



3rd Annual WILLPOWER Summit

April 23-24, 2018
The Ritz-Carlton Dallas
Dallas, TX

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Schedule

Monday, April 23

8:00-9:00 AM – WILL Leadership Meeting (WILL Leadership Members Only)

9:00-10:00 AM – Networking Breakfast & Welcome Remarks

10:00-11:00 AM – Workshop Session 1 – The Science of Persuasion

11:00-11:15 AM – Refreshment Break

11:15-12:15 PM - Workshop Session 2 – Successful Leadership for Women

12:15-12:30 PM– Refreshment Break

12:30-1:30 PM - Workshop Session 3 – How To Lean In Without Falling Over

1:30-2:30 PM – Networking Luncheon & Raffle Prizes

2:45-3:45 PM – General Session – Workshop Wrap-Up

3:45-4:00 PM – Refreshment Break

4:00-4:30 PM – The Family Place Presentation

4:30-6:00 PM – Networking Reception & Silent Auction to Benefit The Family Place

6:00 PM – Dinner on Own

Tuesday, April 24:

9:00-9:45 AM – Breakfast Presentation – Mindful Leadership

9:45-10:45 AM – Closing Super Session – Mind-Body Wellness

10:45-11:00 AM – Refreshment Break

11:00-12:00 PM – Closing Keynote Speaker and Concluding Remarks

We Thank our Sponsors



ALFN WILLPOWER – WORKSHOP HOST



Melinda Marcus, M.A., CSP

Decision Catalyst Influence Advisors

The Marcus Method of Influence

www.influenceadvisors.com

Melinda Marcus shows executives how to influence decisions before they lose big opportunities. As an expert in The Science of Influence, she bases her consulting and speaking programs on proven strategies in Persuasive Psychology, Body Language and Strategic Messaging. Melinda has built a solid track record helping clients from Fortune 500 companies to leading regional organizations, across a range of industries: healthcare, financial services, architecture, law, energy services and even NFL teams. Her programs on The Science of Influence empower executives to gain buy-in from clients, prospects, colleagues and boards. As a result of her consulting and coaching, executives have successfully closed deals in excess of US\$279 million.

During her career, she was named one of the “Ten Outstanding Young Working Women in America” by Glamour magazine and “One of the Five Women to Watch in the Southwest” by ADWEEK magazine. Her work has been honored internationally with more than 100 awards in the advertising industry, including prestigious CLIO’s and a Silver Lion at Cannes. Before starting her own firm, she was the first female Creative Director at award-winning national branding agency The Richards Group.

Melinda’s Master Nonverbal Communications training is with the former Special Agent who trained the FBI. She is a featured speaker and workshop leader nationally and internationally for corporations, professional associations and universities, including top business schools such as Northwestern Kellogg.

She earned her B.S. with Honors in Psychology from Northwestern University and her M.A. in Mass Communications from Southern Methodist University. Her Psychology research on first impressions is published in the Journal of Applied Social Psychology. National Speakers Association recognizes her as a CSP (Certified Speaking Professional), a designation earned by only 12% of speakers globally for excellence in the speaking profession.

Melinda is the author of the popular Pocket Coach Influence Series. These pocket-sized guides cover her most-requested topics, including: How to Read Business Body Language, How to Influence “Top Dogs” and Influence Strategies for Women in Leadership. Her book, Read The Room: A Quick Visual Guide to Business Body Language will be published in 2018.

Workshop Session 1: The Science of Persuasion

Monday, April 23

10:00-11:00 AM

Workshop Leader: Melinda Marcus, Influence Advisors

Insights from The Science of Persuasion: How brain science can predict whether you win or lose

Discover how to not let gender get in the way of your success. Research shows that some of the most common business approaches often get in the way of your success. Discover how you can positively persuade people to grow business relationships and revenues.

Audience Take-Aways:

- 1) Understand the most influential factors for decision makers (it's not what you think)
- 2) Discover 3 factors that persuade people to like you and want to help you succeed
- 3) How to read subtle body language cues to know when people are in rapport with you... and when they are not

Workshop Session 2: Successful Leadership for Women

Monday, April 23

11:15-12:15 PM

Workshop Leader: Melinda Marcus, Influence Advisors

Successful Leadership for Women: Dramatically increase your “win rate” with decision makers

Are you frustrated when you can't get approvals quickly on your initiatives? Not moving up fast enough in your career? It's not you... it's your ability to identify and adjust your style to that of the individual decision maker. Based on scientific research with hundreds of business leaders, this program reveals how to customize your communications to the person you want to influence.

Audience Take-Aways:

- 1) Increase your success rate with individual decision makers by knowing exactly which words resonate with them most
- 2) Make quick adjustments "on the fly" by reading clues in their emails, voice mails, office decor and body language
- 3) Learn how to prep to give yourself the best opportunity to influence.

Workshop Session 3: How To Lean In Without Falling Over

Monday, April 23

12:30-1:30 PM

Workshop Leader: Melinda Marcus, Influence Advisors

Women, Business and Persuasion: How to “lean in” without falling over

Did you know there are unconscious biases that cause both men and women to be harder on women in business? Gain insights from psychology and linguistics research on how to overcome “gender benders” in your communications to make your points have more lasting impact. These tips will help you avoid common pitfalls and fast-track your career path.

Audience Take-Aways:

- 1) Change communication patterns that sabotage your success
- 2) Understand why women are often undervalued in corporations and how you can turn it around
- 3) Learn what approaches have proven successful for women leaders

General Session: Workshop Wrap-Up

Monday, April 23

2:45-3:45 PM

Discussion Leader: Melinda Marcus, Influence Advisors

WILLPOWER attendees will participate in an open discussion with Melinda Marcus on take-aways from the previous workshop sessions, and to discuss other issues that are taking place today that affect women in the workplace.

The Family Place Presentation

Monday, April 23

4:00-4:30 PM

Moderator – Mary Catherine Benavides, Major Gifts Manager, The Family Place

Speakers:

- Theresa Little, Assistant Director Southern Sector, The Family Place
- Hope Woodson – Member, The Family Place

The Family Place empowers victims of family violence by providing safe housing, counseling and skills that create independence while building community engagement and advocating for social change to stop family violence. Hear from them about the terrific work they are doing in the Dallas area, and listen one individual tell their story about how The Family Place has made a positive impact on their life.



the family place

Where family violence stops

OUR MISSION

The Family Place empowers victims of family violence by providing safe housing, counseling and skills that create independence while building community engagement and advocating for social change to stop family violence.

What is Family Violence?

An act by a member of a family or household against another member of the family or household that is intended to result in physical harm, bodily injury, assault or sexual assault or that is a threat that reasonably places the member in fear of imminent physical harm, bodily injury, assault or sexual assault, but does not include defensive measures to protect oneself.



1 in 4 women & 1 in 7 men
have been the victim of severe
physical violence by an intimate
partner in their lifetime.

The National Domestic Violence Hotline



1 in 3 Texas women
will experience
domestic violence.

Texas Council on Family Violence



Every year, **more than 100**
women are killed by a male
intimate partner in Texas.

Texas Council on Family Violence



39% of Texas victims
are turned away from
shelter due to lack of space.

Texas Council on Family Violence

Services



Services



Emergency Shelter

- Counseling and emergency relief services for women and children
- Men needing shelter are housed at a safe location off campus.



Transitional Housing

- Provides extended-stay apartments at our Safe Campus as well as subsidized housing, education, training, day care, K-2 school and after-school services to give victims the time and resources to build new lives.

Services



24-Hour Crisis Hotline

- One of the first services we offered starting in 1978. Help is available 24 hours a day, seven days a week



Children's Education

- Accredited early childhood education program and an after-school program for K-12th grade students



Safe Campus Clinic

- Health assessments, screenings, immunizations and care for women and children living at the Safe Campus

Services



Community-Based Counseling

- Victims who need counseling and support services without shelter receive free counseling available at four locations throughout the greater Dallas area
- Services are available in both English and Spanish



Dignity at Work

- Career and financial empowerment job-readiness program



Incest Recovery

- Free counseling for adult and adolescent survivors of incest and childhood sexual abuse

Services



Resale Shop

- Raises funds for our programs through donations and sales



Legal Services

- Attorneys help clients free of charge with needs such as temporary custody orders, divorce and support, visitation and protective orders



Be Project

- Educates youth to be part of the solution to bullying, teen dating violence and family violence

Services



Battering Intervention and Prevention Program (BIPP)

- Teaches batterers how to recognize abuse and change their behaviors



Faith and Liberty's Place Supervised Visitation

- Provides a safe, child-centered environment where trained professionals facilitate supervised child visitation and monitored exchange with non-custodial parents.



Get Involved

Auxiliary Groups

Young Partners of The Family Place



YOUNG PARTNERS
of the family place

We aim to cultivate a group of today's young professionals in North Texas to support The Family Place, who will grow into tomorrow's advocates, donors and board members.

The Family Place Partners



The Family Place Partners are a group of dedicated men and women who support The Family Place in its mission to eliminate family violence.

Volunteer & In-Kind Donations

- Volunteers serve an integral role at The Family Place. Your gifts of time and talent to our programs help us keep an open door to battered women and their children.
- Volunteer opportunities include
 - Administrative help
 - Fundraising and event planning
 - Working at our Resale Shop
 - Volunteering at the Safe Campus and much more!



Special Events



FORE! Golf and Tennis Tournament

The 11th annual FORE! Golf & Tennis tournament at the Lakewood Country Club will bring together loyal corporate partners and community members for a fun day to benefit a critical mission.



Texas Trailblazer Awards Luncheon

A premier educational luncheon in the Dallas community drawing over 900 business leaders, corporate sponsors and philanthropists. A leader of the Texas community is recognized as a Trailblazer at this luncheon.



Partners Card

Over 16,000 shoppers enjoy a generous 20% discount at 750+ retailers while 100% of the purchase price of Partners Cards helps fund The Family Place programs.



ReuNight

ReuNight is an exclusive major donor dinner party fundraiser and live auction, attended by many leaders and philanthropists in the Dallas community.

THANK YOU

Join us in our mission to end family violence by getting involved today!



the family place

Where family violence stops

Breakfast Presentation – Mindful Leadership

Tuesday, April 24

9:00-9:45 AM

Debbie Foster, Partner, Affinity Consulting Group

Creativity and innovation is key to the future success of sustainable, competitive businesses. This session will introduce a mindful leadership model that will challenge us to think about leadership differently. From people, team building, innovation, creativity and change management, mindfulness can impact every aspect of our businesses in a positive way.



Debbie Foster

Partner

Affinity Consulting Group

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dfoster@affinityconsulting.com

Debbie Foster is a nationally recognized thought leader on efficiency and innovation in professional legal organizations. Her 20+ years of experience, combined with a mix of strategic management and strong leadership skills, has enabled Debbie to develop a unique ability to work with law firms and legal departments to help them navigate the ever changing legal services delivery landscape.

Debbie has been working with law firms and legal departments since 1995, originally implementing software solutions ranging from practice management and time/billing/accounting to document management. This quickly led to her helping solve general law office management issues. It became abundantly clear that in addition to helping clients with their software and technology, what was really needed was help thinking about one's firms and departments like a business, and running them accordingly.

Debbie earned her Lean Six Sigma Certification and is relied on by firms all over the country as a management consultant. She has been working with legal professionals to understand the importance of accuracy and efficiency in their processes, along with inspiring them to focus on innovation – or simply put, finding the better way. If a bigger picture focus is needed, Debbie is also a trusted advisor for many when it comes to assisting law firms with strategic management problems and their resolutions.

Debbie is very active in the Law Practice Division of the American Bar Association, and is currently serving on the Publication Board. She was the Chair of ABA TECHSHOW 2010 the Co-Chair of ABA TECHSHOW 2018. Debbie is also very active in Local and State Bar Associations

as well as the Association of Legal Administrators, serves as the Chair of the Associate Member Advisory Board for the American Legal and Financial Network, and she regularly speaks on topics relating to technology, management, finance and marketing of a law firm.

Debbie lives in Seminole, FL with her husband Dan and has 2 grown children.

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willpower

MINDFUL LEADERSHIP

Incorporating Pauses into Your Leadership Style

Tuesday, April 24, 2018 – 9:00AM

SPEAKERS

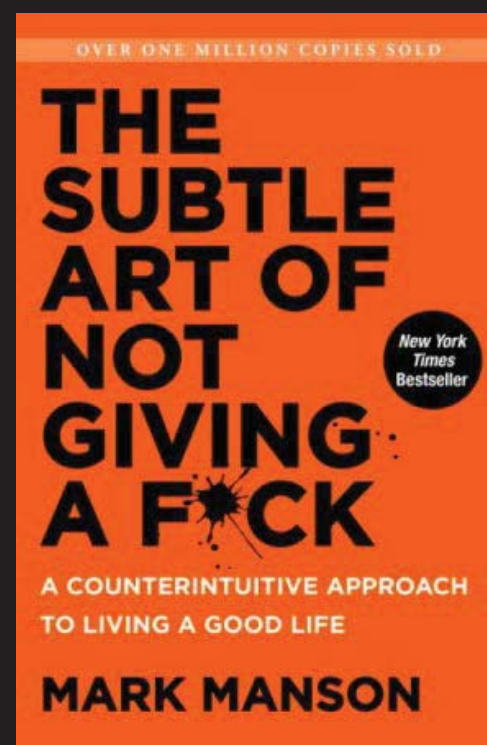
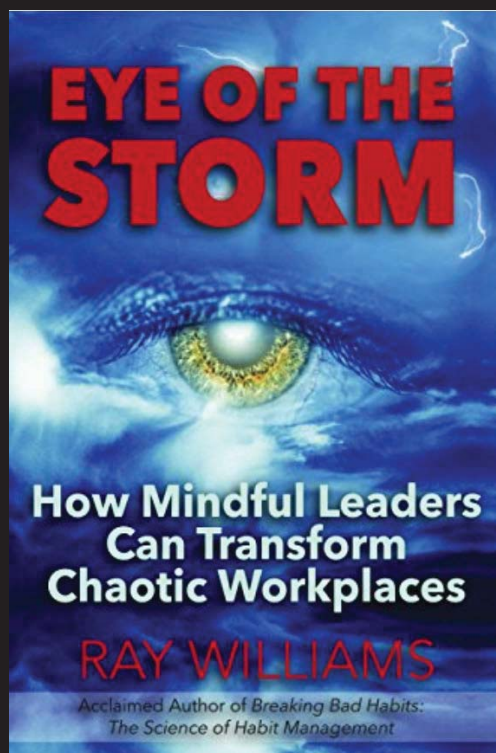


Partner
Affinity Consulting Group

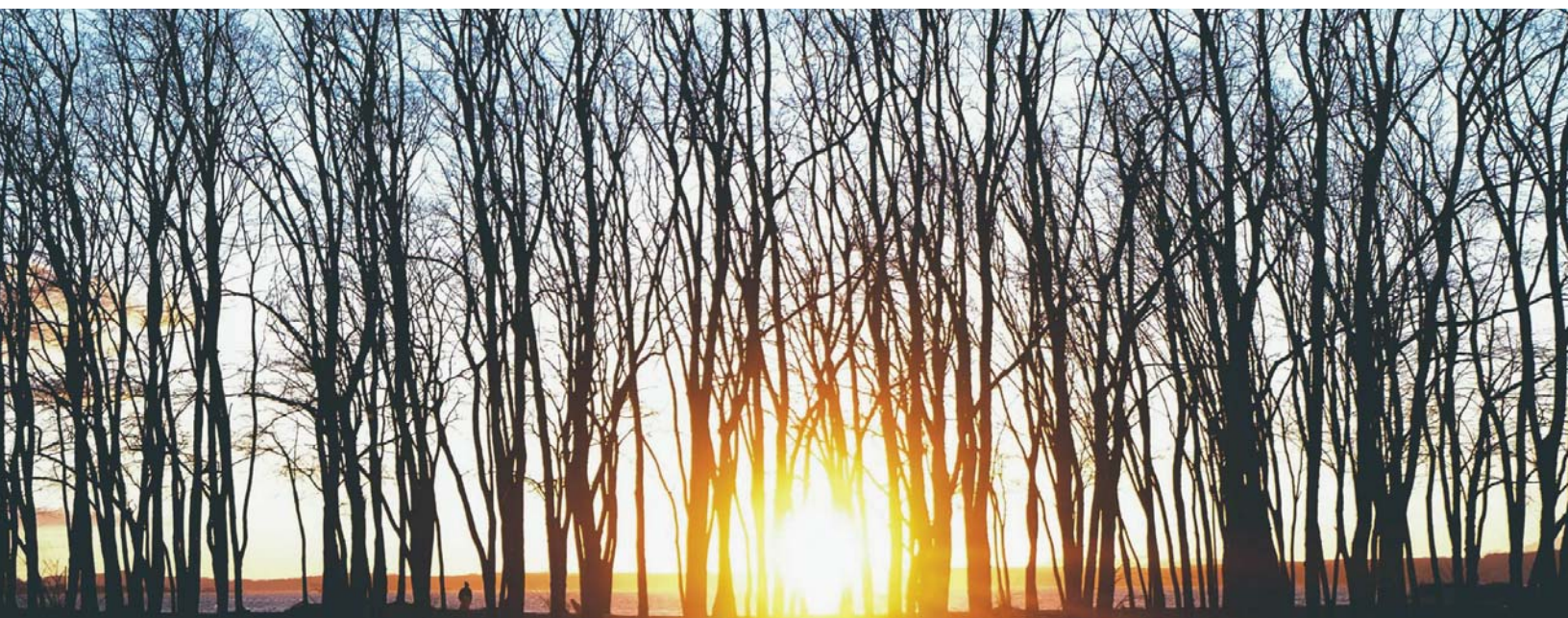
dfoster@affinityconsulting.com

DEBBIE FOSTER

Debbie Foster is a nationally recognized thought leader on efficiency and innovation in professional legal organizations. Her 20+ years of experience, combined with a mix of strategic management and strong leadership skills, has enabled Debbie to develop a unique ability to work with law firms and legal departments to help them navigate the ever-changing legal services delivery landscape. Debbie has been working with law firms and legal departments since 1995, earned her Lean Six Sigma Certification and is relied on by firms all over the country as a management consultant. Debbie is very active in the Association of Legal Administrators, the Law Practice Division of the American Bar Association, and was the Co-Chair of ABA TECHSHOW 2018.



The first and paramount responsibility of anyone who purports to manage is to manage self: One's own integrity, character, ethics, knowledge, wisdom, temperament, words and acts. Without management of self, no one is fit for leadership. – Dee Hock, Founder of VISA



Mindfulness

**Intentionally being present, with control
over your attention, without judging**

donothingfor2minutes.com





What are you missing?

Mental Focus
Less Emotional Reactivity
Improved Physical Health
Social Engagement
Less Suffering
Relationship Satisfaction
Stress Reduction
Cognitive Flexibility
Self Insight





What matters?



One Thing at a Time



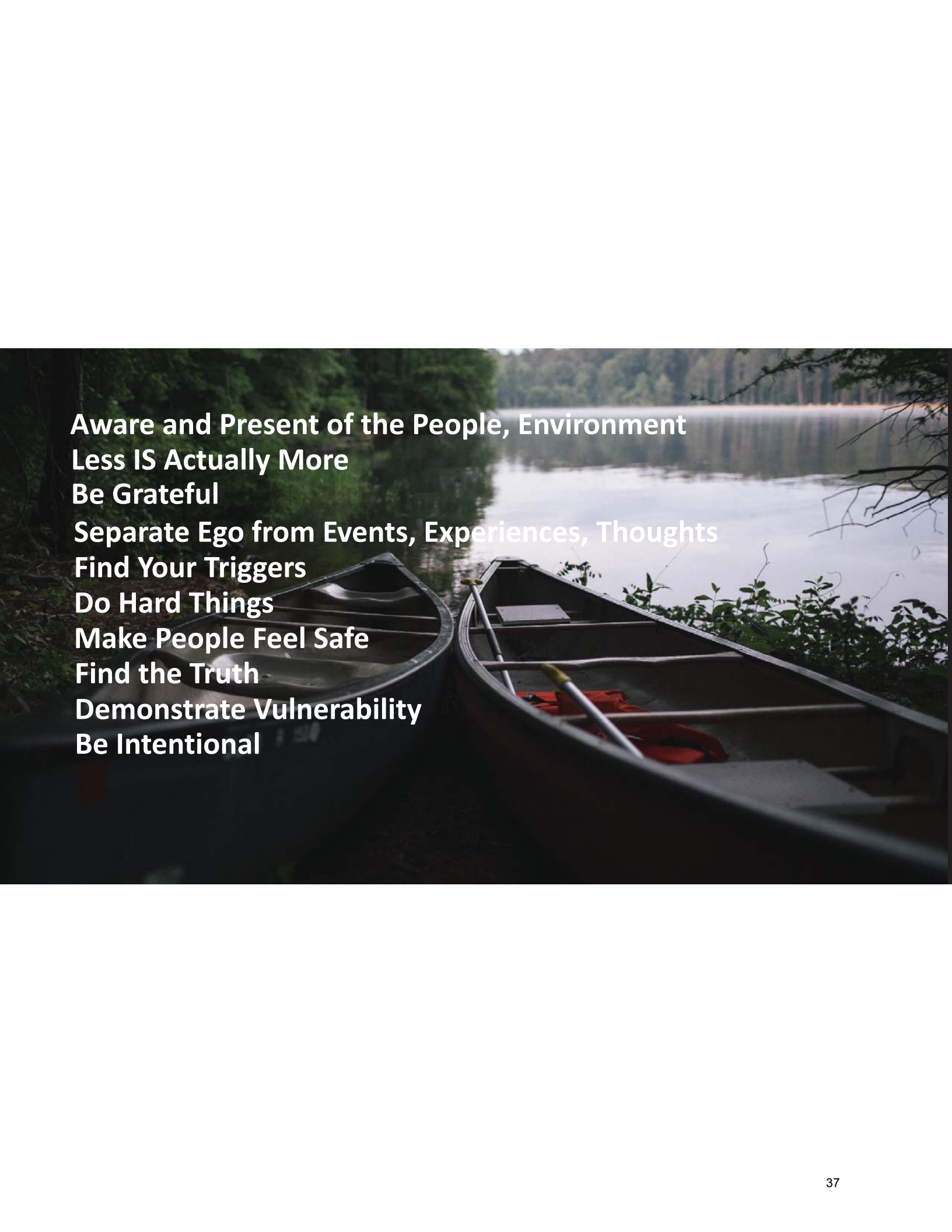
Same, but different



What about Mindful Leadership?

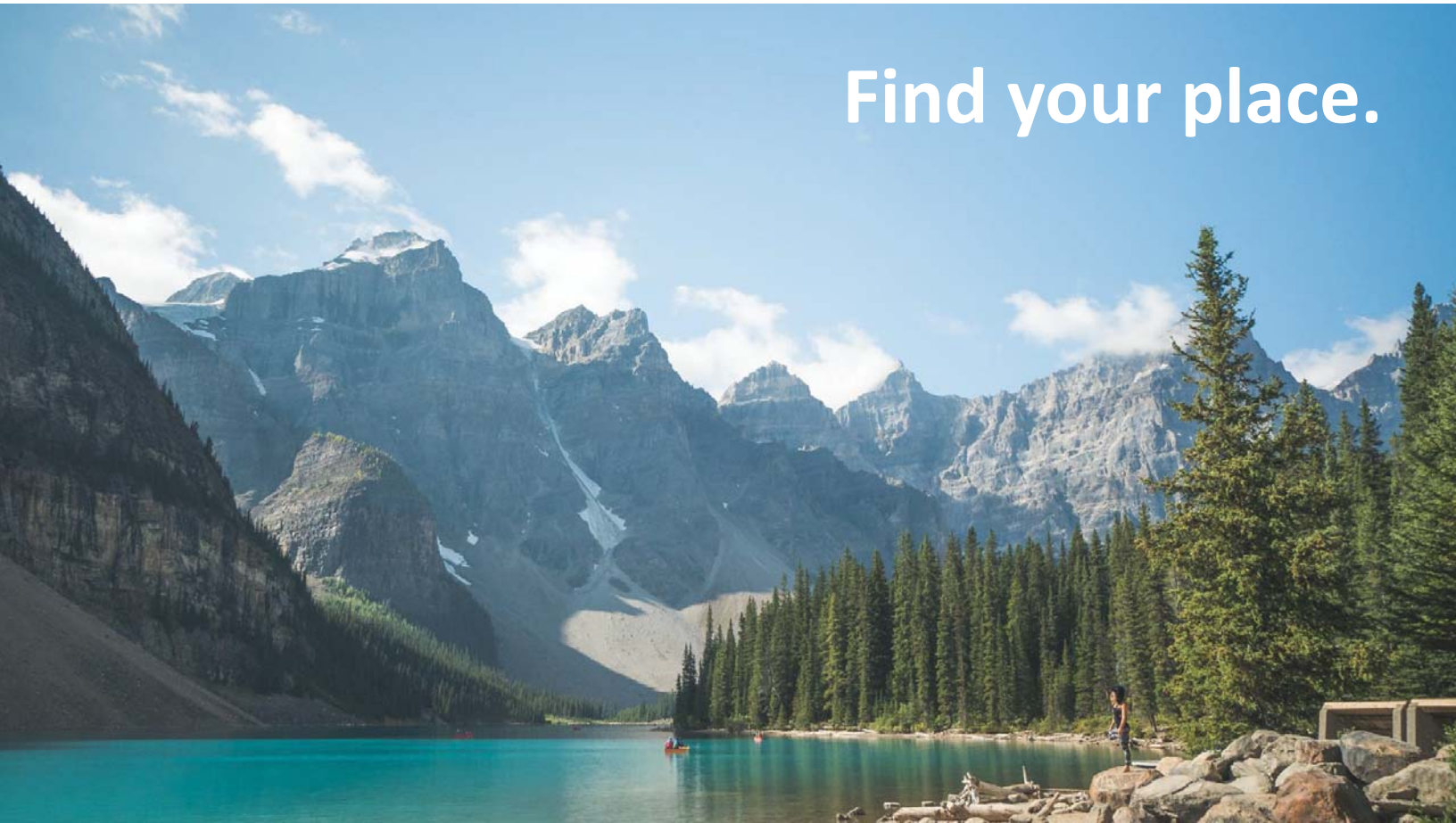
Aware and Present of the people, environment
Accountability based on facts
Realistic about how things are
Cool Under Fire
Authentic and Inspiring
Inside Out
Empathy
Emotional Intelligence
Self Aware





Aware and Present of the People, Environment
Less IS Actually More
Be Grateful
Separate Ego from Events, Experiences, Thoughts
Find Your Triggers
Do Hard Things
Make People Feel Safe
Find the Truth
Demonstrate Vulnerability
Be Intentional

Find your place.



Stretch



In Leadership....

Pause.

In Life....

Quiet Your Mind

Soak It All In

It's a Game You Can't Win

Enjoy the Ride

alfn
willpower

THANK YOU

TTROMBERG
LAW GROUP

ATTORNEY-TRUSTEE PARTNER



SCHILLER, KNAPP,
LEFKOWITZ &
HERTZEL, LLP

LUNCHEON SPONSOR



OPENING KEYNOTE SPONSOR



PENNSYLVANIA AND NEW JERSEY

CLOSING KEYNOTE SPONSOR

Closing Super Session – Mind-Body Wellness

Tuesday, April 24

9:45-10:45 AM

Moderator: Andrea Tromberg, Esq., Managing Partner, Tromberg Law Group

Speakers:

- Reyna Joyner, Client Relations Manager, Gross Polowy
- Kathy Brady, Chief Value Officer, Stern & Eisenberg
- Dr. Nick Chamberlain, Chamberlain Studios of Self Defense

It is important to take a holistic approach in fine tuning your mind and body to best deal with the stresses that impact our daily lives. Join us in learning a few tips and tricks in what some of our industry's very own women do to keep themselves ready for anything that is thrown their way. Our session will also include an overview of successful wellness programs and what you can do to take advantage of these for your team. We will have demonstrations of women's self-defense techniques, yoga and other practical advice that will help you be the best YOU that you can be.



Andrea Tromberg, Esq.

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Andrea Tromberg, the firm's owner, purchased the firm which she had served as managing partner since 2011. This ownership change and subsequent renaming of the firm to Tromberg Law Group made Tromberg Law Group one of the largest woman-owned creditor firms in Florida that also serves Puerto Rico. Andrea Tromberg has been practicing law since 1996 and brings a vast amount of trial and litigation experience to the industry. She also serves as the first elected Chairwoman on the Board of Directors for the American Legal and Financial Network (ALFN) and has served on numerous committees and is a current member of the leadership committee for Women in Legal Leadership (WILL).



Reyna Joyner

Client Relations Manager
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Reyna Joyner represents Gross Polowy as its Client Relations Manager for the northeast territory of New York and New Jersey. Reyna has worked in legal marketing & business development for the past 9 years. Based out of Dallas, Texas, Reyna has a unique blend of mortgage servicing, origination and law firm experience in her professional background which she brings into her work in this industry. Reyna has written for and contributed articles to the ALFN WILL newsletter and maintains an active seat on ALFNs Marketing and Business Development Committee.



Kathy Brady

Chief Value Officer
Stern & Eisenberg
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kbrady@sterneisenberg.com
www.sterneisenberg.com

Kathy Brady, Chief Value Officer for Stern & Eisenberg, P.C., has more than 25 years of experience in marketing and communications, developing key strategic initiatives and innovations that define organizational dynamics, culture, operation efficiencies and successes. Kathy leads the Client Value Team at the firm which is responsible for the firm's national marketing, the brand and brand development, client relationship programs and business development for the firm across its eleven state footprint.

Kathy brings her transformational leadership style to the firm; engaging company-wide collaboration and out-of-the box approaches that enhance our internal and external client

experiences and telling the story of who we are and what we stand for as a diversified law firm, “the people you want on your side”.

Kathy came to Stern & Eisenberg with a successful history as a consultant for and with mid-size to large corporations, law firms, manufacturing, pharmaceutical companies, and healthcare systems, including Johnson & Johnson, Einstein Healthcare Network, St. Gobain, and Horizon Blue Cross Blue Shield. She works closely with the firm's executives, defining and strategizing critical organizational capabilities, identifying and communicating market opportunities and gaps, leading internal partner innovation and action.

Kathy also worked in strategic health and disease management development; creating proactive employer health management programs and innovative techniques to achieve positive health and organizational outcomes. Kathy was the creator of comprehensive wellness and disease management strategy for a northeast regional healthcare system self-funded health plan, which resulted in over \$9 million in cost savings. Kathy partnered with hospital administration, physician leadership, onsite pharmacy to develop quality healthcare programs, improve access to care and the creation of a dynamic culture of wellness.



Dr. Nick Chamberlain

Chamberlain Studios of Self Defense™

Hombu Dojo: 2739 Bachman Drive, Dallas TX 75220

Lakewood Dojo: 2114 Kidwell St., Dallas TX 75214

214-351-KENPO (5367) Karate School

214-366-3916 Fax

www.DallasKenpo.com

Gasen Ryu™ Kenpo and Dr. Nick Chamberlain

Nicholas David Chamberlain was born April 5th, 1963, in Boston, Massachusetts. After returning to England with his parents, Dr. Chamberlain grew up in the countryside north of London. In 1978 he returned to the U.S. and began his training in the Martial Arts the same year. Following his Black Belt in Kenpo Karate in 1981, Dr. Chamberlain opened his first school in Chelmsford, Massachusetts, teaching American Kenpo Karate. In 1982, he was fortunate to begin training in Seven Star Praying Mantis and Eagle Claw under Master Lo Man Biu, in Boston's Chinatown district, and continued until Master Lo's untimely death six years later.

In 1984, after completing an apprenticeship with Shihan Rocky DiRico, Dr. Chamberlain was accepted as a student under Professor Nick Cerio of Providence, Rhode Island. It has been Professor Cerio's guidance that has been the driving force in shaping Dr. Chamberlain's Martial Arts ever since. In 1985, Dr. Chamberlain's rank was recognized By Master Ed. Parker, under the

auspices of the International Kenpo Karate Association (I.K.K.A.), which at that time was represented by Professor Cerio in New England.

In 1997, Grand Master Cerio promoted Dr. Chamberlain to Godan, or Fifth Degree Black Belt in both Nick Cerio's Kenpo and American Kenpo Karate. Dr. Chamberlain has trained under Master Ed. Parker in American Kenpo; Master Tadashi Yamashita in self defense; Professor Wally Jay and his son Leon Jay in Small Circle Jiu-Jitsu; Master P. Chan in Wah Lum; Master Rick Beauchamp in Wah Lum and Kenpo; Master Joe Lewis in Technique, and Master Carlos Machado in Brazilian Jiu-Jitsu. Dr. Chamberlain holds a 3rd Degree Black Belt in traditional Heike Ryu Jiu-Jitsu under the head of the system, Sensei Vince Tamura, and a first degree Black Belt in traditional Kodokan Judo under Sensei Tamura and sensei Jim Webb, the president of the United States Judo Association.

Shihan Chamberlain also instructs Karazenpo Go Shinjutsu under the guidance of Bruce Corrigan of Tennessee, and the systems founder, Sijo Sonny Gascon of Hawaii, under whom he holds a 5th degree Black Belt in this system. In 1999, Dr. Chamberlain was invited by Master Al Tracy to teach Nick Cerio's Kenpo at the first International Gathering of Eagles, the largest grouping of senior Kenpo masters in the world, held in Las Vegas. At this first Gathering he was recognized as a "Young Master" in front of the seniors. He was again invited to teach at the second Gathering of Eagles, in August, 2001, where he was honored to teach in front of Chosei Motobu sensei, the son of the fabled Choki Motobu from Okinawa. Dr. Chamberlain has taught at every Gathering since.

In 2003, Dr. Chamberlain formalized his system of martial arts under the name Gasan Ryu Kenpo (Moon-Mountain Style of Pugilism) representing a "clear mind, a strong body and a tranquil spirit". In September of 2003, at the Dallas headquarters school, Dr. Chamberlain was promoted by Master Al Tracy to 8th Degree Black Belt. The following year in 2004, "Nick Chamberlain's Kenpo Karate Studio" was renamed to "Chamberlain Studios of Self Defense", to better represent the range of material offered at the different teaching locations. In 2006, Dr. Chamberlain was invited to teach at Sijo Emperado's annual birthday celebration as a part of the Kajukenbo seminar training program.

In response to the horrific acts of violence against the United States of America on September 11th, 2001, he founded **Fight Back America™**, a 501(c)(3), Texas non-profit corporation. The mission of Fight Back America is to provide Americans with the knowledge, training and skills they need to protect themselves.

In 2004, Dr Chamberlain traveled to Tokyo, Japan with a group from the dojo, and stayed at the Kodokan, the world headquarters for Judo, where he trained with sensei Webb and other instructors. While in Tokyo, he trained in knife self defense with Soke Koshiro Tanaka, the former head of Fuji Ryu Tai Jutsu and now soke of Hiko Ryu Tai Jutsu.

In 2007, Dr Chamberlain was inducted into the International Kenpo Hall of Fame in Chicago, Illinois. Also that year he traveled to Beijing, China where he trained with Sifu Cao Manliang, Shanghai where he trained in Yang style Tai Chi and Hong Kong where he visited with and demonstrated in front Sifu Lee Kam Wing of the seven Star Praying Mantis style.

In 2008, he co-founded **Crossfight™**, a strength and conditioning program involving medical oversight and testing, nutritional counseling and supplementation, and the strength and conditioning component utilizing exercises taken from the martial arts, yoga, plyometrics, and resistance weight training, among others.

In 2010, Dr. Chamberlain was inducted into the United States Martial Arts Hall of Fame. 2011 was the year of the Rabbit and it did indeed bring good fortune as Professor Chamberlain was promoted to ninth degree Black Belt by Master Al Tracy at the Gathering of Eagles in Las Vegas, and given a lifetime achievement award for his work in the martial arts. Also that year, the new Lakewood, Dallas studio was opened.

In 1992, Dr. Chamberlain graduated summa cum laude and received his B.S. in Business Administration with a concentration in Finance, from the University of Massachusetts. In 1996 he received his Doctorate in Chiropractic and a concurrent B.S. in Human Anatomy, from Parker University and College of Chiropractic, in Dallas, Texas. In addition, he is a licensed Emergency Medical Technician (EMT), and is taking post doctoral studies in orthopedics, rehabilitation and pain management.

Dr. Chamberlain is in private practice in north Dallas, with his wife Dr. Kimberly Jones at their office: 21st Century Chiropractic and Rehab. He concentrates his practice in the areas of work, sports and automobile related injuries. Dr. Chamberlain is a former adjunct Professor at Brookhaven College in Farmers Branch, Texas. In addition to teaching, Dr. Chamberlain is active in the martial arts through local karate events, seminars and tournaments. He is the former team doctor for the Christian Wrestling Federation. He is an avid chess player, scuba diver, and traveler when time permits.

alfn.
willpower

Mind-Body Wellness

Tuesday, April 24, 2018 – 9:45-10:45 AM

SPEAKERS

Moderator



Andrea Tromberg, Esq.
Attorney
Tromberg Law Group
atromberg@tromberglawgroup.com

Speaker



Reyna Joyner
Client Relations Manager
Gross Polowy
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Speaker



Kathy Brady
Chief Value Officer
Stern & Eisenberg
kbrady@sterneisenberg.com

Speaker



Dr. Nick Chamberlain
Owner
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info@dallaskenpo.com

MAKING THE CHANGE TO A BETTER YOU

You cannot run a mile if you do not start to jog.

You cannot swim a mile if you do not get into the pool.

You cannot hike a mountain if you do not start to walk.

You cannot be mentally strong if you do not take time to think.

You cannot focus on your health if you do not learn about your body.

**LET'S TAKE THE FIRST STEP TOGETHER TODAY
TOWARDS A BETTER YOU**

DO WHAT WORKS FOR YOU – Levels of Exercise

LIGHT OR LOW INTENSITY

- * A casual walk
- * Casual bike ride
- * Doing physical chores or housework
- * Shopping

MODERATE INTENSITY

- * Lifting light weights
- * Swimming laps
- * Riding a bicycle
- * Jogging
- * An endurance exercise
- * A light sport
- * Dancing (Zumba)

DO WHAT WORKS FOR YOU – Levels of Exercise

HIGH INTENSITY

- * Circuit training
- * Heavy weights
- * Competitive training in an aerobic sport
- * Distance training (run, swim, bike)

TAKE THE FIRST STEP FOR YOURSELF

MAKE THE TIME

MAKE A
REASONABLE PLAN

GIVE YOUR PLAN
THE SAME
IMPORTANCE AS
YOU DO YOUR
CAREER

PICK SOMETHING
YOU ENJOY

DO NOT GET
DISCOURAGED IF IT
TAKES TIME TO SEE
RESULTS

FOCUS ON WHAT
YOU CAN DO

WELLNESS SECTION

Kathy Brady
Chief Value Officer
Stern & Eisenberg

MOVING INTO A NEW PHASE



WHY AN ECOLOGICAL FRAMEWORK?

- Behavior change is very complex and shaped by many factors
- Population health requires us to increase engagement
- Offer more choices to many people in a variety of circumstances
- The synergistic effect can produce better outcomes and prevent a single effort from becoming ineffective

POWER TO CREATE CHANGE: WELLNESS FOCUS

1. Establish positive outcome measures to link the wellness to the health of the business and the financial well-being of the organization.
2. Infuse your department with a culture of wellbeing, productivity and encourage high employee morale
3. Create Benefit and Wellness Brand that directly correlates to your company or firms Mission and Values.
4. Create one platform that allows for easy to access health and benefits tools and resources

THE POWER TO CREATE CHANGE: WELLNESS FOCUS



- Preventive Health: Engaging in Age and Gender Recommended Screenings
- Reduce Health Risk and Manage Health
- Exercise
- Eating Well: Reduce Overweight & Obesity Satiety Hormones
- Get Good Sleep: Impact on Health
- Meditation and Yoga: Physiological Effect

PAUSE >> RECOVER >> RESILIENCE

- **PAUSE**

- Meditation

- **RECOVER**

- Increased focus and energy

- **RESILIENCY**

- Efficiency
- Happiness

MEDITATION 101: AN INTRODUCTION

happify™



YOGA SECTION

Reyna Joyner
Client Relations Manager
Gross Polowy

STYLES OF YOGA

At the hands of some, yoga has been reduced to just another exercise program. In other contexts, yoga is presented with spiritual focuses aimed at whole life awareness. What is right for you?

ASHTANGA (Toughest)

“The eightfold path” embodies 5-external, 3-internal disciplines. Performs same exact poses in same exact order. Physically demanding.

VINYASA (Most Popular)

Known for fluid, movement intensive practices. Teaches linking of breath-to-movement through asanas. No two vinyasas classes are the same.

YIN (Restorative)

Soothing, relaxing. Uses bolsters, blankets, blocks to prop body into asana without exerting effort. Typically not heated. Mentally challenging.

BIKRAM (Hottest)

105 degrees, 40% humidity. A 26-posture studio sequence. Classes and postures never change; true Bikram studios teach poses in exactly the same methods.

HATHA (Generic)

Deals mostly with body & breathing. Gentle introduction to most basic yoga postures. Don't expect to sweat, but a longer, looser relaxation.

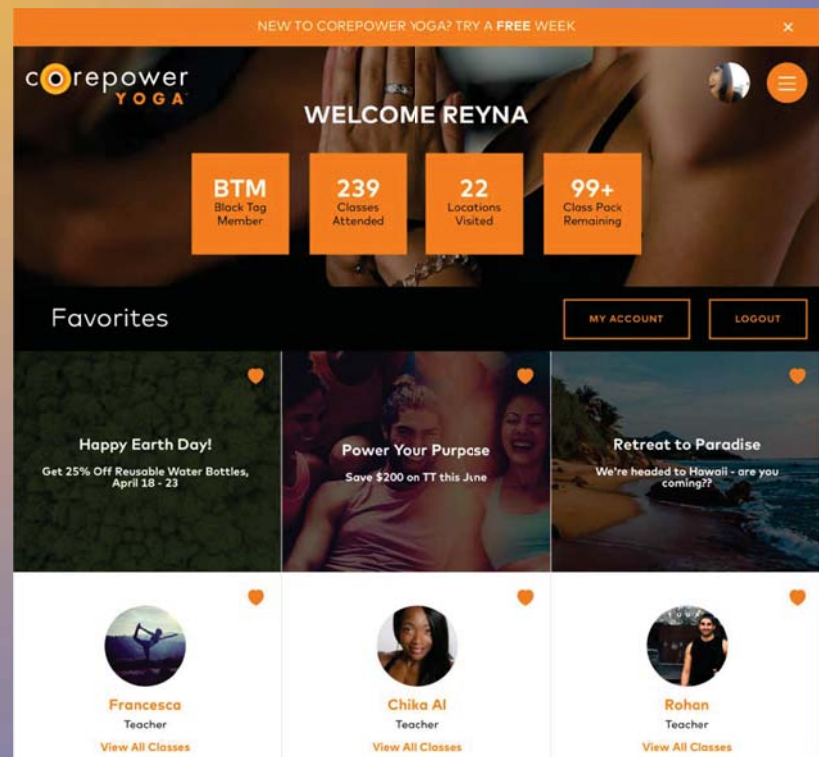
IYENGAR (Disciplined)

Utmost attention paid to finding proper alignment in a posture. Uses props. Holding postures reduces cardio impact. Mentally challenging.

WHERE & WHY I PRACTICE

CORE POWER YOGA

- 170 studios nationally
- Consistent class offerings & amenities
- Luxury studio; showers, towels, locker rooms
- Online component helps track my practice



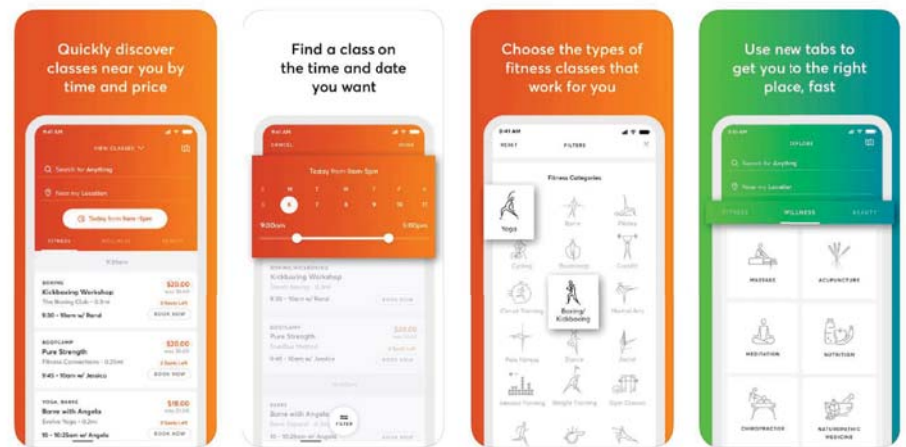
FINDING YOGA ANYWHERE

MOBILE AP: MINDBODY

- Studio & services locator
- Geo-tag based on location
- **All** types of fitness included; yoga, barre, Pilates, cycling, cross fit, boot camp, personal training
- Beauty finder: nails, spas, salons, massages, hair removal, etc.
- Features an integrated schedule builder
- Offers “deals” & special pricing



iPhone Screenshots



TAKE YOUR ASANAS ANYWHERE

BREATHE • STRETCH • RE-ENGAGE

The mere thought of making it to the studio can easily consume 2+ hours of your day, but that doesn't mean you have to miss out. These are five effective postures that can be done any time you need a mental breather:

1. Counter Stretch – Wrist & Collarbone
2. Revolve Prayer Twist
3. Seated Supine Twist with double compression
4. Half Moon
5. Scale Pose

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THANK YOU

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Closing Keynote Speaker and Concluding Remarks

Tuesday, April 24

11:00-12:00 PM

Sarah Castle

- Four-time U.S. Paralympian
- Five-time Intercollegiate Division National Champion
- Two-time Parapan American Games Gold Medalist
- NWBA President
- Jackson County Missouri Assistant Prosecuting Attorney

Sarah will share her story on how she has overcome obstacles and excelled even after becoming paralyzed at the age of eleven. Obstacles can be challenging to overcome, and life is full of them, but we should never let societal perceptions and misconceptions be our limitation. Rather we should strive to define our lives by the things we see for ourselves, and to actually put in the work it takes to accomplish those things. Nothing sets limits like our own minds, but just the same nothing breaks barriers like our minds...it's all in how we look at things.



Sarah A. Castle

Assistant Prosecuting Attorney

Diversion Manager

Jackson County Prosecutor's Office

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Sarah Castle was born and raised in Colorado. At the age of eleven she became paralyzed and was diagnosed with Acute Transverse Myelitis. In the early months of her disability, Sarah was exposed to sports for people with disabilities, and instantly began participating in swimming, track and field, wheelchair basketball, and skiing. Her early exposure to sport led her to compete in Paralympic swimming competitions as early as age fourteen.

At sixteen, Sarah competed at her first Paralympic Games in Sydney, Australia, and won a silver medal in the 100 meter breaststroke. From there her athletic career took off, as she competed in swimming competitions around the country and world, and was recruited to swim and play wheelchair basketball at the University of Illinois.

In 2002, Sarah joined the University of Illinois Women's Wheelchair Basketball team, and won a silver medal at the 2002 IPC Swimming World Championships, again in the 100 meter

breaststroke. The University of Illinois Women's Wheelchair Basketball team also took home a National title that year. Sarah would go on to win five National Championships as an Illini.

In 2004, she competed in the Paralympic Games in Athens, and finished fourth in the 100 meter breaststroke. Sarah's swimming career ended in 2004 as a result of multiple shoulder injuries, but her athletic career continued, and in 2005 she was named to the United States Women's Wheelchair Basketball Team.

Sarah played wheelchair basketball as a member of the US National Team from 2005 to 2012. She competed in two Paralympic Games, bringing home a gold medal in 2008. She was also a member of the 2006 World Championship team that brought home a silver medal, and the 2010 World Championship team.

Sarah graduated from the University of Illinois with a Bachelor's Degree in Political Science with an emphasis in Disability Studies, and a Graduate Degree in Political Science and Civic Leadership. In 2012, Sarah graduated from the University of Missouri, Kansas City Law School. Sarah describes herself as an advocate. She currently works as a Jackson County Assistant Prosecuting Attorney, and serves as the Diversion Manager. Sarah is also the President of the Board of Directors for the National Wheelchair Basketball Association. In 2017, Sarah, along with thirteen young adults and children, formed Y4KC, a youth organization dedicated to making Kansas City better through service. Y4KC's first project was to host a wheelchair basketball event, to raise awareness and funds about the benefits of access to sport for children with disabilities.