

## Best & Brightest In Wellness Winners 2016

The Best and Brightest in Wellness® have four separate scoring pools that include Employers, Wellness Providers to Corporations, Wellness Providers to Individuals, Faith-based organizations, Non Profit and Schools. All companies, no matter what type, can be a Best and Brightest in Wellness®, building better business, creating richer lives and growing stronger communities. We look forward to honoring all winning companies at the celebration gala.

### Employers

Altair Engineering  
Applied Imaging  
Altarum Institute  
Argent Group  
Bank of Ann Arbor  
Baudville  
Beaumont Health  
Bell's Brewery, Inc.  
BizStream  
Borgress Health  
Brooks Kushman PC  
Catholic Federal Credit Union  
Center for Financial Planning  
Comfort Research  
Consumers Credit Union  
Crown Motors  
Crum & Forster  
Custom Profile  
DigitasLBi  
Diplomat Pharmacy  
Easter Seals Michigan  
Edwards Garment Co  
ELGA Credit Union  
Express Employment Professionals  
Farbman Group  
First National Bank of Michigan  
Gill Industries Inc.  
Great Expressions Dental Centers  
Hastings Mutual Insurance Company  
Henry Ford Health System  
Herman Miller Inc.  
ImageSoft, Inc.  
International Bancard  
Kenwal Steel Corp.  
KIRCO Management Services, LLC  
Lacks Enterprises, Inc.  
Lambert, Edwards & Associates  
Magna International  
Mary Free Bed Rehabilitation Hospital

### Wellness Providers to Corporations

MB Financial Bank  
McKinley, Inc.  
Meijer  
Metro Health  
MidMichigan Health  
MSU Federal Credit Union  
Novi Police and Fire Department  
Oakland County  
OHM Advisors  
Peckham, Inc.  
Quicken Loans  
Ramco Gershenson  
REDICO  
RedViking  
Schupan & Sons, Inc.  
Secure-24, LLC  
Southwest Michigan First  
SpartanNash Company  
Stahls  
Terryberry  
The Ideal Group, Inc.  
The Weight Watchers Group, Inc.  
Trendway Corporation  
Uniform Color Company  
Stahls  
Terryberry  
The Ideal Group, Inc.  
The Weight Watchers Group, Inc.  
Trendway Corporation  
Uniform Color Company  
United Way of Southwest Michigan  
Urban Science  
Walbridge  
Yeo & Yeo CPAs and Business Consultants

**Wellness Providers to Corporations**  
Action Benefits  
Arthur J. Gallagher & Co.  
Austin Benefits Group  
Cambridge Consulting Group  
Edify North  
Kapnick Insurance Group  
Marsh & McLennan Agency | Michigan  
Health & Benefits Team  
Olive Seed  
OnSite Wellness

### Wellness Providers to Individuals

Awaken Yoga Studio  
Critical Signal Technologies,  
your Link to Life  
Elite Body Training Studio  
Fraser Eye Care  
HealthQuest Physical Therapy & Medical  
Fitness  
Heartfulness Institute  
The Tough Gym

### Faith-Based, Schools & Non-Profits

Aijalon Baptist Church  
Autism Awareness in Underserved  
Communities  
Bennett Elementary - Detroit Public Schools  
Chapel Hill Ministry  
Christian Tabernacle Church  
Cornerstone Health + Technology  
High School  
Family Victory Fellowship Church  
Fellowship Chapel  
Flowery Mount Baptist  
Historic Little Rock Baptist Church  
Historic Motor City Baptist Church  
Holy Cross Missionary Baptist Church  
Jefferson Elementary  
Kadesh Missionary  
Keith Elementary School  
Martin Luther King, Jr. Senior High School  
Metro Detroit Coalition Of Labor  
Union Women  
New Haven High School  
Rhonda Walker Foundation  
Roosevelt Primary - West Bloomfield Hills  
School District  
Smith Chapel AME  
Third New Hope Baptist Church  
True Rock Church  
Y Detroit Innovation Academy

**BETTER BUSINESS. RICHER LIVES. STRONGER COMMUNITIES.**

To Sponsor, Exhibit or Attend Call 866.321.1822 or Visit [101BESTANDBRIGHTEST.COM](http://101BESTANDBRIGHTEST.COM)

# Event Agenda

JOIN US OCTOBER 20, 2016!



## Mind, Body & Wallet

7:30 a.m. Registration, Breakfast, Networking, Exhibit Gallery and Corporate Wellness Urban Farming Project

8:30 a.m. **Interactive Morning Wake-up: Please Select One**



**Wake Up with Zumba**  
**Mallory Campbell**  
**Studio Z Fitness**

OR **Barre Fitness**

8:50 a.m. Networking, Exhibit Gallery & Corporate Wellness Urban Farming Project

9:05 a.m. **Session 1: Best Practice in Wellness Winner Presentation**

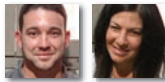
Participants will explore the characteristics of a Best and Brightest wellness program with a diverse set of organizations. Each speaker will share one of their best practices that makes their wellness program unique. They will also share their challenges and engagement strategies that help keep their wellness program moving forward.

9:45 a.m. Networking, Exhibit Gallery & Corporate Wellness Urban Farming Project

10:00 a.m. **Onsite Wellness Demos: Please Select One**

### **MeditationWorks**

MeditationWorks will provide an effective fifteen-minute meditation session so participants can learn how to reduce stress. Learn how meditation helps you focus and how it improves health and overall wellbeing. One session will lower blood pressure, heart rate, stress hormones and reduce tension.



**Jake Leider, Founder, MeditationWorks**  
**Joanne Lisuzzo, Medical Director, MeditationWorks**

OR **Total Body Conditioning**

This easy-to-follow workout develops muscular strength and endurance. Participants will learn basic resistance training exercises using traditional training principles that will challenge every major muscle group.



**Instructor: Jenna Neumann, Master Trainer, LA Fitness**

10:10 a.m. Networking, Exhibit Gallery & Corporate Wellness Urban Farming Project

10:20 a.m. **Session 2: The Pillars of Wellness:**

### **The Link between Financial Wellness and Mental Health**

The link between financial health and mental wellness is more closely related than you might think. Your financial fitness can directly impact your health and stress levels. The stress can lead to negative side effects such as depression, anxiety, migraines, high blood pressure, stomach ulcers and heart disease. It can also stimulate unhealthy coping behaviors which leads to more stress. Health and money woes are oftentimes carried into the workplace where we spend a large portion of our time, and can have a profound impact on our productivity and ability to focus. The strain frequently contributes to higher absentee rates in the workplace as employees seek ways to resolve their issues. A leading financial consultant and a mental health expert will explore ways to help employers and employees learn strategies to combat these concerns.

11:10 a.m. Networking, Exhibit Gallery & Corporate Wellness Urban Farming Project

11:40 a.m. **Keynote Address featuring: Peter Nielsen, Peter's Principles**

12:15 p.m. **Luncheon**

12:45 p.m. **Awards Presentation featuring:**  
**Tom Jordan, WWJ Newsradio 950**



1:30 p.m. **Adjournment**

**\*Fitness Attire Encouraged, Business Attire Discouraged**



REGISTER ONLINE AT  
[101bestandbrightest.com](http://101bestandbrightest.com)

**Thursday,**  
**October 20, 2016**  
**7:30 am - 1:30 pm**

**The Henry Hotel,**  
**Dearborn, MI**

**Keynote Speaker:**  
**Peter Nielsen**  
**Peter's Principles**



Have a question?

Please don't  
hesitate to reach us  
anytime!

**866.321.1822**  
**BEST AND**  
**BRIGHTEST TEAM**

Follow Us!

### Awards Gala

Pre-register for reserved seating by 10/7/16. Walk-ins are welcome on event day. Pre-registration required for full table reservations.

- Member No. of Tickets \_\_\_\_\_ x \$125 \_\_\_\_\_
- Non-Member No. of Tickets \_\_\_\_\_ x \$135 \_\_\_\_\_
- Member Full Table - 10 Tickets \_\_\_\_\_ x \$1,100 \_\_\_\_\_
- Non-Member Full Table - 10 Tix \_\_\_\_\_ x \$1,200 \_\_\_\_\_
- Table Sponsor \_\_\_\_\_ x \$1,350 \_\_\_\_\_  
- 10 Tickets & Table Sponsor Recognition

### Sponsorship Opportunities

- Premier Sponsor \$7,500 \_\_\_\_\_
- Gold Sponsor \$5,000 \_\_\_\_\_
- Silver Sponsor \$2,500 \_\_\_\_\_
- Program Supporter \$1,000 \_\_\_\_\_

### Method of Payment

**Full payment is due before October 7, 2016. Refunds less a \$25.00 cancellation fee will be given for cancellations received after October 7, 2016. After this date, you may send an alternate to the event without additional charge.**

**Fax or mail payment to: Best & Brightest, 27700 Hoover Rd., Warren, MI 48093, Fax: 800-971-8803**

- Check Enclosed (payable to Best & Brightest)     AMEX     MasterCard     VISA
- Credit Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security# \_\_\_\_\_
- Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

### Registration Information

- Primary Contact \_\_\_\_\_
- Company \_\_\_\_\_
- Address \_\_\_\_\_
- City, State ZIP \_\_\_\_\_
- Membership # \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Attendees

- |              |              |
|--------------|--------------|
| Name _____   | Name _____   |
| E-mail _____ | E-mail _____ |
| Name _____   | Name _____   |
| E-mail _____ | E-mail _____ |
| Name _____   | Name _____   |
| E-mail _____ | E-mail _____ |
| Name _____   | Name _____   |
| E-mail _____ | E-mail _____ |
| Name _____   | Name _____   |
| E-mail _____ | E-mail _____ |

### Exhibit Booth

- Exhibit Booth + 2 Tickets \$500 \_\_\_\_\_
- Exhibit Booth w/power + 2 Tickets \$525 \_\_\_\_\_

### Event Day Digital Program Advertising

The digital program book will be available online for download prior to the event and will be emailed to attendees.

#### Ad Deadline September 25, 2015

- Full Page - 7.5" wide x 10" high \$750 \_\_\_\_\_
- Half Page - 7.5" x 4.75" (horiz.) OR 3.5" x 10" (vert.) \$550 \_\_\_\_\_
- Qtr. Page - 3.5" wide x 4.75" high \$350 \_\_\_\_\_

**Total Payment for Tickets, Exhibit Booth and/or Advertising** \$ \_\_\_\_\_

# ATTENDANCE RESPONSE FORM



**Please complete the form below by October 7, 2016 and email it to:  
[alicia@101bestandbrightest.com](mailto:alicia@101bestandbrightest.com).**

Point Person Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Yes, our organization is attending the event on October 20, 2016 at The Henry in Dearborn. Please order my award crystal that is included in the registration fee.

How would you like your company's name displayed on the award crystal?

\_\_\_\_\_

No, our organization is not attending the event on October 20, 2016, but we would like to order an award crystal for the cost of \$65.

How would you like your company's name displayed on the award crystal?

\_\_\_\_\_

No, our organization is not attending the event on October 20, 2016. Please do not order us an award crystal.



## Photo Release

Winning companies photos will be displayed during the awards presentation. Please send two (2) photos of employees at fun wellness related events to [alicia@101bestandbrightest.com](mailto:alicia@101bestandbrightest.com). The photo deadline is **September 30, 2016**.

• • •

Upon sending company photos, you hereby agree to give permission to the Best and Brightest® to use images of employees for public viewing during the presentation at the awards ceremony on October 20, 2016, at The Henry.

It is also agreed that the company has been granted permission by the employee(s) in the photo(s) to use the photos in this manner. The photos may also be used in publications that may act as marketing materials for future events of the Best and Brightest programs®. In some instances, the photo(s) may not contain a caption identifying any individual(s) or company(ies). No monetary compensation will be given for use of the photo(s).

## Recognition and Exposure

As an added value of recognition, hyper-linked company logos will be displayed on the Best and Brightest® website. To submit your logo, please send it to [alicia@101bestandbrightest.com](mailto:alicia@101bestandbrightest.com). Also send a description of your organization as this information will be read during the awards ceremony and distributed by Corp! Magazine. The deadline to submit your company's description is **September 30, 2016**.

## Program Book

The event plans to host over 300 attendees at this special event. Placing your ad in our digital program will give your organization positive visibility. The program will be created in a manner that will encourage attendees to refer to it throughout the year and is the perfect place to advertise your company and get long-term exposure at a small price! Plus, the digital program book is on the Best and Brightest website for a whole year for extra advertising exposure.

All artwork must be received no later than **September 30, 2016**. It can be electronically e-mailed to [emaes@nationalbiz.org](mailto:emaes@nationalbiz.org) or [alicia@101bestandbrightest.com](mailto:alicia@101bestandbrightest.com). High resolution PDFs with fonts embedded and white prints accepted. Acceptable formats include high resolution files created in QuarkXpress, Adobe Acrobat, Adobe Illustrator, Adobe InDesign and Adobe Photoshop.

### Specifications: Standard Unit Sizes in Inches (width X height)

Full Page	7.5" x 10"
Half Page	7.5" x 4.75" (horizontal)
Half Page	3.5" x 10" (vertical)
Quarter	3.5 x 4.75

## Policy for Use of Winner Logo

1. The winning companies are eligible to use the winning year's program logo from the date of winner acknowledgement.
2. The logo is not to be altered in any way and must include the winning year.
3. The logo must appear in original colors, Pantone (PMS 321 green) and Pantone (PMS 150 gold), CMYK, RGB, black or white only.
4. When presenting your company as a "Best and Brightest In Wellness®" winner, the Best and Brightest team must be notified of publications or articles the information in which it will appear. A list or copy may be sent by email to [alicia@101bestandbrightest.com](mailto:alicia@101bestandbrightest.com) or faxed to 800.971.8803.
5. Only the Best and Brightest In Wellness® approved winners and their marketing and advertising representatives may use this logo.
6. Logo use on marketing pieces must be tasteful and non-demeaning.
7. When addressing or referring to the event, award or program for media relations or marketing purposes, use consistent language related to the program. The title of the program must be used as seen here: "Best and Brightest In Wellness®." Truncated versions are not acceptable.
8. Violation of this policy may mean disqualification as a Best and Brightest in Wellness® and could lead to litigation. If you have questions, please contact the Best and Brightest team at 866.321.1822.

Click the link below to access the 2016 Winners Logos

***[bit.ly/2btmKEI](http://bit.ly/2btmKEI)***

We Want To See Your Best &  
Brightest Culture and How You're  
Celebrating!

Share with us on Twitter, use hashtag:

**#101BB**

Follow Us at:



*twitter.com/101Best*

*Submit your company social media handles for marketing purposes by e-mail to [info@101bestandbrightest.com](mailto:info@101bestandbrightest.com). We will use these handles to promote your company throughout the year.*

BETTER BUSINESS. RICHER LIVES. STRONGER COMMUNITIES.

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