

THE NATION'S PREMIER RESOURCE FOR WORKSITE WELLNESS FOR OVER 25 YEARS

WELCOA Membership

Providing Solutions To Over 5,000 Organizations



Check Out Our 2012 Benefits
of WELCOA Membership

POWERFUL, TANGIBLE, USEFUL



Why WELCOA Membership is Essential **FOR YOU AND YOUR ORGANIZATION**

WELCOA Membership will move your program from activity-centered to results-oriented.

Recent national studies reveal that 90% of employers are “doing wellness”. Sadly, only 5% of employers “doing wellness” are doing programs that are results-oriented.

WELCOA MEMBERSHIP ADDRESSES THE KEY QUESTIONS:

- 1. What should I do to make sure that I’m moving our program to being results-oriented?**
- 2. How should I design our program to address my employees’ needs and to help improve their health?**
- 3. What are the most important tools and resources out there that can help me?**

The extensive online resources and training of WELCOA Membership will help answer these questions. WELCOA’s Member Benefits are designed to provide you with the tools, information, and resources necessary to better contain costs, improve employee health, and increase participation.

Results-Oriented Wellness Programs Are Thoughtfully Designed and Carefully Executed

Check Out Our 2012 Benefits of WELCOA Membership / **POWERFUL, TANGIBLE, USEFUL**



You Get 11 Powerful, Tangible, Useful **MEMBER BENEFITS**

All Benefits Are Free
To WELCOA Members!

1 **National Wellness Certifications — Multiple Available Programs**

To date, approximately 3,100 worksite wellness practitioners and business leaders have completed Well Workplace University and have been certified as WELCOA Well Workplace practitioners. If you are looking to build your credentials or if you don't have formal training in wellness, this will build your expertise and elevate your credibility. Remember, all Certifications are absolutely free to WELCOA Members.

WELCOA WELLNESS CERTIFICATIONS FOR 2012

- ★ **Well Workplace University** — Building A Results-Oriented Workplace Wellness Program Using WELCOA's Seven Benchmarks
- ★ **Well Workplace University** — The Art And Science Of Changing Unhealthy Behaviors
- ★ **Well Workplace University** — How To Demonstrate A Return-On-Investment
- ★ **Well Workplace University** — Linking Wellness Initiatives To Employee Benefit Design
- ★ **Well Workplace University** — How To Effectively Utilize Health Coaching To Improve Employee Health

BENEFIT TO YOU — Multiple levels of certification are available



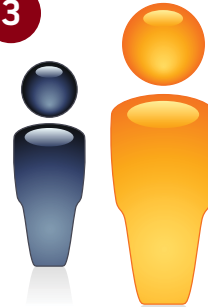
2 **Wellness Training Webinars**



As a WELCOA Member, you'll be able to participate in the nationally-acclaimed WELCOA Webinar Series. In 2011, some 15,000 business and health leaders participated in these webinars. Without having to leave your office, you'll be updated on the most pressing and compelling workplace wellness topics.

BENEFIT TO YOU —
Almost 50 hours of webinar training

3



Participation in SWELL: A Social Networking System for the WELCOA Nation

SWELL will allow members to connect and learn from other members. Through SWELL, you'll be able to quickly leverage the collective power of the WELCOA Nation.

NEW!

BENEFIT TO YOU —
Learn from the collective wisdom and experiences of the WELCOA Nation

4 **Achieve WELCOA Faculty Designation**



The WELCOA Faculty designation honors professionals who have achieved certification in four or more of WELCOA's results-oriented workplace wellness training programs. Through 2011, 314 individuals representing 44 states earned WELCOA Faculty status.

BENEFIT TO YOU —
Be recognized as one of the best-trained wellness professionals in the country

5



Three Comprehensive Incentive Campaigns

As a member, you'll receive our newest incentive campaigns absolutely free. With this incentive campaigns, you'll be able to educate your employees and get them involved in healthy behaviors. These extensive campaigns come with everything you need from planning guides to implementation tools.

BENEFIT TO YOU —
3 great incentive campaigns

WELCOA Let's get started today — fill out the Order Form on page 8.

You Get 11 Powerful, Tangible, Useful **MEMBER BENEFITS**

All Benefits Are Free
To WELCOA Members!

6 **6 Issues of *Absolute Advantage Online***



Six times a year, you'll receive great tips, strategies, and insights from the nation's best minds in workplace wellness through our dynamic *Absolute Advantage Online* magazine. Learn about America's Healthiest Companies, and get "in-the-trenches" knowledge and unique insights on how to get results.

BENEFIT TO YOU –
6 great online issues

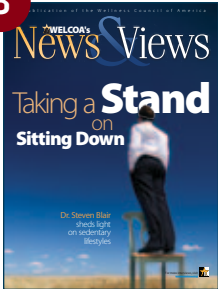


7 **Reproducible Health Bulletins**

Each month, you'll receive four monthly easy-to-read health and wellness bulletins — yours to share in paper or electronic format with your employees. Your employees will love reading them, and they're guaranteed to save you big dollars because you can make and distribute unlimited copies.

BENEFIT TO YOU –
48 employee wellness bulletins

8 **Monthly Expert Interviews**



WELCOA interviews provide the reader with information straight from the best health promotion sources in the U.S. In fact, InfoPoint contains dozens and dozens of in-depth interviews on topics like ROI, increasing participation, complying with HIPAA, incentives, and more.

BENEFIT TO YOU –
Insights from wellness leaders



9 **Annual Best Resources Guide**

Whether it's HRAs, or pedometers, we'll provide you with options for selecting among the field's best resources — you may even get discounts. Through our national Premier Provider Network, WELCOA keeps you informed about the best services available in our annual Buyer's Guide and periodic updates.

BENEFIT TO YOU –
Comprehensive resource guide

10 **Well Informed E-Newsletter**



As a member, you'll receive weekly updates of worksite wellness news, alerting you to new resources and all kinds of free documents, reports, product discounts, and information as they become available — you'll be kept up-to-date with leading-edge information and the best tools.

BENEFIT TO YOU –
Weekly updates and news



11 **Member Pricing**

WELCOA members receive discounts on some of the finest health and wellness information in the industry.

BENEFIT TO YOU –
Your WELCOA membership means huge cost savings on health information.

 Let's get started today — fill out the Order Form on page 8.

Plus... WELCOA Membership Provides Training And Resources to Help You Create A Results-Oriented Program

These additional 7 benefits will help you achieve the results you seek:

Well Workplace Checklist

This online tool will help you compare your current program with the best practices of successful ones. You'll receive a **comprehensive report** providing specific recommendations.

BENEFIT TO YOU —

Benchmark your program with best practices

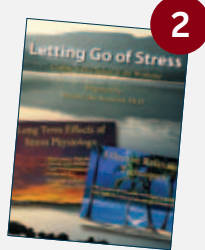


Professional Presentations

With WELCOA membership, you'll get access to numerous "lunch 'n' learn" PowerPoint presentations, developed by experts but designed for you to deliver to your employees with compelling information and great graphics.

BENEFIT TO YOU —

Presentations that will engage your employees



Tools And Surveys

Whether you need employee surveys, sample operating plans, wellness team assignments, or data collection ideas, you'll find samples you can use. You don't have to start from scratch.

BENEFIT TO YOU — Proven tools ready to use



Well Workplace Awards Criteria

After your program has incorporated the principles and practices of the Well Workplace Model, you can seek validation and recognition through The Well Workplace Awards program.

BENEFIT TO YOU —

Step-by-step guidance, validation and recognition



Unlimited Access To InfoPoint

InfoPoint is WELCOA's members-only resource center. All the information and tools you need are readily available at your fingertips.

BENEFIT TO YOU — Your own personal wellness library



Membership Orientation

Get your membership experience started right by attending a membership orientation webinar where we'll show you the resources needed to move your program forward.

BENEFIT TO YOU — Learn all about your WELCOA membership



WELCOA Archived Webinars

Learn more about the art and science of creating results-oriented workplace wellness programs through past WELCOA webinars.

BENEFIT TO YOU — Learn from nationally-recognized experts at any time

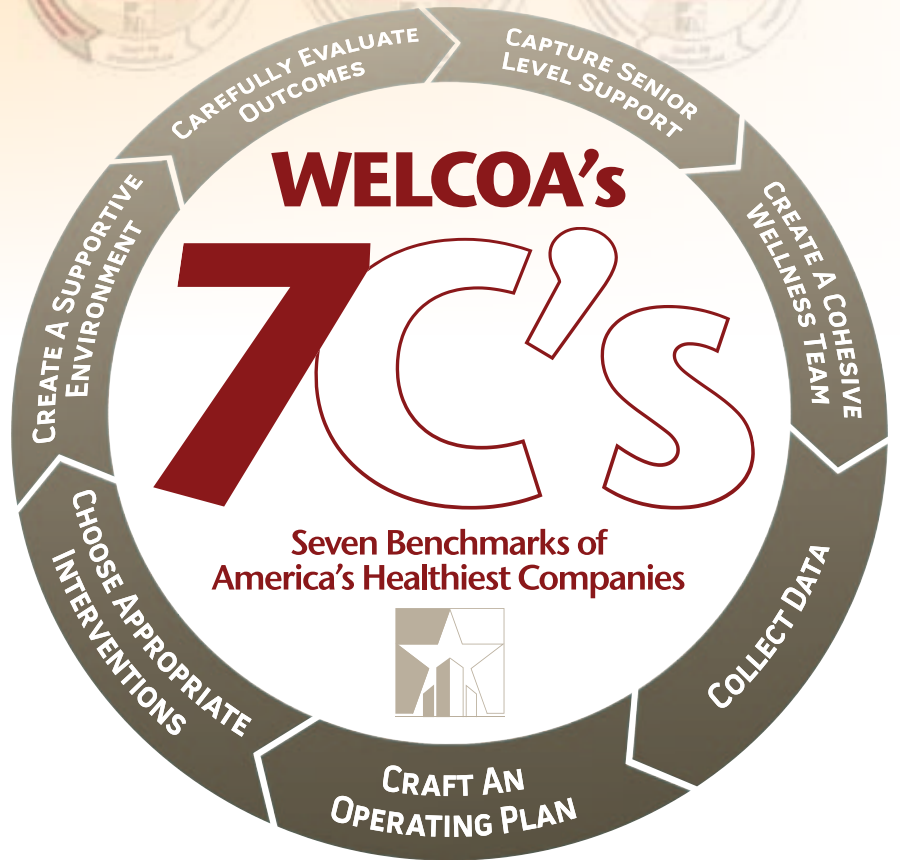




In addition to the core member benefits, you'll have access to extensive training and resources to help you benefit from WELCOA's patented Well Workplace Blueprint. This blueprint will become your master plan to help you design and manage your program to get the results you need.

Learn How To:

- ✓ **Capture Senior Level Support**
With membership, you'll get *interviews, reports, case studies, tools*, and *return-on-investment* statistics to capture senior level executives attention in order to secure their buy-in.
- ✓ **Create Cohesive Wellness Teams**
With membership, you'll get *sample meeting agendas, job descriptions, summaries of roles and responsibilities*, as well as *white papers* that show you how to assemble your team.
- ✓ **Collect Data To Drive Health Efforts**
With membership, you'll get the guidance you need to successfully offer *health risk appraisals, administer corporate culture audits*, and *examine corporate health claims*.
- ✓ **Craft An Operating Plan**
With membership, you'll have access to examples of actual *operating plans*. Complete with goals, objectives, and budget information, these operating plans will jump-start your efforts.



- ✓ **Choose Appropriate Interventions**
With membership, you'll have access to 100's of *practical strategies, tips and programming ideas* from weight management to physical activity to medical self-care.
- ✓ **Create A Supportive Environment**
With membership, you'll have access to actual *corporate health promotion policies* which will help you to decrease tobacco use, increase physical activity, and offer healthier food options.
- ✓ **Consistently Evaluate Outcomes**
With membership, you'll have access to the *latest outcomes research* from some of the best and the brightest in the field.



Let's get started today – fill out the Order Form on page 8.

What Others Are Saying About WELCOA

“There is no other organization fully dedicated to worksite wellness. WELCOA is a leader in providing valuable, trustworthy resources. This niche is WELCOA's alone.”

– Dawn Weddle, Wellness Manager
Navistar

“As a Benefits Manager without formal wellness training, I highly value my WELCOA membership. I rely heavily upon the many resources, articles and materials that provide me with accurate information to help me manage the program while saving me a considerable amount of time.”

– Julie Cole, Manager Of Associate Services
Subaru Of Indiana Automotive

“The WELCOA membership has been very beneficial in our planning and implementation of our hospital wellness program. The webinar series is the best way to stay on top of new research, industry standards and stay connected with other professionals. ... I have never had a professional membership at such a reasonable cost that has given me so many useful services and educational opportunities.”

– Amy Anderson
Bloomington Hospital

“WELCOA has been an excellent source of information for us since we joined several years ago. As we develop and implement Wellness and Care Management programs here at BCBSM, we extensively research best practices as well as what our competitors offer. We have found our WELCOA membership to be a great value and an indispensable resource.”

– Mary Carley
BlueCross BlueShield Of Michigan

“WELCOA provides us with quality materials for distribution to our employees at a very reasonable price. We don't have the staffing to do our own research and create our own materials, so WELCOA fills an important gap for us.”

– Jack Stott
Washakie County School District No. 1

“I feel the workshops/training sessions that WELCOA provides are the best in class. They continue to address the issues that are current in the health and wellness field and they provide a structure and support system to help with this.”

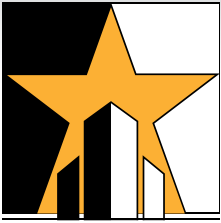
– 2009 Webinar Participant

About WELCOA

For almost two decades, the Wellness Council of America has partnered with organizations of all kinds—businesses, hospitals, schools, and government agencies. With over 5,000 member companies, WELCOA has become one of the most respected resources for worksite wellness in North America.

Our Unconditional Guarantee To You

We guarantee that everything you receive as part of your WELCOA membership will be of the highest quality. All benefits are yours to use with your employees in your organization. There are no hidden fees or charges EVER! You can become part of WELCOA's vast network of healthy companies and enjoy all of the benefits for an extremely reasonable investment. Your return will far exceed your annual dues.



SIGN ME UP!

JOIN TODAY **\$365**

ONLY \$1 PER DAY

YES, Start My Membership Today And Don't Miss Anything!

Contact Name

Title

Company Name

Street Address

City

State

Zip

() ()

Phone

Fax

Email

Your Preferred Client ID is: ESTORE

Offer Expires:

- Check or money order enclosed Bill me (Net 30 days)
 Purchase order # _____ Pay by credit card

Card # VISA MC AMEX

Expiration Date

Name As It Appears On Credit Card

Save 20% on your WELCOA Membership Renewal through the Automatic Renewal Program!

Your WELCOA membership can be conveniently renewed each year when you sign up for our Automatic Renewal Program using your credit card. We will simply send you an invoice showing the amount taken to your card each year so you have a receipt of the transaction for your records.

Sign up for this feature by checking the box above, or contact one of our friendly customer service representatives to add this feature to your account at any point during your membership.

Does your wellness program involve multiple people?

Anyone involved in the wellness program will want their own WELCOA membership. Sign them up today for a reduced rate. Each will receive full membership privileges including access to WELCOA's certification program and easy, online access to *InfoPoint* and *Absolute Advantage*.

GREAT VALUE!
BEST VALUE!

	WELCOA Membership	Additional Membership	Total
1 Year	\$365	\$125 × _____	= \$ _____
2 Years	\$585	\$200 × _____	= \$ _____
3 Years	\$765	\$265 × _____	= \$ _____
Grand Total			= \$ _____

INTERESTED IN WELCOA MEMBERSHIP FOR A CLIENT? Contact us about a third party membership program at membership@welcoa.org.

Five Easy Ways To Join WELCOA



MAIL your application with check, credit card, or PO information to:

WELCOA
17002 Marcy St - Suite 140
Omaha, NE 68118



CALL us directly with your billing information to: 402.827.3590



FAX your application with credit card or PO info to: 402.827.3594



LOG-ON and sign up via the web:
www.welcoa.org



E-MAIL your application and billing info to: membership@welcoa.org



THE COMPANY WE KEEP

WELCOA members represent a broad range of industries. We are proud of the fact that our membership is used by 5,000+ organizations of all sizes throughout North America.

A SAMPLING OF THE COMPANY WE KEEP

AN INDUSTRY SAMPLING

- Manufacturing
- Health Care
- Financial
- Government
- Industrial
- Education
- Entertainment
- Insurance
- Non-Profit
- Consulting
- Publishing
- Utilities
- Service
- Retail

A COMPANY SAMPLING

- Aetna, Inc.
- American Cancer Society
- Baylor College of Medicine
- Cessna Aircraft Company
- Chrysler
- City of Longmont
- City of Tulsa
- Coca-Cola Company
- Dominion Enterprises
- Dow Chemical Company
- FedEx Custom Critical
- Gulf Power
- Harley-Davidson
- Home Shopping Network
- Indiana State Police
- Indianapolis Power & Light
- ISP Chemicals
- Navistar International
- Jackson Kelly PLLC
- Johnson & Johnson
- Mass Mutual Financial
- MasterCard Worldwide
- Mayo Clinic
- Olathe District Schools
- Purdue University
- Raytheon Company
- Seagate Technology
- Smurfit-Stone Container
- Staples, Inc.
- Union Pacific Railroad
- Verizon Wireless
- Wells Fargo & Company

“I am completely impressed, not only with the Well Workplace University courses (I & II), but with all of the webinar training experienced with WELCOA. No temptation here as I always sign off wanting more. I can't say enough positive things about my experience with WELCOA where the passion for our profession runs high.”

“WELCOA is my number one resource for workplace wellness. WELCOA webinars are awesome! I view WELCOA as a highly trusted resource.”

“WELCOA Well Workplace University training couldn't have been more on target. Training concepts were in depth but simple to grasp and understand. If you manage or are responsible for any part of your worksite wellness program this training is for you.”

Still Not Convinced?

Want to learn more about WELCOA membership? Take a 14 day **FREE** test drive by visiting www.welcoa.org/member/freetrial.php

