



2018 Annual Report

Dear Member,

WELLCOM is grateful to serve as your wellness partner to help you do what is right by your employees through your workplace wellness efforts. We love joining you as you make the steps to continuously strengthen your workplace culture to improve the lives of your employees as well as drive business results.

Surveys and studies continuously reveal that company culture drives employee satisfaction, retention, and recruitment. Since employees spend the majority of their waking hours at work, we strongly believe that the culture of a company has a dominant hand in the employee's overall wellbeing, and how they interact with their families and community outside of work. Happy employees improve our greater community.

We are excited to show you an overview of 2018, including our grants, programs, and members. With the support of our members and sponsors, WELLCOM closed out the year with several key accomplishments. Some of the most noteworthy are included in this report.

In 2019 we are making programmatic changes to engage even more of our member base, including the introduction of our new Wellness Awards Gala and our Xchange health and wellbeing conference, taking place October 8-9 respectively. We are taking the opportunity to reformat our programs to better serve you, as well as continuously develop and share new resources for you on our Member Portal.

We are so thankful to have you as members, and toast a new year of continued health and wellbeing.

Theresa Nelson, MA
WELLCOM President and CEO

Dan Archuleta
Blue Cross & Blue Shield of Nebraska
WELLCOM 2018 Board Chair



LOOKING BACK AT 2018



Full-Time Staff

Theresa Nelson, President & CEO

Justin Holes, Member Services Manager

Chantelle Green, Program & Communications Coordinator



Consultants

Kerry Juhl, Senior Business Consultant

Kelly Parr, Consultant

Shane Warehime, Consultant

HIGHLIGHTS

CENTER FOR DISEASE CONTROL & PREVENTION

Two case studies on worksite wellness featuring **WELLCOM** were published by the CDC:

- Developing Workplace Health Resources for Employers: Nebraska's Collaborative Approach
- Partnering with Wellness Councils: Nebraska Department of Health and Human Services

WELLNESS POLICY GUIDE

Through Nebraska Department of Health and Human Services (NDHHS) grant resources, we researched and developed a Wellness Policy Guide Toolkit for members in collaboration with NDHHS, Nebraska Safety Council and WorkWell, and the Pandhandle Worksite Wellness Council.

TREK UP THE TOWER

- Gained national recognition through the newly premiered Vertical Mile
- Was designated as a high-point Wildcard race by TowerRunning USA

CONSULTING

- Reinvigorated consulting offers to help both members and nonmembers receive additional help with their wellness needs through **WELLCOM** expertise and time.



SPONSORS & PARTNERS

Presenting Sponsors	5
Supporting Sponsors	5
Premier Members	3
Partner agreements	11
Raised in annual sponsorship	\$133K



WELLCOM IOWA

Members	25
Businesses on the WELLCOM Iowa Leadership Council	6
Iowa Worksite Health & Wellbeing Summit	1
Employer Wellness Forums	4
Coffee Club networking events	6



TREK UP THE TOWER

Participants	1,551
Vertical Mile Challengers	32
Volunteers	150
Raised to support WELLCOM 's mission	\$55K

MEMBERS

119	Members, including 18 vendor members
9	New members
2	New WELLCOM toolkits
20	Members presented with Light of Wellness Awards

GRANTS

1	Wellness Policy Guide developed
2	Case studies published by the Center for Disease Control & Prevention
2	Grants completed

MEMBER EVENTS

4	Quarterly symposiums
9	Programs, including webinars and partner events
10	Traveling Coffee Club networking events hosted by WELLCOM members
1,106	Number of total event attendees
22	Number of average businesses present per event
45	Worksite Wellness Awards presented

FUNDING & OPERATIONS



Operations



66%

EXPENSES

Signature Events



19%

Programs



15%

INCOME

Fundraising



39%

Sponsorship



30%

Membership



15%

Grants



12%

Partnerships



3%

EVENT EXPENSE DISTRIBUTION

Member Programs



39%

Trek Up the Tower



30%

Award Events



26%

Iowa



5%

2018 BOARD OF DIRECTORS

Daniel Archuleta

Blue Cross & Blue Shield of Nebraska

Jillian Bateman

Mutual of Omaha

Ken Bunnell

First National Bank

Dr. Deb Carlson

Nebraska Methodist College

Gray Derrick

Baird Holm, LLP

Ann Eastman

Central States Health & Life Co.

Dr. Bob Goeman

University of Nebraska - Omaha

Dave Hahn

Physicians Mutual

Kenton Hicks

TotalWellness

Todd Huffman

Union Pacific Railroad

Rob Maglinger

Valmont Industries

Dr. Blane McCann

Westside Community Schools

Michelle Miller

SilverStone Group

Ann Oasan

UniNet (CHI Health)

Doug Obermier

Kiewit Corporation

Tim O'Neil

Meredith Corporation

Bill O'Neill

UNMC

Carey Petersen

Pfizer, Inc

McKell Pinder

Omaha Public Power District

Sarah Sjolie

Live Well Omaha

Frank Venuto

Nebraska Medicine

MISSION

WELLCOM partners with employers to deliver wellness programming that impacts employee wellbeing, strengthens the culture, and drives business results.

Tax Status: WELLCOM is a 501(c)3 organization.

SPONSORING MEMBERS

Presenting

Blue Cross and Blue Shield
of Nebraska

CHI Health
First National Bank
Mutual of Omaha
Union Pacific

Supporting

Kiewit Corporation
Nebraska Medicine
Physicians Mutual
University of Nebraska
Medical Center
Valmont Industries, Inc.

Premier Members

Nebraska Methodist College
Omaha Public Power District
Pfizer, Inc

MEMBERS

Abante Marketing
AIM Institute
American Enterprise Group
American Heart Association
Anant Operations, Inc.
Avenue Scholars Foundation
Baird Holm LLP
Baker Group
Behlen Technology &
Manufacturing
Bishop Business
BoysTown
Bozell
C&A Industries, Inc.
Central States Health and Life Co.
Central States Indemnity
Children's Hospital and Medical
Center
Creighton University
Cronin Communications
Des Moines University
Dial Retirement Communities
Douglas County Health
Department
Drake University
DuPont Pioneer
The Dupps Company
Employee & Family Resources
Farmers National Company
Fusion Medical Staffing
Gallup Organization

Greater Omaha Chamber of
Commerce
Grinnell Mutual Reinsurance
Company
Habitat for Humanity of Omaha
Hastings Area Chamber of
Commerce
HDR, Inc.
Holmes Murphy and Associates
Home Instead, Inc.
HRAM
Hyatt
Immanuel
Innovative Business Consultants
Inspired Health Consulting &
Coaching
Interactive Health
Iowa Department of Public Health
Legacy Financial Group
Live Well Omaha
Lozier Corporation
Marcotte
Merck & Co.
Mercy Health Network Business
Solutions
Meredith Corporation
Metropolitan Utilities District
Midlands Choice
National Indemnity Co.
Nebraska Children's Home
Society
Nebraska Furniture Mart
Nebraska Lifespan Respite
Network
Nebraska Organ Recovery System
Nebraska Orthopaedic Hospital
North Central District Health
Department
NOVA Treatment Community
Omaha Performing Arts
Omaha Steaks
OneBody3
On With Life
The Pacific Institute
PDHI
Pella Corporation
Pfizer
PromiseShip
RDG Planning & Design
RTG Medical
Schemmer Associates, Inc.
Seim Johnson, LLP
SilverStone Group

Streck, Inc.
Thiele Geotech, Inc.
Total Wellness
UNICO Group, Inc.
UnityPoint Health—Des Moines
University of Nebraska
at Omaha
University of Nebraska
Foundation
Verdis Group
Visiting Nurse Association
Warren County
Werner Enterprises
WesleyLife
Westside Schools
WoodmenLife
YMCA of Greater Omaha

VENDOR MEMBERS

Aetna
afloat: mind + body wellness
American Lung Association
Brain Balance of Elkhorn
Baby Bliss Consulting
EdLogics
Fruit @ My Office
Genesis Health Clubs
Grief's Journey
Ideal Coached Consulting
Kennedy Fitness
Kowal & Associates, LLC
O! Financially Fit
Omaha Integrative Care
The Premier Group
Profile by Sanford - Ames
Tailored Kneads
West Omaha Ideal Wellness

PARTNERS

American Institute for Preventive
Medicine
Art & Science of Health
Promotion Institute
EdLogics
Global Centre for Healthy
Workplaces
Health Improvement Solutions
Home Instead
HRAM
The Pacific Institute
StressStop
UNICO
Verdis Group