



“Wellness as a Business Strategy”

Panel:

Lisa Choate, Owner/Ultimate Health Matters
Benita Nesby, HR Director/Action Stainless & Alloys, Inc.
Daniel LaBroad, President/Ovation Life & Health

Moderator: Gayle Sulik, Author & Consultant

Tuesday, January 3, 2012

3:30pm – 6:30pm

Holiday Inn Express Dallas

6055 LBJ Freeway

Dallas, TX 75240

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***The Mission of 1st Tuesday Connections
is to provide relevant business information to senior executives
and entrepreneurs – while connecting them with their peers.***



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Today's Agenda

3:30	Networking
4:00pm	Presentation / Q&A
5:20pm	Reception - Food provided by BlackFinn American Saloon in Addison TX

Businesses continuously invest in new equipment and technology to gain a competitive edge. Sadly, they often fail to invest in their most important asset – their people. As a nation we spent over \$2.6 trillion last year on Healthcare, and that amount is growing every year. It is shocking that half of the money spent goes to treat chronic conditions, a great deal of which could be prevented by better life style choices.

The smart companies are learning that an ounce of prevention is truly worth a pound of cure. Happy, healthy employees make for better (and more productive) employees. And in a day when companies are looking for a way to improve the bottom line, maximizing employee performance by limiting absenteeism due to health issues is proving to have a big impact.

Thanks for joining us today for a lively discussion about what companies can, and should be doing, to invest in their employees – for the good of the business.

About 1st Tuesday Connections

1st Tuesday Connections is a group of like-minded companies that have come together to provide programs that can help businesses executives and entrepreneurs prosper during challenging times. We are a Texas Not-For-Profit Organization and our sole purpose is to bring talented people together to help them be more successful.

All 1st Tuesday Connections programs are funded by the company's on the Advisory Board and the fine companies that chose to sponsor our events.

If you are interested in learning more about 1st Tuesday Connections, or getting your company involved – either as a sponsor or as part of the planning board, please reach out to one of the board members whose contact information is included in this information packet.



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Today's Panel



Lisa Choate, President/Ultimate Health Matters

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Lisa brings more than 24 years as a proven leader in corporate management at large corporations, including Southwest Airlines, Deloitte, Excel Communications, and Bank of America. Lisa received wellness industry certifications including Wellness Coach and Nutritional Specialist from The Cooper Institute and most recently completed The Cooper Institute Weight Management Leadership course.

She is active in the Dallas community, serving on the Audit Committee of the University of Texas at Dallas. Lisa received a bachelor's degree from the University of North Texas. Lisa is a member of the National Association of Women Business Owners.

Ultimate Health Matters works with companies to offer integrated, flexible, results-oriented wellness solutions focused on employees' physical, emotional, spiritual and financial health. Their mission at UHM is to impact healthcare costs, and they are dedicated to delivering effective services that improve the health, quality of life, and productivity of each individual and an entire population. Their wellness strategies are evidence-based with proven results, both tangible and intangible benefits for a business, such as: **Reducing** reactive medical care expenses, absenteeism and worker compensation claims, **Increasing** employee productivity, retention and morale and **Enhancing** recruiting efforts and return on value. www.ultimatehealthmatters.com



Benita Nesby, HR Director/Action Stainless & Alloys, Inc.

bnesby@actionstainless.com



Benita DeFelix Nesby, SPHR is the Human Resource Director for Action Stainless & Alloys, Inc. a privately held metal distribution company specializing in stainless steel, aluminum and hard to find metals.

Benita has served in the Human Resource and Payroll profession for 24 years. Benita's expertise includes development and implementation of strategic HR goals and objectives, recruitment and retention, employee relations, compensation and benefits. Within benefits, she has five years of experience specifically in wellness programs including creating and implementing wellness programs that serve both the employer's need to attract and maintain top industry professionals and that fulfill the employee and their family's need for an accessible, affordable benefit package focusing on personal health and wellbeing.

Benita has served in various roles over the course of her career working in implementation of HR and Payroll Software, Sales of HR and Payroll Software, served as Payroll Manager, an HR implementation consultant and her current position of fourteen years as Human Resource Director for Action Stainless. Benita earned her Professional in Human Resources certification in 2004 from The Society of Human Resource Management and her Senior Professional in Human Resources certification in 2007.

Action Stainless & Alloys, Inc. is a privately held S Corporation and is a regional distributor of primary metal, mainly stainless steel. Action has five stocking locations: Dallas, Houston, Arkansas, Rock Hill S.C., Kansas City, MO and a sales office in San Antonio. The corporate headquarters are in Carrollton, TX.

The major industries Actions serves are: food processing equipment, water treatment, petrochemical, oil and gas, pulp and paper, construction and general fabrication industries. Action is unique in the steel service center industry as they embrace buy-out of "difficult to find" items and processing requirements outside the capabilities of their internal equipment. Action will celebrate its 30th anniversary in 2012!



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Panel, cont.



Daniel LaBroad, President/Ovation Health & Life Services
Director of Sponsorships 1st Tuesday Connections
daniel@ovationlife.com (469) 407-9959



Daniel began his career in the insurance industry working for a privately held financial and estate planning firm in Dallas. It was through this experience and his own disabling cycling injury that Daniel realized his true calling - to help people protect their lifestyles and businesses. It was then he decided to make a change. In 2002, he began his new career selling Aflac insurance. A year later, by client demand, he created Ovation Health & Life Services, a full-service employee benefits and insurance consulting firm. Since then, Daniel has advised hundreds of business owners and organizations, and thousands of employees, on all types of insurances and employee benefits. Daniel loves his work, and looks forward to every claim he turns in, every family he helps, and every new client he earns. The motivation has always been the same: help business owners protect their businesses, and help their employees protect their families and livelihoods.

Ovation Health & Life Services is dedicated to providing a complete benefits program while reducing an employer's associated costs and simplifying management processes. Through quality insurance programs, employee education, and complete benefit enrollment systems, we create a support system that elevates employee loyalty and appreciation, increases efficiency and realizes direct cost savings. This model engages our clients and allows the ultimate decision of working with Ovation to be about the client experience rather than cost. www.ovationlife.com



Moderator: Gayle Sulik, Author & Consultant
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 pages/Pink-Ribbon-Blues



Gayle Sulik, M.A., Ph.D. is an independent social science researcher, writer, and health advocate currently affiliated with the University at Albany (SUNY) Department of Women's Studies. With expertise in medical sociology and interdisciplinary community research, her scholarship has focused on medical consumerism, technology, cancer survivorship, health policy, and specifically the culture and industry of breast cancer. She is author of *Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health* (Oxford, 2011) as well numerous articles, essays, and book chapters on health and medicine. After serving as an assistant professor for six years, Dr. Sulik shifted her focus toward public engagement. She provides consulting and evaluation services to organizations focusing on community based health programs and gives public lectures and workshops to colleges, universities, and other organizations. Sulik serves on several editorial boards and working groups, participates in conference panels and presentations, reviews books and articles for scholarly journals, and evaluates research.

Sulik writes the *Pink Ribbon Blues Blog*, which has had more than 160 thousand readers. Several of Sulik's essays have been published or republished by Oxford University Press Blog, KevinMD, and other online outlets. Regularly interviewed in a variety of newspapers and media outlets from *USA Today* to *Marie Claire*, Gayle Sulik has also been a guest on [America's Radio News Network](#), [NPR's All Things Considered](#), [The Kojo Nnamdi Show](#) on NPR's Washington DC affiliate (WAMU), ["The Dr. Laura Berman Show"](#) on Oprah Radio, "Second Opinion Live" on [Reach MD](#), ["Back Again with Keith & Jocelyn"](#) on [WYBCX](#), ["The Stupid Cancer Show"](#) and others. Go to www.gaylesulik.com to listen to these interviews or find links to articles. www.gaylesulik.com or www.pinkribbonblues.org





ADDITIONAL RESOURCES

Select Articles by Gayle Sulik

The Battle “For the Cure” – The Phrase:

<http://blog.oup.com/2010/12/breast-cancer/>

Re-learning the lessons from Elizabeth Edwards’ death: On medical progress and stage 4 breast cancer:

<http://blog.oup.com/2011/03/edwards-cancer/>

How Susan G. Komen for the Cure affects other cancer non-profits:

<http://www.kevinmd.com/blog/2011/06/susan-komen-cure-affects-cancer-nonprofits.html>

Websites

www.kaiserhealthnews.org

Kaiser Health News is a nonprofit news organization committed to in-depth coverage of health care policy and politics, providing high-quality coverage of health policy issues & developments at the federal and state levels.

www.informedmedicaldecisions.org

The Foundation for Informed Medical Decision Making is a non-profit organization leading changes to ensure that health care decisions are made with the active participation of fully informed patients.

www.preparedpatientforum.org

The Prepared Patient® Forum is an interactive website, created and maintained by the Center for Advancing Health, designed to help people find good health care and make the most of it.

Books

No Family History by *Sabrina McCormick* (Rowman & Littlefield Publishers, 2009) – This book asks crucial questions about who profits from causing, detecting, and treating cancer, and why the search for the cure takes precedence over prevention.

Overdiagnosed: Making People Sick in the Pursuit of Health by *H. G. Welch, L. Schwartz, and S. Woloshin* (Beacon Press, 2011) – In many cases early diagnosis turns healthy, asymptomatic people into patients who require a variety of medical interventions with no benefit, even exposing them to unnecessary harm. Both physicians and patients need to be skeptical and understand all the data surrounding prescreenings

Overtreated: Why Too Much Medicine is Making Us Sicker and Poorer by *Shannon Brownlee* (Bloomsbury, 2007) State-of-the-art medicine can improve care and save lives, but technology and drugs are misused and overused as billions per year are spent on unnecessary tests, drugs and specialists who are rewarded more for recommending certain procedures over other more appropriate ones.

Testing Treatments: Better Research for Better Healthcare by *Imogen Evans, Hazel Thornton, Iain Chalmers, Paul Glasziou* (2006, 2011)– Highlights how treatments can and should be tested fairly and how everyone can play a part in making this happen. The authors focus on issues that are fundamental to ensuring that research is soundly based, properly done, able to distinguish harmful from helpful treatments, and designed to answer questions that matter to patients, the public, and health professionals.





SPONSORSHIP AVAILABLE FOR FUTURE MEETINGS

If your company would benefit from exposure to our audience, a large group of DFW entrepreneurs and senior executives - consider sponsoring a 1st Tuesday Connections meeting. Our targeted email list includes over 1000 names that receive notifications of our events, while our monthly meetings draw a crowd of 80 people for a lively discussion on a topic of importance to DFW businesses.

	Individual Meeting
Exclusive Meeting Sponsorship	\$1,000
Meeting Sponsorship	\$600

Benefits of Sponsorship:

- Sponsors will be provided a table where they can display collateral signage during the event.
- Sponsors will receive recognition from a 1st Tuesday Connections board member from the podium, before and after the presentation.
- Sponsors are encouraged to provide door prizes (up to 3, with a minimum value of \$25 each), and to keep the business cards collected.
- Company description and contact information will be included in handouts distributed at the event.
- Sponsor logos will appear on all marketing material (eFlyer, event posting on the 1st Tuesday website, handouts at meetings, etc).
- In person exposure to an estimated attendance of 70-80 people, plus hundreds of impressions through our marketing efforts, including distribution of the flyer and the event posting on the 1st Tuesday Connections website.

For more information about sponsoring a 1st Tuesday Connections event, please contact Don Zelezny @ don@SterlingBusinessAdvisors.com or any board member

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The 1st Tuesday Connections - Board of Directors

Jerry Dillon
Financial Services
Professional

Jerry Dillon, A Registered Representative with New York Life and NYLIFE Securities, works with individuals and business owners to provide financial protections, accumulation and retirement strategies; serving clients through in-depth insurance and investment portfolio optimization analysis.



Jerry Dillon, Financial Services Professional/New York Life
Secretary for 1st Tuesday Connections
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Jennifer Beaty, Vice President/Executive Press
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Carol Johnson, Senior Business Analyst/Net@Work
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Jerry Dillon
Financial Services
Professional



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www.ovationlife.com



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Dave Phillips, VP Commercial Lending/Opportunity Bank
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