

Dear business executive,

When chief executive officers commit to act together, progress often follows. This is not only the strategy behind the Well City Milwaukee / Well Workplace initiative, it is the reality. Throughout the year you have received correspondence from several CEOs of Well City Milwaukee member employers, highlighting their significant employee wellness successes. These and many more examples indicate that we are well on our way to becoming a Well City USA. Today we are writing to share some important operational information as Well City Milwaukee moves into 2009 – the final year of our 3-year timeframe.

Through Well City Milwaukee's marketing, PR and recruitment efforts, you and your workplace have been held up as role models for others to follow as you have championed the effort to establish workplace wellness as a new standard for our business community. The next twelve months provide the final opportunity to put all of the components of a comprehensive employee wellness program in place – to insure receiving your Well Workplace accreditation, which in turn will lead to the Well City USA designation for Milwaukee. We want you to be boldly on the list of employers who made this happen for our city.

As 2009 begins we encourage you to reaffirm your commitment and communicate that internally. Support and encourage participation in Well City Milwaukee events designed to assist your team in successfully achieving Well Workplace accreditation. (Your designated Well City Milwaukee representative has recently received an electronic survey from Well City Milwaukee, designed to gather key information that will be used to direct our efforts to provide information and guidance in the year ahead.) And know that staff with Well City Milwaukee and the Wellness Council of Wisconsin are here to help.

Finally, we want to invite you to save the date of March 4, 2009, 7:30-9:00 am for the Well City Milwaukee second annual progress report and celebration event. Invitations and further details will be sent out soon but we hope you will mark your calendar now.

You and the other 51 current Well City Milwaukee employers have made tremendous progress in growing the workplace wellness movement and improving the health of our community. We continue to be grateful to your leadership in taking on this challenge.

Mary Meehan, co-chair, Well City Milwaukee

Arvid (Dick) Tillmar, co-chair, Well City Milwaukee