



## News Release

FOR IMMEDIATE RELEASE

### HERO SELECTS DAVID HUNNICUTT AS RECIPIENT OF THE BILL WHITMER LEADERSHIP AWARD

**MINNEAPOLIS (Oct. 1, 2014)**—HERO, (the [Health Enhancement Research Organization](#)) announced today that David Hunnicutt, Ph.D., CEO of WELCOA (Wellness Council of America), has been chosen as the recipient of the [HERO Bill Whitmer Leadership Award](#).

“Strong leadership is the cornerstone to improving the health of our nation’s workforce,” said Jerry Noyce, president and CEO of HERO. “If executive leaders visibly support workplace health, their employees are more likely to engage and their companies will see positive health and financial outcomes. David Hunnicutt has been at the forefront of leadership in employee health management and, as a health management expert, he has designed programs that have helped shape the wellness industry, and has created tools and programs that give employers the guidance and education they need to improve their programs and become better employee health leaders.”

In his role as president of WELCOA, Hunnicutt works with companies around the world to build programs that enhance employee health, improve morale and contain costs. In addition, he founded and is executive editor of *Absolute Advantage*, a national corporate wellness magazine read by more than 3,500 corporate health leaders, and *Spark16*, an employee health newsletter read by more than three million people annually.

Hunnicutt was also the driving force behind the development of the WELCOA Well Workplace employer training process and checklist and the Well Workplace Awards, which recognize quality and excellence in worksite health promotion programs.

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**About HERO** – Based in Edina, Minn., HERO (the Health Enhancement Research Organization) is a non-profit corporation dedicated to the creation and dissemination of employee health management research, education, policy, strategy, and leadership. HERO was established in 1996 as a not-for-profit, 501(c)3 corporation to create high quality employee health management (EHM) research, especially that dealing with the impact of modifiable health risks on health care costs. To learn more, visit [www.the-hero.org](http://www.the-hero.org). Follow us on [Twitter](#), [Facebook](#) or [LinkedIn](#).

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