



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

Philip Swayze, MS, CWPD

Vice President & East Region Practice Leader, Health & Performance Team
HUB International

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

Rebecca Kelly, PhD, RDN, FAND

President & Founder, Element Health, Inc.

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