

35TH Annual National Wellness Conference
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”
University of Wisconsin-Stevens Point, July 17-22, 2010

Online Proposals

LEAD PRESENTER

Name:	Jennifer A Geist, M.S.	Janice Hess
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Comprehensive List of Conference Presentations for LEAD Presenter:

Wellness Program Evaluation – webinar presentation for the American Cancer Society’s Wellness at Work Program, June 3, 2009.

Wellness Programs: Critical for Recruitment and Retention – presentation given at the North Alabama Society of Human Resource Managers, Huntsville, AL. March 11, 2008.

Employer Best Practices: Tobacco-free Workplace – presentation given at the Tobacco in the Workplace: An Employer’s Perspective Workshop sponsored by the American Cancer Society and the University of Alabama’s Office of Health Promotion and Wellness, Tuscaloosa, AL, February 22, 2008.

Assessing the Wellness Needs of Your Company and Your Employees – presentation given at the Alabama Healthy Worksites Workshop, Montgomery, AL. June 6, 2007.

Going for the Gold at Teledyne Brown Engineering – presentation given at the 2007 Governor’s Conference on Obesity Pre-conference Workshop, Tuscaloosa, AL. May 3, 2007.

Lifestyle Choices: The Teledyne Brown Experience – presentation given at the 2006 Alabama Society for Human Resource Management annual state conference, Birmingham, AL. May 17, 2006

Stress Management in the Workplace – presentation given at the 2006 Huntsville Hospital Wellness Conference: Energize Your Life, Huntsville, AL. January 20, 2006.

Return on Investment for Employee Wellness Programs: Worth Every Dollar You Spend - presentation given at the 4th Annual Occupational Health, Safety and Worker’s Compensation Seminar, Huntsville, AL. April 17, 2002

Stress Management in the Workplace - presentation given at the 3rd Annual Environmental, Occupational Health, Safety and Worker’s Compensation Seminar, Huntsville, AL. April 18, 2001

Stress Management in the Workplace - presentation given at the 2nd Annual Occupational Medicine and Worker’s Compensation Seminar, Huntsville, AL. April 13, 2000.

Stress and Your Heart - staff training and development seminar presented at the Understanding and Managing Cardiac Disease Conference, Huntsville, AL. November 7, 1998.

Employee Wellness Programs: Should Your Company Implement One? - co-presentation at the North Alabama Business Group on Health’s 10th Annual Managed Care Seminar, Huntsville, AL. Co-presented with Yvonne Chesley, President & CEO for Gordian Health Solutions. November 3, 1998.

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Learning to Reduce Stress & Manage Time - seminar presented at the North Alabama Dietetic Association, Huntsville, AL. September 8, 1998.

Stress Management – a workshop focusing on the successful management of stress for student leaders as part of a Leadership Conference at Case Western Reserve University, Cleveland, OH. March 1, 1997.

Mission Possible: Resident Assistant Training – coordinated a 2-week training for Cleveland State University Resident Assistants. Responsible for providing training in wellness programming, team building, and stress management, Cleveland, OH. August 1996.

De-Stress, Not Distress – a workshop focusing on stress management techniques for student leaders as part of the LeaderQuest Conference at Cleveland State University, Cleveland, OH. April 13, 1996.

Battling Stress and Burnout in the Workplace – a one-day workshop for Ohio Wesleyan University Staff Training and Development focusing on ways to handle stress and burnout on the job, energy revitalization and relaxation training, Delaware, OH. November 22, 1994

Comprehensive List of Conference Presentations for Co-Presenter:

N/A

Presentation Title:

How To Sell Wellness To Your C-Suite

Track: Wellness Promotion

Program Level: beginner

Target Audience: Health Care Professionals

Program Type: Breakout Session

Have you presented or are you planning to present this program at other wellness-related conferences?

n/a

Abstract:

Tough economic times call for tough business choices; yet few companies have cut back on their employee wellness programs in the past year. Why? Because workplace health promotion can lead to greater employee productivity and reduced cost, resulting in a measurable impact on the bottom line. But this means that worksite wellness professionals are faced with selling, positioning and justifying their programs on a regular basis. During this informative session, hear from the Chief Financial Officer of a large engineering company. She, and the company’s Wellness Manager, will help you learn what is needed to capture and sustain senior level support for your wellness program.

Measurable Objectives:

1. Participants will learn how to gain a thorough understanding of both the business priorities of their company and the benefit of worksite wellness
2. Participants will learn the common mistakes made by health promotion professionals when trying to capture senior level support
3. Participants will learn how to confidently discuss the value of their wellness program to their stakeholders.

Program Outline:

1. How your wellness program fits into your company’s business plan
2. Why senior management may not value employee wellness efforts

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3. How to assess your leadership’s support for wellness
4. What senior leadership support looks like
5. Key data your executives will want to see
6. Common mistakes health promotion professionals make when trying to sell their wellness program
7. How to confidently discuss the value of your wellness program
8. 10 sure-fire ways to capture senior level support
9. Important activities that help sustain strong management support

Program Bibliography:

Chapman, Larry S., (1997) Securing Support from Top Management. *The Art of Health Promotion*, Vol. 1: No.2, May/June, pp. 1-7.

O’Donnell, M.P. (2002), *Health Promotion in the Workplace*. Albany, NY: Delmar Publishing.

Well Workplace Workbook: A Guide to Developing Your Worksite Wellness Program. (1997). Omaha, NE: WELCOA.

Aldana, S. (2001). Financial Impact of Health Promotion Programs: A Comprehensive Review of the Literature. *American Journal of Health Promotion*, 15(5), 296-320.

Golaszewski, T. (2001). Shining Lights: Studies that have most influenced the understanding of health promotion’s financial impact. *American Journal of Health Promotion*, 15(5), 332-340.

Allen, J. and Hunnicutt, D. (2007). A New Way of Thinking: Examining Strategies for Gaining Leadership Support for Health Promotion. *Absolute Advantage*, 3(2), 14-16.

Leutzinger, J.A. (2005). Making the Case for Health Promotion: Ten Strategies for Selling Health Promotion to Senior Management. *Absolute Advantage*, 4(6).

Program Relevance to Conference Theme:

This session will provide participants with concrete, relevant strategies for capturing senior level support for worksite wellness programs. Real solutions will be given for a very real problem faced by many health promotion professionals.

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	LEAD PRESENTER	CO-PRESENTER
Name:	Susan L Morrison, MEd	
Title:	Health Promotion Advisor	
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Phone:	603-271-6684	
Email:	Susan.L.Morrison@dhhs.state.nh.us	

Comprehensive List of Conference Presentations for LEAD Presenter:

NH Celebrates Wellness Conference, Team Leader Training, Waterville Valley, NH

June 2001 - Wellness on a Shoe String Budget

June 2002 - FISH Philosophy Principles

June 2004 - Who Moved My Cheese: Dealing with Change

NH Celebrates Wellness Conference, Waterville Valley, NH

June 2003 - Wellness Programs Without the Fun, They Won't Come

June 2004 - Visual Meditation

June 2004 - How to Start a Wellness Team

June 2005 - Take Me Out to the Health Fair: How to Put on Successful Health Fairs

State of NH, Tobacco Prevention and Control Program, Coalition Training, Concord, NH

September 2006 - Advocacy is Not a Dirty Word!

January 2007 - How to Get Youth Involved in Your Coalition Activities

January 2008 - National Resources for Tobacco Coalitions

National Wellness Conference, Stevens Point, WI

July 2006 - Leaving Soul Prints on a Woman's Heart: Offering a Life Changing Women's Conference

July 2009 - The Power of Soul Prints: Lasting Connections

July 2009 - Chains That Bind: Tobacco Use in a NH Prison

Comprehensive List of Conference Presentations for Co-Presenter:

Presentation Title:

Track:
Program Level:

Target Audience:
Program Type:

Have you presented or are you planning to present this program at other wellness-related conferences?

Abstract:

Measurable Objectives:

Program Outline:

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