. His gesture was signifying that this was the fifth anniversary of the Earl Campbell Tyler Rose Award. "The young men who are this year's finalists are each deserving of the award. I am proud to recognize these fine athletes every year. These are all men of good character; they all embody the qualities we look to honor with this award," Earl told reporters during a pre-event news conference. Those qualities include: integrity, performance, teamwork, sportsmanship, drive, community, and tenacity. Earl continued his remarks, adding, "Tonight is very special to me, especially because we have reached a five-year milestone,"

The fifth year of the award is a milestone because it means SPORTyler can now apply for membership in the National College Football Awards Association, which takes the Earl Campbell Tyler Rose Award to the next level through recognition as a national award. Some of the awards recognized as national awards are presented on the national broadcast of the ESPN Awards Show. According to Henry Bell III, COO for the Tyler Area Chamber of Commerce, "It is important to us that the award is always tied back and represents Tyler as a whole and we will always have the award banquet in Tyler."

Broadcaster Ron Franklin once again served as the evening's emcee. Two of the finalists for this year's award were present for the event: Ronald Jones, II and Jarrett Stidham. Two-time finalist J. T. Barrett was not able to attend, but was represented by his parents, Stacy and Joe Barrett. Oklahoma State's all-time leading receiver, also ranked second in the history of the Big 12 Conference, James Washington, was also not able to attend. Baker Mayfield was presented to the audience via Skype.

Once video highlights for each of the finalists were shown, Earl's sons Tyler and Christian came to the podium to make the actual announcement of the winner. They have shared that honor every year since the inception of the award. Tyler reminded the finalists of the high expectations that come with winning the award, as every winner is embraced into the Campbell Family. "My brother doesn't speak much, so I'm going to let him announce the winner." With that introduction, Christian stepped up and said two words, "Baker Mayfield."

Using the innovation of Skype, Baker Mayfield was able to accept the award, "Thank you, this is unbelievable. It is such an honor. I was blessed to have a lot of people pushing me, as if I had no choice but to keep fighting. For me, that's always been my mindset. I thank you for this honor. It's unbelievable and I wish I could be there in person. I can't wait to be part of the Campbell Family forever."

Mayfield had an impressive year, also winning the Heisman Trophy, the Walter Camp Player of the Year Award, the Maxwell Award, the Davey O'Brien Award and the Manning Award. He led the nation in completion percentage (.705), passing efficiency rating (198.9) – breaking his own FBS record of 196.4 set last year – yards per pass attempt (11.5), yards per completion (16.2) and pass of plays of 20-plus yards (75). He also ranks second in passing touchdowns (43), third in total offense (352.7 yards per game) and fifth in passing yards (330.5 per game).



Ronald Jones II, Earl Campbell, Jarrett Stidham

The Austin, Texas, native has completed 285 of 404 passes this year for a career-high 4,627 yards and 43 touchdowns to just six interceptions. He has also rushed for 311 yards and another five scores with no fumbles lost. Mayfield has thrown a TD pass in a Big 12-record 40 consecutive games (every contest of his OU career), which is the third-longest streak in FBS history. He's also thrown at least two TD passes in 27 straight contests (83 TDs to 14 interceptions during the stretch), which is believed to be the longest streak in FBS history. Mayfield's career passing efficiency mark of 198.9 broke the previous FBS record held by OU's Sam Bradford (175.6).

The following athletes, listed in alphabetical order, were the other finalists for this year's honor:

J.T. Barrett – A graduated, fifth-year player from Wichita Falls, Texas, and Rider High School, Barrett led the Buckeyes to a 12-2 season and to its second Big Ten Championship title in his four years as a starting quarterback. Barrett has thrown for 3,263 yards and 43 touchdowns and added another 732 yards rushing and 10 more scores. He led the Buckeyes to 523.6 offensive yards per game – sixth-best nationally – behind a balanced attack of 274.2 passing yards per game and 249.4 rushing yards per game.

The only three-time captain in school history, Barrett's leadership and toughness were tested to the max the week of the championship game against Wisconsin.

He was injured in a freak, pregame injury before the Michigan game the week before and played into the third quarter of that win. He had a surgical procedure the very next day, lived in the training room the next week and led the Buckeyes to the win over Wisconsin six days later by throwing for 211 yards and two touchdowns plus rushing for 60 more yards and another score. Barrett owns 35 Ohio State and Big Ten records, including Big Ten marks of a career total offensive yards (12,697), for touchdowns responsible for (147) and touchdown passes (104) and nine player of the week awards. He was also a finalist this year for the Davey O'Brien Quarterback of the Year award as well as the Senior CLASS Award. He has twice been a finalist for the Earl Campbell Tyler Rose Award.

Ronald Jones II – In 2017, Jones ran for 1,550 yards on 261 carries (5.9 average per carry) with 19 touchdowns and also caught 14 passes for 187 yards (13.4 average) with 1 TD. He was fifth nationally in rushing touchdowns (19), sixth in total touchdowns (20), 14th in rushing (119.2), 14th in scoring (9.2), and 21st in all-purpose running (133.6). His 1,550 rushing yards in 2017 puts him 8th on USC's season rushing list (and is the 30th time a Trojan has eclipsed 1,000 rushing yards in a season).

Jones is the seventh Trojan in history to have at least a pair of 1,000-yard rushing seasons (along with O.J. Simpson in 1967-68, Anthony Davis in 1972-73-74, Ricky Bell in 1975-76,



Ronald Jones II

Charles White in 1977-78-79, Marcus Allen in 1980-81 and LenDale White in 2004-05). Jones also eclipsed the 1,000-yard barrier in 2016 when he gained a team-leading 1,082 yards with 12 scores.

He has run for 3,619 yards in his career (fifth on USC's all-time rushing list, with 2 Heisman Trophy winners and 2 Heisman runners-up ahead of him) with 39 TDs. He has an impressive 6.1 yards per carry average. He has 14 career 100-yard rushing games (including 9 in 2017). He has had at least 1 TD in 19 of the last 20 games he has played (including 13 consecutive games from 2016 to 2017 until he was shut out at Notre Dame in 2017, the most in a row since Anthony Davis' 17 in 1973-74). Jones made 2017 CollegeSportMadness.com All-American third team, All-Pac-12 first team, is a finalist for the Earl Campbell Tyler Rose Award and was a semifinalist for the Doak Walker Award.

Jarrett Stidham – Sophomore Jarrett Stidham led the SEC and ranks ninth nationally in completion percentage (.665, 246-370) and ranks fifth in the league and 20th nationally in passing efficiency (150.99). Averaging 225.6 passing yards per game with 18 touchdown passes for the season, his long completion was a 75-yard touchdown toss to Ryan Davis vs. Ole Miss. He was a second team all-SEC honoree and the Associated Press' SEC newcomer of the year.

Stidham ranks second in passing yardage (3,158), first in completions (246) and sixth in touchdown passes (18) among Auburn single-season all-time leaders. In SEC regular season games this year, Stidham had a pass efficiency rating of 169.56. He was 125-186 (.672) in SEC action, passing for 1,819 yards and 12 scores. In SEC games only, Stidham led the conference in yards per attempt (9.8) and passing efficiency.

James Washington – Washington will go down as one of the best and most productive receivers in Oklahoma State history and in the history of the Big 12 Conference. He finished his career as Oklahoma State's all-time leading receiver with 4,472 yards, a mark that ranks second in the history of the Big 12 Conference. He led all active FBS players with a 39 career receiving touchdowns and his career average of 85.9 receiving yards per game, which is the best among all receivers of the Power Five conferences with a minimum of 2,000 career receiving yards. Washington joined Rashaun Woods as the only two players in Oklahoma State history with three seasons of at least 1,000 receiving yards. They are also the only two Cowboys ever with three seasons of at least 10 touchdown receptions.

In 2017, Washington won the Biletnikoff Award and was a unanimous first-team All-Big 12 selection, also earning a spot on the Walter Camp All-America team. He finished the regular season with 74 catches for 1,549 yards and 13 touchdowns. Washington's 1,549 receiving yards and 119.2 receiving yards per game both led the FBS and his 13 touchdown receptions tied for fourth nationally. He led all FBS players with 19 catches of 30 yards or longer, 11 catches of 40 yards or longer and eight catches of 50 yards or longer And five catches of 60 yards or longer. Washington helped Oklahoma State become the first offense in Big 12 history to have a 4,000-yard passer (Mason Rudolph), a 1,000-yard rusher (Justice Hill) and two 1,000-yard receivers (Marcell Ateman and James Washington).



Jarrett Stidham



Venisha Harmon, Earl Campbell



Randy Roberts, Bob Garrett, Mark Whatley, Greg Stradel



Shannon and Chris Glenney



Tyler Campbell, Ronald and Jackie Jones



Gary Baxter, Earl Campbell, Leigh Steinberg, Christian Campbell



Earl Campbell, Ken Capps

5th ANNUAL EARL CAMPBELL
TYLER ROSE AWARD BANQUET

January 10th

Willow Brook Country Club

Photos by Donna Cummings

See more at tylertoday.com



Joe Barrett, Ron Franklin



Cathi and Howard Patterson



Michelle and Mayor Martin Heines,
Avery Young, LaToya Young



Earl Campbell, Dr. Marty Crawford



JoAnn Simons, Don Warren, Ken Dunn,
Ann Norris, Chris Simons



Christian Campbell, Henry Bell



Lee Gibson, Don Thedford,
Steve Pinkston, Fred Haberle



Jim, Avery and Missy Teeter



Phil Hicks, Beverley and Cedric Golden



Debbie Roosth, Susan Davis, Cindy Smook



Becky Snider, Jeff Austin III