
BOARD OF DIRECTORS

Lynn Bardele, President
Manager, Personnel Relations
Northwestern Mutual Life Insurance Company

Shari Kaplan, Vice President
Executive Vice President, Claims Administration
Milwaukee Insurance Company

Roger Radebaugh, Treasurer
Vice President
First Wisconsin National Bank

Norman McKonly, Secretary
Managing Director
American Red Cross—Greater Milwaukee Chapter

Fred Delmenhorst
Vice President, Human Resources
Marcus Corporation

Chris Faulhaber
Personnel Manager
Super Steel Products Corporation

Roger Freitag
Manager, Corporate Employee Benefits
Allen-Bradley Company

Gerald Giroux
Vice President, Administration
Wisconsin Gas Company

Kathleen Krueger
Instructor, Division of Nursing
Alverno College

Dennis Lawler
Director, Human Resources
Wisconsin Electric Power Company

Steve Miller
President
Beneco of Wisconsin

John Neuberger
Vice President
St. Francis Hospital

MWC MEMBERSHIP

Founders

Allen-Bradley Company
Blue Cross & Blue Shield United of Wisconsin
First Wisconsin National Bank
Marcus Corporation
Milwaukee Insurance Company
Northwestern Mutual Life Insurance Company
Super Steel Products Corporation
Wisconsin Electric Power Company
Wisconsin Gas Company

Charter Members

Alverno College
American Heart Association of Wisconsin
American Red Cross—Greater Milwaukee Chapter
Association Life Insurance Company
Badger Meter, Inc.
Eaton Corporation
Fitness Network, Inc.
Foley & Lardner
Health Systems, Inc.
Milwaukee County
Southeastern Wisconsin Health Systems Agency, Inc.
STA-RITE Industries, Inc.
St. Francis Hospital
St. Luke's Samaritan Health Care, Inc.
Veterans Administration Medical Center
Waukesha Memorial Hospital, Inc.
YMCA of Metropolitan Milwaukee, Inc.

General Members

American Lung Association of Wisconsin
Beneco of Wisconsin
Catholic Knights Insurance Society
Family Service of Milwaukee
Frank B. Hall & Company of Wisconsin, Inc.
Heart Institute of Milwaukee
Jewish Vocational Service
Memorial Hospital of Oconomowoc
Milwaukee Dietetic Association
National Employee Assistance Services, Inc.
Sacred Heart Service Network
Southeastern Wisconsin Medical and Social Services, Inc.
The Milwaukee Company
USDA/Forest Service
W.H. Brady Company
Wisconsin Bankers Association Employee Benefits Corporation
Wisconsin Health Organization Insurance Corporation

The Milwaukee Wellness Council, Inc.
Suite 600 Continental Plaza
735 W. Wisconsin Avenue
Milwaukee, Wisconsin 53233

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ANNUAL REPORT

MWC

MILWAUKEE WELLNESS COUNCIL

PRESIDENT'S MESSAGE

Our first full year of operation was a year of evolution. We began with an exuberant group of people with many ideas and high expectations. The council clearly was an idea whose time had come. Translating that exuberance into an operating organization, however, necessitated redirecting some of our enthusiasm from providing services into forming the organization.

Today, we are proud to report that our formulation efforts are behind us. We have incorporated and acquired non-profit status. And we are beginning to gain real momentum, focusing on the ideas and expectations of our members. We are functioning as a catalyst, showing businesses the value of worksite wellness programs—in terms of cost savings to employers and health and morale gains to employees. Because we are not providers of products, but rather coordinators, we have the unique ability to objectively help our members design, select and provide wellness programs for their employees. Whether our corporate members are small businesses or large, we are helping them appraise and select programs which fit their individual corporate culture and budget.

During 1986, the MWC activated four working committees (Corporate Assistance, Communications, Special Activities and Medical Advisory), published a quarterly newsletter, established a mailing list of over 1,200 area employers and other interested individuals, offered six informational programs attended by 420 persons, and established a library/reference center on wellness-related topics. Our membership has grown from 9 founding companies to 43 companies, representing over 51,000 employees.

For 1987, we have a well-developed business plan to guide us. Some of our goals: to help employers utilize our Suggested Guidelines for Selecting Health Promotion Providers and our Survey to determine employee needs and interests in specific health promotion programs and activities; to present a business-to-business Corporate Wellness Fair on May 21; to explore a major research and data gathering project to help delineate the cost-effectiveness of worksite wellness programs; and to develop a "starter package" for employers interested in worksite wellness, including a process for evaluating the medical efficacy of wellness programs.

A prime objective of the MWC board is to operate within our budget, with revenues entirely from membership fees. We feel a strong sense of trusteeship that the services we provide our members be of sufficient quality and value that corporate members get their money's worth. We are striving to be market sensitive, providing services that our

YEAR-IN-REVIEW: ACCOMPLISHMENTS

- Contracted office and staff including Executive Director through arrangement with the South-eastern Wisconsin Health Systems Agency, Inc.;
- Developed logo and membership information packet;
- Activated four working committees: Corporate Assistance, Communications, Special Activities, and Medical Advisory;
- Published quarterly newsletter;
- Developed communications list of over 1,200 area employers and other interested individuals;
- Sponsored six informational programs attended by 420 persons. Topics included smoking policy, alcohol and other drug abuse in the workplace, wellness programs on a limited budget, and evaluating wellness program cost;
- Established library/reference center on wellness-related topics;
- Developed two tools to assist membership: a survey to determine employee interest in specific wellness activities and programs, and a set of guidelines for selecting health promotion providers;
- Developed Business Plan for 1987;
- Incorporated, applied for non-profit status;
- Grew from 9 founding companies to 43 companies representing over 51,000 employees.


members want and from which they can benefit—and we are proud that we are meeting those objectives. The year 1987 will bring many challenges, and we are prepared to grow from the opportunities they present.

Finally heartfelt thanks to our founders, for their support. Our organizing efforts were greatly enhanced by their involvement.

Lynn F. Bardele, President



Deborah Seyler, Executive Director



FUTURE PLANS

- Implement 1987 Business Plan;
- Program topic areas: organizing in-house programs, health risk appraisals, smoking cessation, motivating employee participation, selecting fitness centers;
- Present business-to-business corporate wellness fair;
- Host "the father of wellness councils" William M. Kizer, Chairman and CEO of Central States Health and Life Company in conjunction with corporate wellness fair;
- Develop "starter package" for employers interested in worksite wellness and create a tool to evaluate the medical effectiveness of wellness programs;
- Create regular systems of informational correspondence to member companies.

FINANCIAL SUMMARY

Income	\$39,165.39
Expenses	\$24,352.61
Cash Balance	\$14,812.78

MWOC

MILWAUKEE WELLNESS COUNCIL

Suite 600 Continental Plaza
735 W. Wisconsin Avenue
Milwaukee, Wisconsin 53233