

April 8, 2010

Fargo Moorhead Leadership

North Dakota Worksite Wellness

Pete Seljevold -Pete.Seljevold@bcbsnd.com

LeAnne Wilcox, InterceptEFT

Andrea Ryan, CCRI

Kory Shae, Union State Bank

DougSchultz, Job Service ND

Jennifer Quast, Microsoft

Allen Lee, City of Fargo

Brenda Lang, Red River Valley Farmer's Insurance Pool

Lyndi Rosenau, Healing Touch Chiropractic

Tracy Koenig, Ulteig Engineers

Project Vision

- Assist the ND Worksite Wellness Initiative in assessing worksite wellness current programs and future needs across North Dakota
- Provide ND businesses and organizations with the resources to develop a comprehensive worksite wellness program

Project Goals

- Design and execute a survey to ND businesses and organizations
 - Evaluate current worksite wellness programs and initiatives
 - Evaluate interest in worksite wellness programs and needs
- Develop and implement a Worksite Wellness Toolkit to assist ND businesses and organizations in starting a company worksite wellness program
- Create a website specific for ND Worksite Wellness initiative
 - Provide resources
 - Highlighting ND success stories

Project Outcome

- Identified existing Worksite Wellness Toolkit to use as foundation for ND Worksite Wellness Initiative and provided additional resources
- Provided on-line survey using tool that can also easily generate effective reporting
- Produced visually appealing and user-friendly website for ND businesses and organizations to build a worksite wellness program

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Firstlink

Cindy Miller- cindym@myfirstlink.org

Shannon Monroe, City of Moorhead Police Department

Jennifer Winterton, DakotaCDC

Mike Gast, Microsoft

Camille Weber, Plains Art Museum

Jocelyn Lura, Cass County Electric

Project Vision

- Create a marketing plan for FirstLink including a media database and timeline
- Promote FirstLink's identity within the community
- Complete these and additional projects, but be careful to keep within an attainable range

Project Goals

- Nominate Cindy for the YWCA Women of the Year Award
- Feature in local prominent magazine
- Create media database
- Design business cards
- Video (3-5 min)
- Develop responsibility matrix
- Create an ad calendar
- Provide ad samples
- Help plan annual fundraiser
- Create annual marketing plan

Project Outcome

- Nominated Cindy for Women of the Year – Event will be held on Monday, April 12 Obtained “story” in *Area Woman* for Cindy (and FirstLink)
- Created media contact list with 135 contacts in TV, radio, and print
- Designed business cards promoting 2-1-1 - The cards would be a resource/reminder of some outreach available to persons and families to link them to assistance.
- Created video with the help of the NDSU Bison Information Network
- Developed responsibility matrix
- Produced annual event calendar
- Designed ads for FirstLink promotion if they should have access to inexpensive/free ad space
- Helped plan annual fundraising breakfast (Ads, Links, Posters, Donations, Entertainment, etc)
- Made 4,900 links for Fundraising Breakfast
- May Feature *Today's Giving* magazine
- Article in MSUM's *The Advocate*
- Coordinated annual marketing plan

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Red River Human Services- Repeat Boutique

Julie Thorson jthorson@rrhsf.org

Cora Turner, Homewood Suites By Hilton

Marisa Thomas, Goldmark

Josh Buth, InterceptEFT

Kayci Wimmer, Wimmers Diamonds

Shawn Logan, Noridian

Project Vision

To help Red River Human Services successfully open Repeat Boutique, a new thrift store in Fargo.

Project Goals

- To open the doors of Repeat Boutique, help with marketing, donations, and volunteerism.

Project Outcome

- Store opened December 21, 2009
- Helped plan Grand Opening/Ribbon Cutting in February
- Created website
- Helped with marketing
- Created list of acceptable donations, and ideas for volunteers.

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Alzheimer's Association

Gretchen Dobervich gretchen.dobervich@alz.org

Amanda Pillatzki, Bremer Bank

Liz Barton, Goldmark

Barb Bertschi, Gate City Bank

Shawn Berseith, Lakes and Prairies CAP

Tricia Johnson, NDSU

Project Vision:

Our objective was to provide outreach to business employees who may be affected (as a caregiver) with this disease. Our group wanted to make sure the public knew the warning signs and what to do if they noticed changes in their loved ones. Our intent was to explain the help available in these situations and to provide a liaison to the Alzheimer's Association.

Project Goals:

- To conduct as many corporate meetings as we could arrange in the time allotted.

Project Outcome:

- We arranged a handful of "lunch and learn" events at our workplaces.
- We realized the time commitment was more than it appeared at the onset.
- The director of the Alzheimer's Association in the area stated "even reaching 5 people during this time period is considered a success. Any person we can give this information to is an achievement."

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Lakes and Prairies

Lori Word, Lakes and Prairies

Renee Lura, City of Fargo

Brent Wersinger, Western State Banks

Carlos Perez, Cass County Sheriff's Department

Ryan Rued, Alerus Financial

Project Vision:

A wellness program that promotes a holistic system for employees to strive toward optimal health and productivity.

Project Goals:

- Complete a comprehensive wellness program designed to meet the needs of Lakes & Prairies Community Action

Project Outcome:

- Successful completion of a wellness program

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MeritCare

Carrie McLeod Carrie.McLeod@meritcare.com

Jody Jahner, NDSU

Katie Astrup, US Bank

Mindy Bakke, Microsoft

Rob Stock, Vogel Law Firm

Najla Amundson, NDSU

Project Vision

The vision of the project was to try to put structure around the significant struggles that Meritcare has with transportation from both the Fargo-Moorhead area and surrounding communities.

Project Goals

We were tasked with developing key strategies to overcome transportation gaps and improve access to healthcare services.

Project Outcome

- Our group will make 2 main recommendations: that Meritcare follow a Rural Medical Transportation Model created by Southern Illinois
- Fully utilize the Upper Great Plains Institute for future research and access to solutions.

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Minnesota State Community and Technical College

Trish Schrom- trish.schrom@minnesota.edu

Blake Trenbeath, State Bank & Trust

Chris Vanyo, Wells Fargo

Britt Selbo, YMCA

Kristi Haugen, Nilles Law Firm

Jess Helvik, First International Bank

Project Vision

- MSCTC project vision is to explore and assess the community needs for post secondary education within the business sector of Fargo-Moorhead in order to gather data which will allow MSCTC to continue supporting economic growth and education.

Project Goals

- Provide MSCTC with educational/workforce data gathered from various FM business sectors.
- What degrees does our business community need in their employees?
- What new courses need to be added and in what form (online, classroom)?
- Find general trends for times and types of classes needed for the employed student.
- Work collectively as a leadership team (Group Team, MSCTC Leaders, and Mentor) to support our vision.

Project Outcome

- Beneficial, but not detailed. Our project goals would allow MSCTC to target selected companies to reach out to prospective students in an effort to meet business and student flexibility needs.
- However, our goal, focus, and outcome all changed mid-year and our narrowed focus provides MSCTC basic company information surrounding company support surrounding tuition and scheduling needs.