



## News Release

FOR IMMEDIATE RELEASE

### HERO SELECTS JERRY NOYCE AS RECIPIENT OF THE BILL WHITMER LEADERSHIP AWARD

**EDINA, Minn. (September 28, 2016)** — HERO, (the [Health Enhancement Research Organization](#)) announced today that Jerry Noyce, retired president and CEO of HERO, has been chosen as the recipient of the [HERO Bill Whitmer Leadership Award](#) for 2016.

Having been involved in health, fitness, wellness and sports for much of his career, Noyce was chosen for this award based on his sustained leadership in enhancing the acceptance, effectiveness and accountability in workplace health and well-being. The Bill Whitmer Leadership Award is one of four HERO Workplace Health and Well-Being Awards given annually to honor dedication and commitment to the field, and to acknowledge outstanding achievements.

“Jerry Noyce epitomizes leadership in the health and well-being industry,” said [Paul Terry, president and CEO of HERO](#). “His big-picture thinking, business acumen, and innate talent at forging long-lasting relationships have paved the way for the rest of us. Jerry’s efforts continue to inspire.”

Noyce led the HERO organization from 2010 until his retirement in 2015. Prior to joining the HERO staff, Noyce served on the HERO board of directors beginning in 2003. During his tenure, membership in HERO doubled; the organization published more than a dozen peer-reviewed research studies and white papers; and HERO committees became active in creating a number of important papers and surveys that have helped expand the science and knowledge of employee health management. In addition, HERO began its efforts to connect employers’ commitment to the health of their employees, to the broader health of the entire population of the communities in which they reside.

Prior to HERO, Noyce served as president and CEO of HealthFitness. Under his leadership, that organization became a premier provider of health management and fitness services to employers. While at HealthFitness, Noyce also served on the President’s Council for Physical Fitness and Sports. Earlier in his career, Noyce was CEO of Northwest Health Clubs in the Minneapolis metro area, a 13-location, 130,000-member health club chain that earned top national programming and business awards in every aspect of the operation.

Noyce is a consummate coach and booster. A graduate of the University of Minnesota Carlson School of Management, Noyce has led successful membership and fundraising efforts as president of the University of Minnesota Alumni Association. He coached men’s tennis for 15 years at the University of Minnesota, and was inducted into the college tennis hall of fame in 2008.

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#### **About HERO**

Based in Edina, Minn., the Health Enhancement Research Organization (HERO) is a not-for-profit, 501(c)3 corporation that was established in 1996. HERO is dedicated to identifying and sharing best practices that improve the health and well-being of workers, their spouses, dependents and retirees. To learn more, visit [www.hero-health.org](http://www.hero-health.org). Follow us on [Twitter](#) @heroehm or [LinkedIn](#).

#### **For more information:**

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