

**Well Workplace Award
Executive Summary**

**Northeastern
Log Homes, Inc.
and Old Town
Lumber Co., 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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OLD TOWN LUMBER CO.

EASTERN WHITE PINE

General Information

WELL WORKPLACE

Silver Application

Basic Information

Name Of Organization: Northeastern Log Homes, Inc. and
Old Town Lumber Co., Inc.

Address of Organization:

Council Affiliation: Bangor Region Wellness Council

Contact Person: Dan Dauphinee

Title: Operations Manager

Work Telephone:

Fax Number:

E-Mail Address:

Alternate Contact: Marv Waite

Parent Organization: Same

Number of Sites Covered by this Application: Two

Number of Employees Covered by this Application: 120±

Nature of Business of Industry: Log Home & Eastern White Pine Lumber Manufacturers

Name of CEO: Jonathan W. French

Date of Application: December, 2003



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Well Workplace Application Executive Summary

General Information:

Contact Name: Dan Dauphinee Alternate Contact: Mary Waite

Company Name: NLH/OTL Address:

City, State Zip: Application Level: Silver

★ *For each of the benchmarks below, please provide a one paragraph (30-40 word) overview.*

Senior Level Support

There is strong support from top management demonstrated by the Company
funding of the Program and high visibility of top management in Program
communications and activities. Management funds and provides leadership
and commitment through participation in all Company initiatives.

Wellness Team

The NLH/OTL Wellness Team provides program direction by identifying
resources, materials, and key health behaviors to ensure healthy life-
styles promotion practices throughout the organization. The NLH/OTL
Wellness Team directs all health promotion initiatives.

Data Collection

Data collected includes employee demographics, self-reported Health Risk Assessment data, and health care claims and drug utilization data.

Additional sources include employee surveys and program feedbacks.

Operating Plan

The NLH/OTL Wellness Team establishes annual goals and objectives, including a long range plan to provide continuous improvement and program development. Plans are established for each of the major projects based on results from screenings and surveys. Primary goals include gathering information, implementing healthier and safe life styles and reducing high risk behaviors.

Programs and Interventions

Programs focus on motivating participants to modify lifestyle behaviors to enhance their health and safety and reduce health care costs. Programs include health risk assessments, educational materials and presentations, walking program with pedometers, healthy snacks, weight scales, ergonomic training and seat belt awareness.

Supportive Environment

NLH/OTL's benefits plan, policies and programs assist in achieving a healthier work environment. A walking trail, healthy food selections, ergonomic workstation analysis, health screening and written and verbal communication collectively support a healthy workplace.

Evaluation

A significant program strength is the Health Risk Assessment data enabling the Wellness Team to continually evaluate the program and track progression through the stages of change towards desired behaviors and develop future initiatives of healthy life styles at work and at home, and as an example for the community.



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PREFACE: NARRATIVE

Northeastern Log Homes (NLH) and Old Town Lumber (OTL) are sister companies owned by CEO Jonathan French. Combined employees equal 160. NLH manufactures pre-cut log home and post & beam home packages shipped world wide. OTL manufactures Eastern White Pine lumber shipped throughout the USA and Canada. The manufacturing operations are in Old Town and Kenduskeag, Maine. The 120 employees at these locations are the ones involved with the initial Silver Award Application. Long term planning will include the satellite offices in Groton, Vermont; Westfield, Massachusetts; and York, Maine.

Background

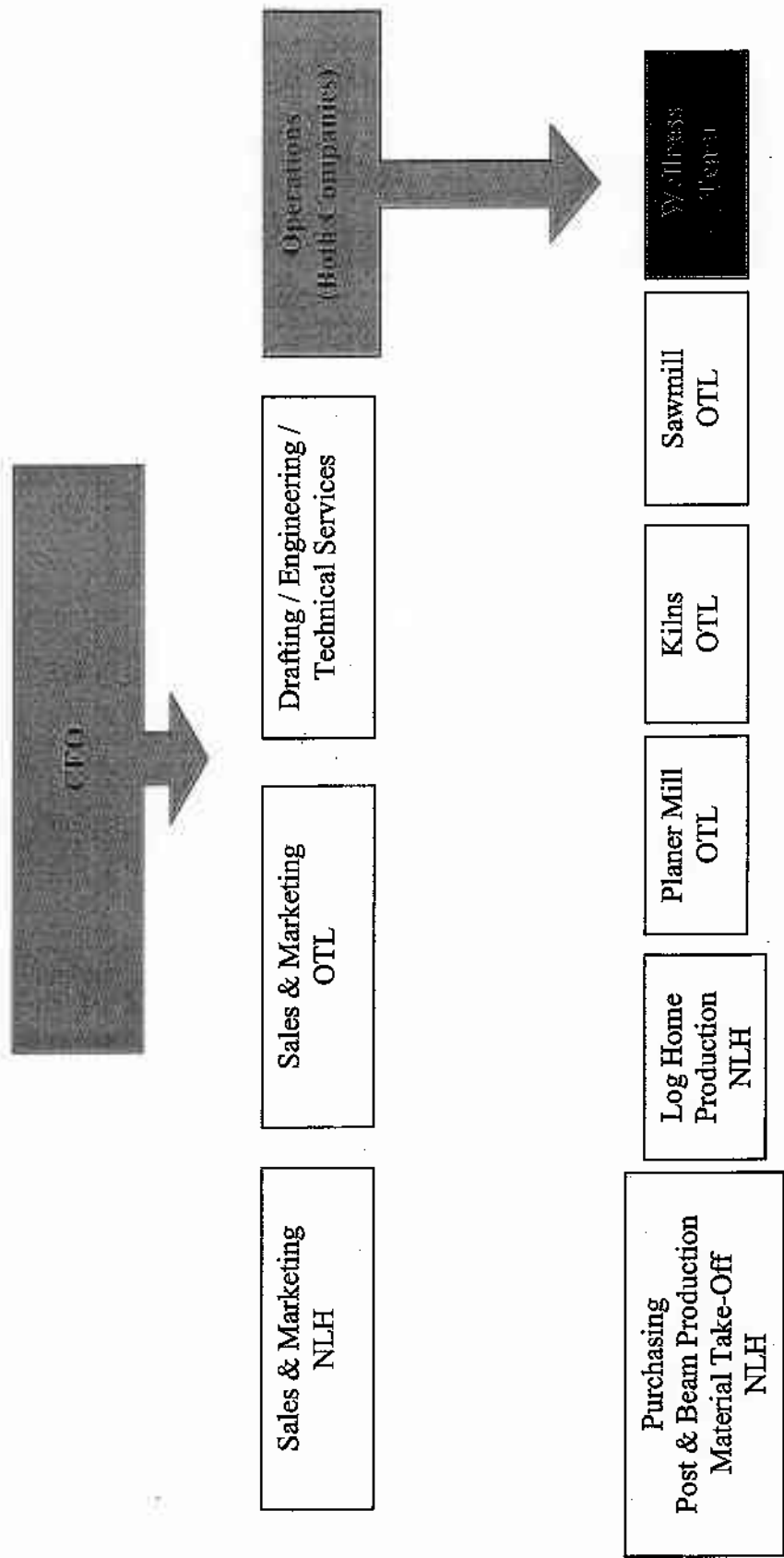
As health insurance premiums sky rocketed at double digit percentages in the past few years NLH/OTL began to look at ways to manage costs. It was discovered that up to 25% of premium costs are attributed to unhealthy life styles. About this time The Bangor Region Chamber of Commerce approached NLH/OTL to see if they were interested in working with other local businesses and WELCOA to make this area a healthy community. Dan Dauphinee, Operations Manager for NLH/OTL started attending Wellness Council meetings at the chamber and he was elected co-chair of The Bangor Region Wellness Council in the spring of 2002.

Vision & Mission Statement

The Vision and Mission of Northeastern Log Homes and Old Town Lumber are to manufacture quality products in a timely fashion to meet exacting customer expectations. The vision and mission of the NLH/OTL Wellness initiative is to achieve improved wellness throughout all our companies and be a role model for a healthy community.

Wellness is Good Business

NORTHEASTERN LOG HOMES, INC.
ORGANIZATION CHART





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The Seven C's

NLH/OTL senior level support is a driving force in the employee wellness program. Operations Manager Dan Dauphinee, with the full support of CEO Jon French, has made a major commitment toward helping all employees embrace healthier lifestyles. Dan chairs the Wellness Team and reaches out both formally and informally on a regular basis to as many employees as possible to encourage participation in the wellness initiative.

The Wellness Team is a cohesive team. The team is made up of a cross-section of employees and meets monthly to share a healthy lunch and to work on the wellness initiatives that support a healthy lifestyle. Q.v. section V, Programs and Interventions, for a detailed explanation.

The annual fall health screening is critical for collecting data that determines future programs for employees. All current initiatives are evaluated and data re-collected as detailed in section VII, Evaluations, of this application. All aggregate reports from health risk screenings are reported to the CEO and to all employees.

An operating plan has been drafted by the Wellness Team and is reviewed annually. The operating plan includes the vision and mission statement, goals and objectives, timelines, role delineations, evaluation, budget, and communication strategies. The Wellness Team evaluates the operating plan monthly so that it stays on track with the goals and objectives of the program.

After data from the health risk appraisals and employee surveys are complete, the Wellness Team designs appropriate programs and interventions. Programs and interventions are chosen based on review by the Wellness Team of the data from the appraisals and surveys of screened employees.

In the past twelve months the Wellness Team and upper management have purchased scales to monitor weight loss, pedometers for home and work use (with recommended levels of steps/day), a mapped walking course on premises, made a change to a minimum of 20% healthy snacks in vending



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machines, and added bottled water to soda vending machines. During warm weather iced water is available free of charge in the break rooms. During cold weather management has provided free healthy snacks in the break rooms once a week. Scheduling a demonstration of a five mph crash test emphasized the importance of safety belt use in vehicles. Health circulars are inserted into weekly payroll envelopes. The company newsletter now includes a health column, and a healthy lifestyles newsletter is published and distributed to all employees.

NLH/OTL has worked to create a supportive environment. The Wellness Team and management have made continuous efforts to share their vision of the necessity and desirability of a healthy lifestyle with all employees. The results of the initial health screening in November '02 shocked many employees who had not previously been aware of their risk profiles. This surprise created an opportunity for support and intervention by both management and the Wellness Team.

Our initiatives have been in place for less than eighteen months. Careful and consistent evaluations and data analyses are still relatively new and long-range plans and outcomes are still difficult to assess. In the short term after a six-month implementation period, our goal of replacing snacks with 20% healthy choices has been very successful.

Bottled water and healthy sports drinks have replaced 45% of soda sales. The on-premises walking trail is used daily. The employees routinely use the provided scales.

The second health screening in November '03 has shown marked improvement in: increased number of people at goal for blood pressure 5.4%, at goal for cholesterol 16.4%, diet 14.6% improvement, exercise 34.69% and tobacco cessation 1.6%. We had a loss in weight goal of 8% and relief from depression 2%, while stress stayed the same.

This report now allows us to target the areas needing improvement (weight and depression) and to continue programs for the other areas.

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Individual

Dan Dauphinee, Operations Manager, joined The Greater Bangor Area Chamber of Commerce Wellness Council meetings in January of 2002 and was elected co-chair that spring. Eastern Maine Health Care (the major medical hospital for Eastern Maine) had learned about WELCOA and encouraged the committee to learn more. Dan is actively participating in meeting a goal of 20 companies and 20% of employees joining WELCOA in the next 12–18 months. Dan and another member of the committee successfully approached Anthem BC/BS of Maine to help financially support the initiative. Dan routinely speaks at local businesses about WELCOA encouraging them to join. As part of his presentation he talks about starting out from a strictly business point of view (managing insurance premiums) to soon realizing the positive emotional feeling of helping employees live a more healthy life style by reducing high blood pressure, high cholesterol, etc.

Three Unique Strengths

The three unique strengths of NLH/OTL are primarily management initiative, employee response, and mutually supportive communication toward a common goal between these two entities. These three strengths will be addressed in the following paragraphs.

Management has initiated yearly health screenings to foster awareness on the part of an employee of the critical need for good health habits. In addition to providing employees (many of whom are middle-aged males who have not visited their primary care physicians on a regular basis) with health screenings, management has provided a walking course around and through company property with a detailed map drawn to show landmarks and steps between landmarks. Management had provided employees with pedometers free of charge to assist in utilizing the course. Thus far ten pedometers have been given out and are in regular use both at home and on the walking course. We



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have adopted the policy of The National Heart Association which recommends a goal of 10,000 steps daily.

Employees have responded by embracing healthier lifestyles, particularly after the screenings uncovered instances of high blood pressure and cholesterol as well as learning that obesity contributes to those risk factors. Participation by employees in 2002 for the first screening was: 96% at OTL, 77% at NLH. Participation for the second screening, which took place in November of 2003, was 100% at OTL and 96% at NLH. This is a record number at Eastern Maine Health Care for participation of a health screening.

Thirteen employees from a cross section of the Company have volunteered to serve on the Wellness Team and are responsible monthly for reviewing information on the progress made toward creating a healthier workforce at NLH/OTL. This cooperative effort has resulted in circulars on healthy lifestyles included in payroll envelopes, a column of health news in the company newsletter, and healthy meals served at all company functions.

Both management and regular employees have sought out expertise from community health organizations. Eastern Maine Health Care has provided the screenings. Anthem Blue Cross/Blue Shield has provided payroll circulars. The Wellness Team has been assiduous in researching information from many sources on healthy lifestyles and reporting back with its findings with an eye to improving the overall health of the workforce at NLH/OTL. Recent topics have included healthy menus for barbecues and picnics, outdoor safety, and safe exercise parameters.

The wellness climate at NLH/OTL has changed in the past year due to the willingness of management to initiate programs to encourage healthy choices and lifestyles changes, the eagerness of employees to implement these changes, and the spirit of cooperation that enables both of these entities to work together.

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The most popular programs and activities are as follows:

- The free healthy snacks including fresh fruit given to employees each Wednesday for four months. This was done during cold winter months the day before pay day and was much appreciated by the employees. A similar program is planned for the upcoming winter. Financing is by a grant from Medical Care Development's Cardiovascular Health Program.
- Health Screening. This program using ScoreKeeper gave employees who have avoided annual physicals an opportunity to assess their general health. Following the screening many employees set up their first physicals in years. High blood pressure, high cholesterol and excess weight/poor eating habits were prevalent problems uncovered in the screenings and opened many eyes.
- Pedometers and walking trails. Many of the more sedentary workers now walk daily during break and lunch times.

Other Information

NLH/OTL became interested in the wellness initiative because of increased health insurance costs. It now views the wellness initiative as necessary in the broader sense of creating a culture of health for all employees both at home and in the workplace. The wellness initiative makes both humane and business sense.

Becoming involved in the wellness initiative at the community level has put NLH/OTL in the position of community leader, helping to build and foster a program that can be used throughout the greater Bangor area, and potentially throughout the entire state of Maine.

NLH/OTL plans to introduce wellness initiatives to its satellite sales offices in other states. The challenge for the future will be to remain aware of new, health-related information that can positively impact and improve the lives of all employees and their families.

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