

AUG 28-30 2017

WELCOA  PRESENTS

SUMMIT

2017

← OMAHA → NEBRASKA →



OUR WHY

We are embarking on one of the most exciting journeys that workplace wellness has ever seen. Everyone in this field has an extraordinary opportunity to help shape the workplace of tomorrow. This year's National Summit is all about redefining employee wellbeing. It is about brainstorming what the ideal workplace would be and taking the steps toward its creation.

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INTENSIVE PRECONFERENCE SESSIONS

MONDAY, AUG. 28

9:00 am – 4:00 pm

OPTION 1

FINDING YOUR FORTE: CONNECTING BUSINESS & CAREER TO PURPOSE

REGGIE HAMMOND

This session will guide participants through a facilitated set of discussions that position them to develop YOUR FORTE. In an effort to empower pursuit of purpose for participants, we will navigate clear understanding and inventorying of each person's gifts, passions, motivations and purpose. Participants will then be able to develop their own personal MASTERPIECE deliverable at the conclusion of the series of workshops.

OPTION 2

YOUUNIVERSITY: DISCOVER A SPACE OUTSIDE YOUR COMFORT ZONE THAT FOSTERS DIVERSITY, INCLUSION AND WELLBEING ACROSS THE SPECTRUM OF HUMAN INSIGHT

MITCH MARTENS & JESSE GAVIN

Welcome to YOUiversity. Here you will discover a space outside your comfort zone that fosters diversity, inclusion and wellbeing across the spectrum of human insight. YOUiversity transforms outstanding students into global scholars who envision new possibilities and leave their personal imprint on the world.

OPTION 3

USHERING WELLBEING INTO THE 21ST CENTURY: WHAT WE NEED TO LEARN FROM BUSINESS (AND QUICKLY!)

ROSIE WARD PH.D., MPH, MCHES, BCC & JON ROBISON PHD, MS, CIC® (SALVEO PARTNERS)

There is a revolution already underway in business today in which science-based, people-centered approaches are re-humanizing the workplace and changing the way we work. In this highly interactive workshop, we will examine traditional approaches to workplace wellness that are stuck in outdated science; review the latest science about organizational effectiveness, wellbeing, and motivation/behavior change; and offer alternatives that promise to be both more effective and less likely to cause harm.

OPTION 4

MASTERING WORKPLACE WELLNESS RULES: LEARN ABOUT THE VARIOUS LAWS THAT IMPACT WORKPLACE WELLNESS PROGRAM CREATION AND IMPLEMENTATION

BARBARA ZABAWA & JOANN EICKHOFF-SHEMEK

Workplace wellness program compliance is challenging and evolving. This session will arm attendees with knowledge about the various laws that impact workplace wellness program creation and implementation. The presenters are authors of the book Rule the Rules on Workplace Wellness Programs and will teach the laws relating to incentives, collecting health information, delivering wellness services as well as basic legal principles. Attendees are prepared for wellness compliance certification.

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SUMMIT AGENDA

MONDAY, AUG. 28

- 4:30 pm – 8:00 pm **WELCOME RECEPTION** 
- 6:00 pm – 8:00 pm **REGISTRATION & PACKET PICK-UP**

TUESDAY, AUG. 29

- 6:30 am – 8:00 am **MORNING SESSION OPTIONS //** MEDITATION, YOGA, RUN
- 6:30 am – 8:30 am **BREAKFAST**
- 9:00 am – 9:05 am **OPENING REMARKS //** RYAN PICARELLA
- 9:05 am – 9:50 am **DESIGNING AND BUILDING ORGANIZATIONS THAT THRIVE**
ANDREW SYKES
Based on research from BRATLAB (The Behavioral Research Applied Technology Laboratory) and Habits at Work, this session will discuss why “Context Design” is essential to build high performance companies where people are healthy, happy, financially secure and thriving in life and their careers.
- 9:50 am – 10:05 am **RENEW & REFRESH BREAK**
- 10:05 am – 10:50 am **INNOVATIONS IN WELLNESS AT MAYO CLINIC AND BEYOND**
DR. DONALD HENSRUD, MD
Many people do not appreciate how powerful the relationship is between lifestyle habits and health. This presentation will discuss examples of this powerful relationship. Three separate but related programs at Mayo Clinic will be discussed that have incorporated novel strategies and innovative ways to help facilitate healthy behavior changes: The Dan Abraham Healthy Living Center for Employees, The Mayo Clinic Sports Medicine Center, and The Mayo Clinic Healthy Living Program.
- 10:50 am – 11:15 am **TRANSFORM THE WORKPLACE WITH GRATITUDE & EMPLOYEE RECOGNITION**
ANDREW HORN
Learn the compelling research on gratitude and its ability to transform psychological well-being in and out of the workplace. Andrew will also share some of the simple gratitude meditations, employee recognition tactics and communication techniques that top tier leaders are adopting to be happier and more effective.
- 11:15 am – 12:00 pm **FREE YOUR MIND, YOUR HEALTH WILL FOLLOW**
LAURA PUTNAM
In a provocative and entertaining session inspired by the famous line from “Platoon:” “Free your mind, your ass will follow,” learn about why a free mind is foundational to behavior change. Then, applying lessons learned from a former school teacher turned movement builder in the field of health and well-being, learn about how you can empower employees, managers and leaders to meet the three vital “C’s” needed to effectively make and sustain change: Compassion, Creativity, and Courage.
- 12:00 pm - 1:30 pm **LUNCH**

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TUESDAY, AUG. 29

- 1:30 pm - 2:30 pm **BRAINFIT FOR WORK AND LIFE**
DR. DANIEL AMEN, MD
- 2:30 pm - 3:15 pm **GET LOUDER: PERFORM, GROW AND LEAD ON PURPOSE**
REGGIE HAMMOND
Each person has a unique connection of passions, gifts and motivations to contribute to a purpose they find fulfilling and impactful. This enables them to do what they love to do, are really good at and what rewards them. It also optimizes their impact through a mission they can commit to long term and enables them to lead a thriving, fulfilling and well-rewarded career and life. "Your Crescendo" calls this your FORTE and it is Reggie Hammond's mission to have everyone get there.
- 3:15 pm - 3:30 pm **RENEW & REFRESH BREAK**
- 3:30 pm - 4:15 pm **HARMONIOUS PASSION: A HEALTHY BALANCE OF, AND ENGAGEMENT IN, LIFE'S PURPOSES**
VIC STRECHER PHD, MPH
"Harmonious passion" is an autonomous engagement with the multiple purposes we have in our lives: our personal, family, work, and community purposes. Research has demonstrated that harmonious passion, as opposed to "obsessive passion" toward only one purpose (for example, workaholicism), leads to greater work satisfaction and less burnout. Dr. Strecher will discuss this research and present data from the JOOL Health suggesting ways of enhancing harmonious passion. Expect... passion!
- 4:15 pm - 5:00 pm **AWARDS CEREMONY** // RYAN PICARELLA & SARA MARTIN RAUCH
- 5:30 pm - 10:00 pm **WELCOA SUMMIT RECEPTION** // DURHAM MUSEUM

WEDNESDAY, AUG. 30

- 6:30 am - 8:00 am **MORNING SESSION OPTIONS** // MEDITATION, YOGA, RUN
- 6:30 am - 8:30 am **BREAKFAST**
- 9:00 am - 9:45 am **HOW OUR BUILDINGS AND COMMUNITIES CAN ENHANCE OUR HEALTH AND WELL-BEING**
PAUL SCIALLA
We believe that people's health and wellness should be at the center of design. Our built environment can shape our habits and choices, regulate our sleep-wake cycle, drive us toward healthy and unhealthy choices, and passively influence our health through the quality of our surroundings. The WELL Building Standard™ provides the opportunity to design and build with a human-centered approach, which ultimately supports the industry in comprehensively addressing human health.
- 9:45 am - 9:55 am **RENEW & REFRESH BREAK**
- 9:55 am - 10:40 am **EMOTIONAL BRAIN TRAINING: ON THE CUTTING EDGE OF STRESS MANAGEMENT**
LAUREL MELLIN, PHD
The root cause of stress and stress-related problems is the circuitry stored in the emotional brain. Early stressors, later trauma and situational stress cause the brain to encode or activate circuits that cause stress reactivity and 80% of health problems. EBT is based on the natural "best pathways" in the brain from stress to well-being. Employees access apps and video courses so they can rapidly reduce stress in real time. Learn the science of EBT and experience using these powerful tools.

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WEDNESDAY, AUG. 30

- 10:40 am – 11:25 am **ALL YOU NEED IS LOVE**
MJ SHAAR
- When planning health promotion programming, is there a trump card that rallies participants and makes all other factors insignificant comparatively? In this talk, MJ will hypothesize that love may very well be that trump card. Companies rooted in genuine care are today's best value creators - both socially and financially. Why should wellness programs be any different? Love makes lives worth living, and it improves health.
- 11:25 am - 12:05 pm **PANEL: LEVERAGING TECHNOLOGY IN WELLNESS**
- 12:05 pm - 1:30 pm **LUNCH** // SPONSORED BY HEALTH ADVOCATE
- 1:30 pm - 2:15 pm **BREAKING BARRIERS: HOW TO TURN OBSTACLES INTO OPPORTUNITIES**
KATIE / AARON TESTIMONIAL
- Aaron Hunnel offers a powerful prescription for worksite wellness by building positive employee relationships, creating cultures of support, and empowering employees to live authentically happy lives. His unique story of inspiration, determination, and grit will provide you with the tools necessary for sustained change in life and business. If you're ready to break down those barriers keeping you and your employer from flourishing, find out how to turn your obstacles into opportunities!
- 2:15 pm - 3:00 pm **SPARKING ADVOCACY + BUILDING BRANDS OF GREATNESS: THE SHARED SHIP**
GENO CHURCH
- People, not marketers, are the true drivers of word of mouth, but somewhere along the way brands have lost their vision and humanity. Any brand can do great business, but embracing advocates is the true hallmark of brand greatness. We all want advocates, but do you know who those people are? In this session, Geno Church will help you find the path to your people. Ready to get your hands dirty and get closer to the people who love you for the way you love them? It starts with a shared ship.
- 3:00 pm - 3:15 pm **RENEW & REFRESH BREAK**
- 3:15 pm - 3:35 pm **MINI SESSION: INTERGENERATIONAL WELLNESS: ENGAGING THE MOST DIVERSE WORKFORCE IN HISTORY**
BRETT POWELL
- There are more Millennials in the workforce than any other generational cohort. Generation Z is already entering the workforce. Additionally, for the first time in history, there are five, very distinct generations working side by side. The way in which these different generations respond to technology, education, communication, and their own health varies drastically. Expecting all generations to respond equally to wellness programs is outdated thinking. This engaging presentation will highlight the defining characteristics of each generation, share interesting research and case studies, while sending you home with concrete strategies to engage a multi-generational population in your wellness program.
- 3:35 pm - 3:55 pm **MINI SESSION: IT'S TIME TO GET CONSTRUCTIVELY DISRUPTIVE**
BRIAN PASSON
- What we've "sold" as wellness has to change drastically if we want to impact change or even remain relevant. We have to find ways to use our experience, our creativity and our passion to be constructively disruptive in order to be the transformative industry and leaders that we all should be.
- 3:55 pm - 4:40 pm **TURNING CONSCIOUS CAPITALISM INWARD: HOW TO CREATE CULTURES THAT REFLECT THE HUMAN JOURNEY**
JOHN PERKINS
- Improving organizational purpose, culture and well-being are tenants central to the theory and practice of Conscious Capitalism. Wellness professionals have incredible power to leverage this movement to enrich the lives of their employees and those with whom they do business. Learn how to extend the movement to employees and to transform your organization. John Perkins will provide specific steps at the individual and organizational level.
- 4:40 pm - 5:00 pm **CLOSING KEYNOTE** // RYAN PICARELLA
- 6:00 pm - 10:00 pm **DOWNTOWN DINE AROUND** *Sign up at place of choice, reservations pre-made*

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WELCOA's 2017 National Training Summit brings together over 350 health promotion experts representing some of the most innovative companies on the continent to brainstorm next practices for improving the health of working individuals. Attendees will leave inspired and ready to use what they have learned to improve health in their organization. Now is your chance to partner with the most well-respected health promotion organization in America and differentiate yourself from other wellness vendors. [Become a sponsor](#) today!

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There are no more rooms available at the Embassy Suites. An additional block of rooms is available at a nearby hotel. Click [here](#) to book your reservation, select "Book Now" and add the group code **WES**. Reservations can also be made by calling 402.345.3836 and referencing the WELCOA Summit.*

**Make your reservations by Friday, August 18th to receive the discounted rate.*

CERTIFICATION & CEU OPPORTUNITIES



All attendees are eligible for one WELCOA certification. CEUs pending for the following organizations: SHRM, HRCI, CHES, CDR, ACSM.

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