

Well Workplace Award
Executive Summary

PGA Tour, Inc.
Silver Award

Information in this publication is carefully reviewed for accuracy. Questions, comments, or ideas are welcome. Please direct to Dr. David Hunnicutt, Executive Editor, at the address below.

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**WELLNESS COUNCILS
OF AMERICA**

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General Information

WELL WORKPLACE
Silver Application

Basic Information:

Name of Organization: PGA TOUR, Inc.

Address of Organization:

Council Affiliation: Wellness Council of Jacksonville (WELCOA)

Contact Person: Mike Cooney, Director of Human Resources

Work Telephone:

Fax Number:

Email Address:

Alternate Contact: Martha Braddock, Employee Benefits Relations Manager

Number of Employees Covered by this Application: 600

Name of CEO: Tim Finchem, Commissioner

Date of Application: July 1, 2004

Preface: Narrative

The PGA TOUR, Inc. (hereafter referred to as the TOUR) is a tax-exempt membership organization of professional golfers whose primary purpose is to provide significant competitive and earnings opportunities for PGA TOUR, Champions Tour, and Nationwide Tour members while protecting the integrity of the game, growing the reach of the game and maintaining a commitment to giving back. We believe in:

- 1. HONESTY, INTEGRITY, AND SPORTSMANSHIP.**
- 2. HAVING AN APPRECIATION AND RESPECT FOR THE GAME.**
- 3. BROADENING THE APPEAL OF AND ACCESS TO THE GAME.**
- 4. A COMMITMENT TO EXCELLENACE IN THE CONDUCT AND PRESENTATION OF THE PGA TOUR.**
- 5. MAKING A POSITIVE CONTRIBUTION TO SOCIETY AND CHARITY.**
- 6. HELPING EACH OTHER ACHIEVE OUR HIGHEST POTENTIAL.**

Giving back is as much a passion as it is a mission on the PGA TOUR. From our tournaments and sponsors to our members, charity long has been a hallmark of the TOUR's image and reputation.

The TOUR employs approximately 600 employees. 500 of the employees are located in the Ponte Vedra, Jacksonville, Florida area. The additional 100 employees are located throughout the United States and travel for the TOUR throughout the year.

The PGA TOUR Wellness Program is a dynamic and results oriented program which continues to improve the overall mental and physical health of all employees wishing to benefit from its services. Producing positive results, the Program assists in increasing employee productivity, enhancing work and personal lives, encouraging healthy lifestyles, and continuing to be proactive and responsive to employees health and fitness needs.

The mission of the PGA TOUR Wellness Program is to improve our employee's personal health and well being, reduce the dependency of medical interventions, and increase employee productivity and morale. By providing a well balanced program, the focus of the program is to increase awareness, provide education and support, and encourage behavior changes that create healthy lifestyles for our employees.

Historically, the PGA TOUR Wellness Program started in 2000 for its employees. It began with a program leader and program coordinator from the Human Resources Department of the TOUR. To find out where our employees were at and what programs they would be interested in we coordinated health risk assessments and employee interest surveys. We held our first health fair and contracted with an outside vendor to follow-up quarterly with our at risk employees. We went out to the community and negotiated substantial discounts to fitness centers. In 2001, we started a wellness committee which consisted of 15 members and was a wide representation of all levels of the organization. Our program goals:

1. Offer programming focusing on four main areas:
 - a. Awareness
 - b. Education and Information
 - c. Behavior Modification
 - d. Team Activities
2. Implement company policies and program that support and encourage healthy behaviors.
3. Provide employee discounts for health and wellness oriented services and products.

Our program objectives:

1. Facilitate a minimum of “9” lunch and learns seminars with a minimum of 40 employees at each event.
2. Increase the total number of employees completing a Health Risk Appraisal by 10% each year.
3. Continue to reduce Lifestyle Related Claims measured by CIGNA, our medical and dental insurance carrier.
4. Continue to reduce Worker’s Compensation Claims measured by Liberty Mutual, our risk insurance carrier.
5. The Wellness Program is to maintain an average participant satisfaction score of at least 8 on a 10 point scale for all wellness program activities.
6. Implement company policies and programs that support and encourage healthy behaviors.
7. Continue to show positive behavior results from Health Fair participants in the following areas:
 - a. Total Cholesterol under 200
 - b. LDL > 130
 - c. Triglycerides > 150
 - d. Glucose > 110
 - e. Blood Pressure > 140/90
8. Continue to show positive results in the following areas:
 - a. Increase the number of “nonsmokers”
 - b. Reduce reported depression % to Industry Average
 - c. Reduce reported “high stress” % to Industry Average
 - d. Reduce number reporting as “ High Risk”