



**Small and Mid-Size Business Virtual Summit  
January 18, 2023 11:00 am – 3:00 pm ET**

**Practical Health and Well-being Strategies to Engage and Retain the Small  
and Mid-Size Business Workforce**

Workplace health and well-being (HWB) programs in large companies have received significantly more attention than those in smaller companies, as most of the research is focused there. Recognizing that most of all U.S. businesses are small to mid-size (SMB), HERO is committed to assisting SMB businesses in making a positive impact on their employees. The HERO Small and Mid-Size Business Summit will focus on practical HWB strategies that these employers can implement to better engage and retain their employees. The strategies will have a special emphasis on affordable best practices related to mental and emotional health, leadership and manager support of workforce HWB, and establishing and promoting a culture of health.

**Learning Objectives:**

- Identify strategies to better engage employees through health and well-being efforts.
- Identify best practices to implement affordable initiatives related to mental and emotional health, leadership and manager support of workforce health and well-being, and establishing and promoting a culture of health.
- Describe how small and mid-size businesses can adapt health and well-being strategies to fit their organization and workforce.
- List 2-3 trusted HWB best practice resources to inform your strategic priorities.

**AGENDA**

**11:00 AM – Welcome**

**Karen Moseley**

President, HERO

**Jack Curtis, MS**

Founder & CEO, Corporate Health Partners

**11:05 AM – Opening Keynote**

*American Cast Iron Pipe Company —A Journey to Health and Well-Being*

**Sheri Snow, Med, RD, CDE**

Wellness Manager, American Cast Iron Pipe Company

**11:35 AM – SMB Panel**

*From the Trenches:*

*HWB Strategies from your Small and Mid-size Business Peers*

**Dena Pflieger, MS, MBA**

Talent Manager, Hollingsworth

**Sam Dolezal, EdD, MSE, MS, CSCS**

Wellbeing Officer, Union Bank & Trust

**Kristina Ewing, BA**

Director of Health & Wellbeing, Andersen Construction

**Shonda Kines, MBA**

Director of Human Resources, Southern Farm Bureau Life Insurance

**12:30 PM – Collaborative Learning**

**12:50 PM – Break**

**1:20 PM – Expert Panel**

*Connecting Science to Practice:*

*Adapting HWB Best Practices to Small and Mid-size Businesses*

**Jessica Grossmeier, PhD, MPH**

CEO, Jessica Grossmeier Consulting

**Laura Linnan, ScD, MEd**

Senior Associate Dean for Academic and Student Affairs & Professor  
University of North Carolina at Chapel Hill

**Haley Elmore, MBA**

Healthiest Employers Program Coordinator, Springbuk

**2:20 PM – Collaborative Learning**

**2:45 PM – Closing Comments & Reflections**

**Karen Moseley**

President, HERO

**Jack Curtis, MS**

Founder & CEO, Corporate Health Partners

**3:00 PM Adjourn**