



*You Are Invited!*

AS RECENTLY DISCUSSED IN THE  
**HARVARD BUSINESS REVIEW**

THE TOTAL VALUE OF WORKSITE WELLNESS

In service to the greater Southern California business community, the International Association for Worksite Health Promotion (IAWHP) extends this invitation to a half-day Executive Summit on the total value of worksite health promotion. Our panel of leading experts will not only review key practices discussed in the December 2010, *Harvard Business Review*, but highlight key strategies for creating a healthy, high-performance workforce in all organizations.



INTERNATIONAL ASSOCIATION FOR WORKSITE HEALTH PROMOTION

**2011 Executive Summit**

April 13, 2011 | 8:15 am to 12 pm | Hilton Anaheim CA

## Agenda and Presenters

7:30- 8:15 am	Networking/Continental Breakfast
8:15-8:20	Welcome Nicolaas P. Pronk, PhD, FACSM, President, IAWHP
8:20-9:05 am	What Does the Harvard Business Review Know? The Value of Worksite Wellness William Baun, EDP, FAWP, MD Anderson Cancer Center
9:05-9:50	Communicating a Culture of Health George J. Pfeiffer, MSE, FAWHP The WorkCare Group, Inc.
9:50-10:15	Networking/Refreshment Break
10:15-11:00	Engaging Your Organization: from the Top Down and the Bottom Up! Mikisha Nation, MPH and Jessica Drecktrah MA Target Corporation
11:00-12 pm	Panel: Case Studies: Clark Security Products: Cheryl Berg Northrop-Grumman: Sue Brunson Chevron Corporation: John Dillon Riley, PhD

## To Register

Email your confirmation to: [www.iawhp.org/preconference](http://www.iawhp.org/preconference)

Any questions may be directed to Heather Turner at [hturner@acsm.org](mailto:hturner@acsm.org) or 317-637-9200 ext. 138

*Attendance is complementary, but capacity is limited.  
Please confirm your participation no later than April 8, 2011.*

## About IAWHP

The International Association for Worksite Health Promotion (IAWHP) is an Affiliate Society to the American College of Sports Medicine (ACSM). It's mission is to advance the global community of worksite health promotion practitioners through high-quality information, services, educational activities, personal and professional development and networking opportunities.

To learn more, please visit our website at: [www.iawhp.org](http://www.iawhp.org)

We would like to acknowledge the following supporting organizations:  
Health Solutions Services, Inc. | HealthPartners | The WorkCare Group, Inc.

April 13, 2011 | 8:15 am to 12 pm | Hilton Anaheim, 777 Convention Way  
Anaheim, California 92802 USA  
Tel: +1-714-750-4321

## Speaker Profiles

### Moderator: Lauve Metcalfe, MS, FAWHP

Associate Director, Center for Physical Activity and Nutrition at University of Arizona, Tucson, AZ.

### Nicolaas (Nico) Pronk, PhD, FACSM

Vice President and Health Science Officer, JourneyWell, at HealthPartners, in Minneapolis, Minnesota. He is the founding president of the International Association for Worksite Health Promotion (IAWHP).

### William Baun, EDP, FAWHP

Manager, Wellness Programs at M. D. Anderson Cancer Center, University of Texas, Houston, TX., where he oversees wellness initiatives for 16,000 employees. He serves as Chairman of the CEO Cancer Gold Standard and the Houston Mayor's Wellness Council.

### George J. Pfeiffer, MSE, FAWHP

President, The WorkCare Group, Inc., Charlottesville, VA. Over his 38 years, he has been recognized as an influential leader in worksite health promotion and serves as Senior Editor, of IAWHP's official publication, *Worksite Health International*.

### Mikisha Nation, MPH

Senior Benefits Business Partner on the Well-being Strategy Team for Target Corporation in Minneapolis, MN. In this role, her responsibilities include program development and evaluation for Target's health and well-being initiative and community giving strategy.

### Jessica Drecktrah, MA

Currently leads the health and well-being strategy for approximately 350,000 team members employed by Target Corporation. In this capacity, she leads the cross-functional team responsible for engaging and inspiring thousands of lay and formal leaders.

### Cheryl Berg

As Human Resources Generalist, she oversees employee health promotion activities at Clark Security Products in San Diego, CA.

### John Dillon Riley, PhD

Manager, Wellness Resources at Chevron Corporation, located in San Ramon, CA. In his role, he oversees Employee Assistance, WorkLife and Health and Productivity, Drug and Alcohol, and Disability Management.

### Sue Brunson

As Manager of Medical and Health Services, she directs health services and is an active partner with the HealthWaves wellness program at Northrop-Grumman in Baltimore, MD.

### Panel Moderator: Charles Estey, MS

Senior Vice President, Health Solutions Services, Inc., Birmingham, MI.