

**Well Workplace Award
Executive Summary**

Jackson Kelly PLLC 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 Jackson Kelly PLLC

Address of Organization Morgantown, WV

Council Affiliation West Virginia

Contact Person Janette Gidley

Title Office Manager

Work Telephone _____

Fax Number _____

E-Mail Address _____

Alternate Contact Stephen M. LaCagnin

Parent Organization _____

Number of Sites Covered by this Application 1

Number of Employees Covered by this Application 45

Nature of Business or Industry LAW

Name of CEO Stephen M. LaCagnin

Date of Application May 30, 2003

PREFACE: NARRATIVE

ORGANIZATION TYPE

Jackson Kelly PLLC is a large law firm headquartered in the state of West Virginia with 10 offices located in four states. The Morgantown, West Virginia office is located in a small, dynamic, Mid-Atlantic community and is managed by Stephen M. LaCagnin. As one of the community's leading law firms, Jackson Kelly's focus is the defense of corporations and companies doing business in the community as well as enhancing the communities' growth and development. Since receiving the Bronze Well Workplace Award in 2001, senior management is committed to the ideal of community wellness and has been actively involved in the development of the Tri-County Well Region Initiative.

INITIATIVE BACKGROUND

In April 2000, the office manager, Janette Gidley, suggested that Jackson Kelly become involved in WELCOA's Well Workplace Initiative. She spoke to the firm members about the concept and presented compelling reasons to support the initiative. The potential for a healthier, happier, and more productive work force along with the idea of pro actively reducing health care costs seemed to be a win-win for the members, the workplace and the firm. The senior members made the commitment to support and encourage each other to begin the process which would change professional and personal lives for the better.

VISION/MISSION STATEMENT

To provide focus and guidance to the membership and its clients and potential clients, Jackson Kelly hereby determines that its comprehensive mission is:

- To enhance the Firm's status as a preeminent regional law firm with select national practice areas by providing quality legal services on a timely basis for a reasonable charge primarily to employer, business, and commercially oriented clients.

- To emphasize dedication and loyalty to clients, quality of work product, a strong work ethic, superior training, aggressive business development, and civic and professional involvement.
- To provide modern business systems and technology and efficient forms of internal organization and structure staffed with a competent and innovative team of lawyers and non-lawyers who strive to adhere to the highest standards of integrity, professionalism, quality, efficient, and collegiality.
- To ensure a firm culture which encourages institutional loyalty and group effort and provides fair financial reward for its members and employees.

“In Defense of Wellness,” the Morgantown office of Jackson Kelly PLLC has implemented a wellness program designed to provide information and opportunities for individuals to enable them to achieve a healthy and improved quality of life. The firm’s commitment and support to improving individual well-being will result in a mentally and physically well trained team motivated to provide superior services to their clients and community.

WELLNESS VISION/MISSION STATEMENT

The Morgantown office of Jackson Kelly PLLC is committed to providing quality legal services to their clients by integrating wellness into its daily operations and culture. The Firm’s dedication to improving individual well-being will result in a mentally and physically well trained team motivated to provide superior services to their clients and community.

THE JACKSON KELLY INITIATIVE

From the inception of the program, the wellness initiative at the Morgantown office of Jackson Kelly has been supported and encouraged by senior members of the firm. The members not only support the program financially and conceptually, they participate in most of the programs offered. Two of the senior members, including the managing member, are members of the Wellness Team and take responsibility for assigned programs.

Although the Wellness Team has transitioned over the past two years, the original members remain committed to the program. The Team consists of representatives from both the administrative staff and attorneys. It is a strong, creative, and interactive team that demonstrates innovative ideas and has been capable of stretching the wellness budget. Most of the ideas and programs are based on the Operating Plan.

The Operating Plan is designed to keep the vision of well-being foremost in everyone's minds. Based on the needs and interest surveys and health risk appraisals conducted at the beginning of each year. The Team designs an annual plan which outlines objectives and quarterly goals. These plans are assigned to Team members for implementation. This year, the Team had a unique opportunity and was not only able to impact the physical and emotional well-being of the individuals in the office, it was also able to impact the physical environment of the office.

In May of 2002, Jackson Kelly strategically relocated their office to the renovated Wharf District, a project revitalizing the river front. The office is located directly adjacent to the Caperton Trail, a 20-mile stretch of West Virginia's Rails to Trails program dedicated to walking, running, biking and blading. In addition to its unique location, when designing the interior space, management took the opportunity to ergonomically redesign the workstations, seating, and lighting to reduce the amount of stress and eye strain. They also added showers, a bistro style kitchen and a roof garden for few precious moments of relaxation. The changes in the environment have significantly impacted the productivity and mood of the office. The Firm strongly believes the results justify the investment.

In an effort to optimally utilize the new location, the Wellness Team incorporated trail activities into their programming. They consistently meet the needs and requests of their

target audience and have divided the office into groups with each member of the Team responsible for encouraging participation and gathering feedback. To assist in programming decisions, the Team compiles needs, interests and opinion surveys biannually and frequently poll the office through e-mail. The results guide the planning of future programs and/or future implementation of completed programs.

INITIATIVE INFLUENCE

The Wellness team is led by Janette Gidley, Office Manager for the Morgantown office of Jackson Kelly. Janette introduced the concept of a well workplace to the senior members in 2000 and accepted the responsibility of the coordinator in addition to her other duties. The program has had a serious impact on the individuals in the office and enjoys great success. As the human resource manager for the office, Janette states, "Companies do not just hire and manage people they manage the relationships; physical and mental health; finances; and families. Along with the talents, organizations inherit all of the outside influences that affect their employee's day-to-day well-being. If they want a successful employee and, in turn, a successful company, they will educate and arm their staff to manage their lives."

INITIATIVE STRENGTHS

The Jackson Kelly initiative is uniquely positioned to have a positive impact on the individuals in the office. The members of the firm have used the wellness program as a tool to strengthen the morale and camaraderie in the office. It has been designed as a conduit to disseminate information and encourage participation in all social activities, benefits development, recognition, educational programming and family care. The decisions made regarding the initiative are weighed with the interest and benefits of the employees in mind. The Wellness Team uses programming as an opportunity to have direct contact with participants and not only assesses the success through traditional media, they speak directly to employees to gauge results and satisfaction.

Programming is a strength in the Morgantown office and is designed to provide individuals with an opportunity to assess well-being on a regular basis. The annual health fair provides private, substantive feedback on the health of the participants. The daily health tips and ongoing wellness education provide opportunities to assess

different areas of balance and well-being in individuals lives. It is a deliberate attempt to make individuals aware that they have choices, thereby empowering them to take control of their lives.

As a result of educating and empowering their employees, members of the firm enjoy the benefits in the form of retention, reduction in absenteeism, and a reduction in the number of serious illnesses plaguing the office.

INITIATIVE PROGRAMMING

One of the favorite programs the wellness initiative offers is on-site massage. Jackson Kelly invites a massage therapist to come to the office two days, every other week. She offers full table and chair massages and staff and members alike utilize her services and enjoys the opportunity to step away from demanding schedules. Another favorite is the annual health fair. More than 70% of the individuals in the office participate. The Wellness Team invites several health care providers on-site to offer screening services. Individuals have the opportunity to participate in a multiphasic screening, bone-density screening, fitness evaluation, and skin damage evaluation.

JACKSON & KELLY PLLC'S ORGANIZATIONAL CHART

