

# ANNUAL wellness SUMMIT

August 18-21, 2025  
JW Marriott Austin | Austin, Texas

[annual-wellness-summit.org](http://annual-wellness-summit.org)

Join the leaders shaping the  
future of health and wellness!



*Join Us in Austin!*

## Topics include:

- AI in wellness
- Metabolic health
- Nutrition
- Well-being data
- Health literacy.

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alliance

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WELLNESS  
INSTITUTE

# ANNUAL wellness SUMMIT

August 18-21, 2025  
JW Marriott Austin  
Austin, Texas

The 2025 Annual Wellness Summit will provide attendees with strategies, connections, and resources needed to advance well-being for themselves, their workplaces and communities, and the individuals they serve. Focused on bringing the industry's latest trends and best practices to the forefront, respected subject matter experts will present inspirational keynotes, concurrent sessions with tangible takeaways, and activity sessions that prepare the mind and body for optimal learning. Additional engagement experiences will provide attendees with numerous opportunities to make new connections and expand their networks with Summit exhibitors, through on-site receptions, and through must-see surprise experiences!

## Together, we are wellness!

### Benefits of Attending

- Gain insights from engaging and knowledgeable speakers.
- Build community with like-minded peers through one-on-one connections and conversations.
- Leverage the takeaways from high-quality sessions to develop actionable solutions to everyday challenges.
- Explore innovative well-being approaches from industry experts and service providers.

### Who Should Attend

The Annual Wellness Summit is for wellness and interdisciplinary professionals who support the health and well-being of individuals, organizations, and communities. Industry sectors include corporations, health care systems, hospitals, universities, school systems, coaching, government entities, and more.

If you aren't responsible for wellness at your organization, pass this along to someone you know who is!

# Program at a Glance

## Monday, August 18

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8:00-9:00 a.m.	Preconference Registration
9:00 a.m.-4:30 p.m.	Preconference Sessions
4:00-6:00 p.m.	Core Conference Registration Open/Networking

## Tuesday, August 19

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6:30-7:30 a.m.	Morning Activities
6:30 a.m.-6:30 p.m.	Registration/Information
7:30-8:30 a.m.	Continental Breakfast in Exhibit Hall
7:30 a.m.-6:30 p.m.	Exhibits Open
8:30-10:00 a.m.	Welcome/Opening Keynote
10:00-10:45 a.m.	Break in Exhibit Hall
10:45 a.m.-12:15 p.m.	Concurrent Sessions
12:15-1:30 p.m.	Lunch in Exhibit Hall
1:30-3:00 p.m.	Concurrent Sessions
3:00-3:45 p.m.	Break in Exhibit Hall
3:45-5:15 p.m.	Keynote
5:15-6:30 p.m.	Welcome Reception in Exhibit Hall

## Wednesday, August 20

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6:30-7:30 a.m.	Morning Activities
6:30 a.m.-4:00 p.m.	Registration/Information
7:30-8:30 a.m.	Continental Breakfast in Exhibit Hall
7:30 a.m.-3:45 p.m.	Exhibits Open
8:30-10:00 a.m.	Keynote
10:00-10:45 a.m.	Break in Exhibit Hall
10:45 a.m.-12:15 p.m.	Concurrent Sessions
12:15-1:30 p.m.	Lunch in Exhibit Hall
1:30-3:00 p.m.	Concurrent Sessions
3:00-3:45 p.m.	Break in Exhibit Hall
3:45-5:15 p.m.	Keynote
7:30-9:30 p.m.	Line Dancing

## Thursday, August 21

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6:30-7:30 a.m.	Morning Activities
6:30 a.m.-12:15 p.m.	Registration/Information
7:30-8:15 a.m.	Continental Breakfast
8:15-9:20 a.m.	Concurrent Sessions
9:20-9:30 a.m.	Break
9:30-10:35 a.m.	Concurrent Sessions
10:35-11:05 a.m.	Break
11:05 a.m.-12:15 p.m.	Closing Keynote

# Preconference Sessions

## Monday, August 18

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8:00-9:00 a.m.

### Preconference Registration

9:00 a.m.-4:30 p.m. | **Preconference Sessions**

### ARCeology: The Next Crusade

Ready to take your engagement and well-being to the next level? Building on the success of the 2024 preconference session, this second iteration is packed with fresh insights, exciting activities, and powerful tools to help you thrive at work and in life! Get ready to dive deeper into the transformative ARC framework—autonomy, relatedness, and competence—with hands-on, interactive experiences designed to spark positive change. Whether you're a returning participant or joining us for the first time, this workshop is tailored for everyone, offering practical takeaways you can immediately apply to both your professional and personal life. Don't miss out on this opportunity to unlock new possibilities and energize your journey!

#### **SPEAKERS:**



**Jesse Gavin, Dr.P.H.**  
Well-Being Officer  
Baylor College of Medicine



**Mitch Martens, M.A.**  
Clinical Wellness Director  
Huntington Health



**Ryan Wolf, Ed.D.**  
Wellbeing Consulting Manager  
Gallagher

“From expert presenters to wellness activities and networking opportunities, I am taking back ideas and inspiration to my organization.”

—**Jessica Morris, M.S.**, Employee Wellness Program Director,  
University of Colorado Boulder

# Preconference Sessions

## Monday, August 18 (continued)

### More Green Time, Less Screen Time: Strategies for Implementing Nature for Improved Well-Being



Direct exposure to nature has been proven to be beneficial for our physical and emotional well-being. As a result, calls to balance screen time with “green time” have been increasing, but it’s worth noting that we can know nature is good for us and yet still find it challenging to put green time into practice. This preconference session provides theory-based and experiential learning opportunities that teach participants how to refocus their attention so that they can reconnect with nature in technology-free ways, leading to sustainable habits around getting more green time and less screen time for improved well-being.

The first four hours of the workshop will be spent on the grounds of Barton Springs Nursery. Originally founded in 1986, Barton Springs Nursery is a pioneer in Austin’s vibrant gardening culture, emphasizing native plants, sustainability, and local experts.

#### What to Expect:

- This workshop will take place rain or shine in both covered and open-air outdoor classrooms, with ample shade and tree cover throughout the property.
- In mid-August, the average high temperature in Austin is around 97°F. To support participants’ safety and well-being, cold beverages and cooling solutions will be available throughout the workshop. Specific clothing recommendations will be shared with registered participants one week prior to the event.
- After exploring the nursery, we will return to JW Marriott Austin, regroup after lunch, and close out the afternoon indoors.

#### SPEAKER:



**Sarah Nielsen, M.Ed., NBC-HWC**

Life and Wellness Coach, Health and Outdoor Educator  
SG Wellness, LLC

Register at [annual-wellness-summit.org](https://annual-wellness-summit.org).

# Preconference Sessions

## Monday, August 18 (continued)

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### Wellness Laws 101

This full-day session is for anyone involved in workplace wellness program design and implementation, as well as health and wellness coaches or other wellness practitioners who deliver wellness services. The session will survey important legal concepts for designing a compliant and effective wellness program as well as delivering legally compliant wellness services from wellness practitioners. The presenter will cover basic legal concepts so attendees know where to look for legal guidance. Then, the presenter will discuss the latest legal guidance and activity on wellness incentives (including what may happen with wellness incentive rules created by the EEOC and Department of Labor), taxation issues regarding wellness plans (including recent activity regarding WIMPER benefits), scope of practice/licensing (including the introduction of the Wellness Law Method for staying legally safe while offering wellness services), how to combat wellness program bias through wellness-legal partnerships and other methods, and data privacy issues. After the session, attendees will feel more prepared to recognize wellness programs that could pose higher legal risk.

#### **SPEAKER:**



**Barbara Zabawa, J.D., M.P.H.**

Associate Professor

University of Missouri–Kansas City;

Owner

Center for Health and Wellness Law, LLC

4:00-6:00 p.m.

### **Core Conference Registration Open/Networking**

Enjoy live music by Ryan DeSiato! He is an award-winning professional singer, guitarist, and songwriter from Austin, Texas. DeSiato writes and performs a mix of soulful rock, gospel-folk, blues ballads, and instrumental Spanish guitar.



# Core Conference Agenda

## Tuesday, August 19

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6:30-7:30 a.m.

### Morning Activities

6:30 a.m.-6:30 p.m.

### Registration/Information

7:30-8:30 a.m.

### Continental Breakfast in Exhibit Hall

7:30 a.m.-6:30 p.m.

### Exhibits Open

8:30-10:00 a.m.

### KEYNOTE—The Evolution of Wellness: Trends, Fads, and Our Future

Wellness is a journey filled with highs, lows, and a fair share of hilarious missteps. From treadmills to the latest biohacking trends, we've tried it all—some with great success, others . . . not so much. Join us for this engaging, lighthearted, and insightful discussion on the evolution of wellness, the trends that shaped us, the fads that fooled us, and what the future holds. Expect real talk, relatable stories, and maybe even a few laughs as we explore the ever-changing world of well-being.

#### SPEAKERS:



**Laura Putnam, M.A.**

CEO & Founder  
Motion Infusion



**Ryan Picarella**

Executive Director  
Wellness Alliance

10:00-10:45 a.m.

### Break in Exhibit Hall

# Core Conference Agenda

## Tuesday, August 19 (continued)

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10:45 a.m.-12:15 p.m. | **Concurrent Sessions**

### Strategies for Building Teams That Thrive in Uncertainty

In today's unpredictable and fast-changing world, building resilient and healthy teams is more critical than ever. This session will explore how acceptance and commitment therapy (ACT) can help prevent burnout and promote well-being by fostering value-driven actions and psychological flexibility—essential skills for navigating uncertainty. You'll learn evidence-based strategies to enhance confidence, self-efficacy, and team resilience, empowering individuals to thrive even in stressful conditions. Don't miss this opportunity to equip your team with the tools to not just survive, but thrive in an ever-changing landscape.

#### **SPEAKERS:**

**Joseph Gleed, LCSW, CCTP**, Co-Owner, Renova Wellness & Consulting

**Brittany Badger Gleed, Ph.D., MCHES**, Co-Owner, Renova Wellness & Consulting

### Ethical AI in Wellness: Maximizing Efficiency and Credibility for Wellness Professionals

As artificial intelligence (AI) becomes increasingly integrated into the wellness industry, it is essential for emerging and lifelong professionals to understand its ethical use. This session will explore how AI can enhance efficiency, improve decision making, and ensure credibility in wellness services across various settings. Attendees will learn best practices for implementing AI responsibly while maintaining human-centered care. Through case studies and expert insights, participants will gain a deeper understanding of how to leverage AI ethically in their workflows.

#### **SPEAKER:**

**Carrie Jarosinski, D.N.P., R.N., CNE, CWP**, Faculty, Mid-State Technical College

### Daily Habits for Optimal Metabolic Health

Our country is sick. With more than 93% of U.S. adults suffering from suboptimal metabolic health, we need to understand that it will take a holistic approach to address this massive epidemic of ill health. Current measures focus on symptom control, but sustainable wellness can only be achieved when we have consistent, evidence-based, easy strategies that can steer us in the right direction. This discussion will explore the science behind simple strategies and how the audience can utilize them to make a positive impact on metabolic health.

#### **SPEAKER:**

**Monu Khanna, M.D., FOMA, MHP**, Staff Physician

# Core Conference Agenda

Tuesday, August 19 (continued)

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## Motivation in Action: Health Behavior Change Made Simple

Behavior change is at the heart of effective wellness interventions. This engaging session will explore evidence-based strategies for motivating clients/patients to adopt healthier behaviors. Attendees will learn to use motivational interviewing techniques, assess readiness to change, and implement practical strategies to foster sustainable lifestyle modifications.

### **SPEAKERS:**

**Hazel Anderson, Sc.D., D.P.T., PT**, Assistant Professor of Physical Therapy,  
University of St. Augustine for Health Sciences

**Amy Walters, Ph.D., D.P.T., PT**, Associate Professor of Physical Therapy,  
University of St. Augustine for Health Sciences

12:15-1:30 p.m.

**Lunch in Exhibit Hall**

1:30-3:00 p.m. | **Concurrent Sessions**

## Build a Better Brain: A Well-Worth-It Workplace Health Initiative

This session will guide you through creating, promoting, and evaluating a worksite wellness initiative designed to slow or reverse the trend of insulin resistance and inflammation associated with prediabetes, type 2 diabetes, and the emerging type 3 diabetes, linked to Alzheimer's disease. You'll discover a brain-based approach to educate and empower individuals with practical lifestyle and behavioral interventions that enhance whole-person well-being and prevent disease progression. By the end, you'll have a step-by-step strategy to boost health-related quality of life, increase longevity and productivity, and lower health care costs through proactive, cost-effective workplace solutions.

### **SPEAKER:**

**Lana M. Saal, Ed.D., CWP, MCHES, NBC-HWC**, Associate Director  
Community Education, Wellness & Impact, American Diabetes Association

# Core Conference Agenda

Tuesday, August 19 (continued)

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## The Power of Storytelling: Crafting Messages That Move and Motivate

This session will show how to leverage the innately human power of storytelling to inspire wellness, action, and behavior change through workplace wellness and public health programs. Through interactive exercises and real-life examples, participants will learn how to transform facts, figures, and objectives into meaningful, moving stories that excite and motivate. Attendees will learn why powerful storytelling—whether in 50 words or 500—is a differentiator in a crowded field that’s increasingly AI-driven as well as how to craft their message for maximum impact.

### **SPEAKERS:**

**Sandy Cohen, M.P.H., NBC-HWC**, Senior Writer, UCLA Health

**Leo Smith**, Managing Editor of Content, UCLA Health

## Guided Improvisation: Fostering Playful Partnerships for Connected and Empowered Communities

We hear buzzwords emphasizing the importance of interpersonal skills in creating and sustaining impactful partnerships, calling on us to “be compassionate, flexible, resilient, communicative,” to name a few. These sound great, but how do we actually put those skills into practice to collaborate and connect more effectively, while supporting wellness in our communities and within ourselves? In this highly interactive workshop, attendees will learn through direct experience how improvisation skills and exercises can support these goals in their professional and personal partnerships, supported by groundbreaking research connecting these activities with enhanced resilience, flexibility, and overall well-being. After highlighting three decades of research supporting applied improv as a highly effective training method for these skills, we will transition into playing games to practice thinking on our feet and working as a team to enhance our connections, build new worlds together, and collaboratively solve problems in a fun, low-stakes environment.

### **SPEAKER:**

**Jesse Greenfield, M.P.H., CHES**, Co-Founder, Director of Programming,  
& Lead Facilitator, Kaleidoscope Training Center

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# Core Conference Agenda

Tuesday, August 19 (continued)

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## Nontoxic Positivity: Strategies for Resilience and Well-Being

Positivity is often heralded as a solution to life's challenges, but when it disregards genuine struggles or suppresses emotions, it can undermine resilience and well-being. This session delves into the concept of nontoxic positivity, exploring how a balanced approach to optimism can foster authentic connections and holistic well-being without minimizing life's complexities. Participants will gain insights into the detrimental effects of toxic positivity and the transformative power of healthy optimism. Through guided discussions and actionable exercises, attendees will explore practical strategies to support resilience, nurture authenticity, and promote a culture of realistic hope in both personal and professional settings. This session equips participants with evidence-based tools to navigate adversity with empathy and honesty, fostering a balanced approach to sustaining well-being in today's fast-paced world.

**SPEAKER:**

**Chase Sterling, M.A., CWP**, Founder and CEO, Wellbeing Think Tank;  
Principal Consultant, HHP Cultures

3:00-3:45 p.m.

## Break in Exhibit Hall

3:45-5:15 p.m.

## KEYNOTE—Wellness Wisdom: Blending Eastern and Western Practices for Health and Healing

Despite unprecedented access to health technology and medical advances, people are experiencing rising rates of chronic disease, stress, and disconnection from their own well-being. Research shows that stress contributes to over 75% of doctor visits, while chronic conditions affect nearly 60% of adults globally. At the same time, workplace culture and unhealthy social relationships exacerbate mental and physical health challenges. Meanwhile, the global digital health market has exploded to over \$200 billion, yet these technological solutions often fail to address the fundamental aspects of holistic wellness that ancient healing traditions have understood for millennia. Integrating Eastern practices (such as mindfulness and holistic approaches) with Western advancements, along with leveraging tech and startups, offers promising solutions. Audience members have a unique opportunity to explore and implement these integrative strategies in their personal lives, communities, and workplaces.

**SPEAKER:**



**Amitha Kalaichandran, M.D., M.H.S.,  
CPH**  
Health Tech/Precision Medicine Consultant  
DrAmitha LLC

# Core Conference Agenda

## Tuesday, August 19 (continued)

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5:15-6:30 p.m.

**Welcome Reception in Exhibit Hall**

## Wednesday, August 20

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6:30-7:30 a.m.

**Morning Activities**

6:30 a.m.-4:00 p.m.

**Registration/Information**

7:30-8:30 a.m.

**Continental Breakfast in Exhibit Hall**

7:30 a.m.-3:45 p.m.

**Exhibits Open**

8:30-10:00 a.m.

**KEYNOTE—Online Oxygen: Your Guide to Digital Resilience**

You may be wondering—How can my relationship with technology be healthier? How can I optimize my digital habits for better productivity, mental health, and communication? You're in the right place! With the shift to hybrid and remote work, many of us have spent more time on tech than ever before and have learned a myriad of lessons about the connective nature of our devices. While they bridge us together across distances and time zones, we also acknowledge that devices can be an obstacle to self-care, stillness, and introspection as the rapid-fire urgency of the digital world beckons. Join us as we discuss navigating this balance and making the most out of your tech time in an era of hybrid and remote work.

**SPEAKER:**



**Nina Hersher, M.S.W.**

Founder & Chief Learning Officer

Digital Resilience Lab & Digital Wellness Institute

# Core Conference Agenda

## Wednesday, August 20 (continued)

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10:00-10:45 a.m.

### Break in Exhibit Hall

10:45 a.m.-12:15 p.m. | **Concurrent Sessions**

### **Crave, Consume, and Connect: A Science-Backed Exploration of Food Choice**

Crave, Consume, and Connect discusses the importance of eating the food you crave, why you crave those foods, and how to honor these cravings without guilt. This session will explore and explain the gut-brain connection and its role in cravings as well as how to impact the health of the gut microbiome. The role of hormonal shifts and the long-term impact of fad diets will be introduced. Understanding the science behind how people make food choices will prepare health and wellness professionals for a deeper understanding of how to address the challenges their target populations face.

#### **SPEAKER:**

**Theresa DeLorenzo, D.C.N., RD**, Owner and Founder,  
Nutrition for Optimal Performance

### **Beyond the Lunch and Learn— Engaging Employees Through Experiential Learning**

Lunch and learns have long been a workplace staple, but in today's fast-paced environment, is another PowerPoint presentation the best way to engage employees? Enter team building—More than just trust falls and icebreakers, it's a hands-on approach that strengthens collaboration, problem solving, and workplace relationships. This session dives into the research behind experiential learning, explores best practices for designing impactful team-building experiences, and provides a step-by-step guide to structuring effective sessions. Whether you're looking to refresh professional development initiatives or create a more connected workforce, you'll walk away with actionable strategies to transform the way your teams learn and grow.

#### **SPEAKER:**

**Mallory Rubek, M.S., MCHES**, Wellness Manager, UF Health

“This Summit helps anyone open their eyes to new approaches and gain tips and practical advice from experts.”

—**Audrey Madyun, M.B.A., CWP**, Wellness and Benefits Analyst,  
The Andersons, Inc.

# Core Conference Agenda

Wednesday, August 20 (continued)

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## Behavior Change Strategies for Reaching Unreachable People

Health promotion professionals and health and wellness coaches are often stymied by how to reach health promotion's most difficult population: people who are demoralized, are uninvolved, and sometimes appear "resistive" to making efforts to improve their lifestyle. This workshop will focus on the concrete steps and strategies we can use to reach these people by helping them determine what is actually holding them back, build self-efficacy, and increase their readiness for change. We'll draw upon social cognitive theory, the transtheoretical model of behavior change, and motivational interviewing to create both effective programs and conversations for change.

**SPEAKER:**

**Michael Arloski, Ph.D., PCC, NBC-HWC**, CEO and Founder,  
Real Balance Global Wellness Services, Inc.

## The Wellness Alliance Practice Framework: Aligning Personal Competency With Best Practices

The career growth of wellness professionals follows both an inward and outward path. Inwardly, we seek the personal confidence to perform tasks effectively and serve others well. This is the path of competence that leads to mastery. Outwardly, we look to our wellness community to discern and use authentic best practices that advance the field. This path of benchmarking leads to accomplishment and celebration. The new Wellness Alliance brings these paths together to help you align inner work with observable outcomes. In this session, you will receive an innovative framework, aligning competencies and benchmarks with practical guidance for your path at any stage of your career. This research-based framework is also intended for all of us—whether you work with individuals, workplaces, or communities—and so fosters cross-disciplinary collaboration and personal growth.

**SPEAKER:**

**Joel Bennett, Ph.D.**, President,  
Organizational Wellness and Learning Systems (OWLS)

12:15-1:30 p.m.

**Lunch in Exhibit Hall**

Exhibit and sponsorship opportunities available. See pages 24 and 25.

# Core Conference Agenda

## Wednesday, August 20 (continued)

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1:30-3:00 p.m. | **Concurrent Sessions**

### **Beyond Carewashing— A Systems Approach to Workplace Well-Being**

Many organizations invest in well-being programs, yet employees continue to struggle with stress, burnout, and disengagement. Why? Because systemic issues—such as workload expectations, leadership culture, and lack of psychological safety—are not often associated with well-being. This session provides a roadmap for embedding well-being into the core of organizational culture using principles of organizational development (OD) and change. Attendees will gain tools to identify and address systemic barriers to well-being, ensuring sustainable, meaningful change.

**SPEAKER:**

**Karla Chin, M.A.**, Chief Wellbeing Officer, Exude

### **Exploring Spiritual Wellness: The Most Misunderstood Dimension of Wellness**

Spiritual wellness is one of the most overlooked yet essential dimensions of overall well-being. This session will guide participants in understanding the deeper aspects of spiritual wellness beyond religious frameworks, offering practical insights from various cultural, philosophical, and spiritual traditions. Through interactive discussion and hands-on practices, attendees will explore self-reflection techniques, resilience-building strategies, and diverse global wellness traditions to integrate spiritual well-being into their daily lives.

**SPEAKER:**

**Bobby Ansari, M.A., CWP, CCC,**

Wellness Advisor and Spiritual Care Professional, McGill University

“All the information presented gave me a wealth of knowledge for my community and employees and will also impact my leadership skills.”

—**Kirbie Chaisson, R.N., CWP**, Director of Employer and Consumer Health, Terrebonne General Health System

# Core Conference Agenda

Wednesday, August 20 (continued)

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## Strains, Pains, and Injury: Assessing Movement Ability to Reduce Risk

Musculoskeletal (MSK) disorders and injuries are one of the leading causes for work days missed. In many cases, these problems can be avoided with proper risk factor management. However, too often the one risk factor that is not considered is a person's movement ability. During this session, Dr. Lee Burton will discuss and share data on how a person's ability to balance, bend, rotate, and reach impacts MSK health and how it should be considered along with other lifestyle risk factors. Dr. Burton will offer an evidence-based, quick, and efficient way for qualified professionals to screen for movement pattern dysfunction and how to integrate this into MSK health management.

### **SPEAKER:**

**Lee Burton, Ph.D., ATC, CSCS**, President/CEO, Functional Movement Systems

## Mindful and Intuitive Eating Principles for Lasting Lifestyle Change

The session will outline a successful treatment structure for long-lasting behavior modification, which encourages weight loss and ensures long-term maintenance. Using principles of mindful and intuitive eating rooted in the Mediterranean, Rebecca will share best practices for clients and patients to achieve lasting lifestyle change. In addition to exploring mindful and intuitive eating practices, this session will describe strategies for working with clients to address issues such as client retention and keeping their interest and focus while supporting them in achieving their health goals.

### **SPEAKER:**

**Rebecca Blake, M.S., RD, CDN**, Founder & CEO, Rebecca Blake Nutrition

“You make great connections in the industry, feel inspired to keep doing this amazing work for wellness, and learn about helpful tools you can use in your professional journey.”

—**Jennifer Diego, M.B.A.**, Health Services Manager,  
UW Medicine, MS Center

# Core Conference Agenda

## Wednesday, August 20 (continued)

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3:00-3:45 p.m.

### Break in Exhibit Hall

3:45-5:15 p.m.

### KEYNOTE—Finding Our Way Forward

Being human isn't always easy. Let's face it: We have endured numerous challenges over the past few years, including environmental issues, human rights concerns, health crises, and financial uncertainty. How can we learn to view these adversities as our greatest teachers, helping us to grow and develop? Join Jeff Jenkins, an award-winning travel writer and host of NATGEO's "Never Say Never with Jeff Jenkins," along with Dr. Mark A. Campbell, a human performance expert and host of the "Nature of Wellness Podcast," for a thought-provoking session on how we can be better for ourselves and those we serve. Together, they'll explore how we can navigate the challenges of modern society and uncover ways to create the lives we truly desire.

#### SPEAKERS:



**Mark Campbell, Ph.D., CWP, NBC-HWC**

Owner/Host

Campbell Performance Systems/Nature of  
Wellness Podcast



**Jeff Jenkins**

Travel Expert/TV Host  
Chubby Diaries

7:30-9:30 p.m.

### Line Dancing

#### New for 2025. Yee-haw!

Enhance both your physical and social wellness with a fun-filled night of line dancing at this year's Summit. No experience needed—Just bring your energy and enthusiasm!



# Core Conference Agenda

## Thursday, August 21

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6:30-7:30 a.m.

### Morning Activities

6:30 a.m.-12:15 p.m.

### Registration/Information

7:30-8:15 a.m.

### Continental Breakfast

8:15-9:20 a.m. | **Concurrent Sessions**

### Transforming Well-Being Data Into Meaningful Change in High-Pressure Industries

How can organizations move beyond surface-level wellness programs and create meaningful, data-driven changes in high-pressure, client-facing environments? This session will explore a real-world case study on how listening to employees through well-being surveys leads to strategic, impactful action. Learn how to capture the right data; analyze results effectively; and turn insights into targeted, sustainable initiatives. This session will explore the challenges of implementing well-being programs in industries where employees face extreme workloads, time constraints, and high burnout rates, offering solutions that prioritize accessibility, engagement, and leadership buy-in.

#### **SPEAKERS:**

**Abinue Fortingo, M.P.H.**, Principal, Population Health & Well-Being Consultant, Brown & Brown

**Abby Read, M.S., RDN, LD**, Director of Well-Being, Haynes Boone



# Core Conference Agenda

Thursday, August 21 (continued)

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## Building Connections Through Wellness Champions in the Workplace

Join us for an insightful discussion, focusing on the power of building connections through wellness champions in the workplace. This session will explore how designated wellness champions can foster a supportive, health-focused culture; encourage employee engagement; and enhance overall well-being. The speakers will share practical strategies for establishing a successful wellness network, empowering employees to take charge of their health, and creating a more connected and resilient workforce. Whether you're an HR professional, a team leader, or an employee passionate about workplace wellness, this presentation will provide valuable tools to cultivate a thriving and engaged work environment.

### **SPEAKERS:**

**Dinesh Gyawali, Ph.D., CWP, CWWS**, Wellness Consultant, JPS Health Network

**Lakesha Ladell, M.P.H., CWP, CWWS, CWPC**, Wellness Program Manager, JPS Health Network

## Shake, Rattle, and Roll: Caring for the Industrial Athlete

Join this session for an insightful discussion on the physical demands placed on those in field-focused positions such as heavy equipment operators and drivers. Learn about the unique risks they face, including musculoskeletal injuries, and explore practical solutions for protecting their health and safety using the Total Worker Health framework and strategy. This session covers the importance of physical, mental, and environmental load management, along with strategies including ergonomic adjustments, task rotation, and stretching programs. Discover how leadership and education play a crucial role in preventing injury and promoting long-term well-being for industrial athletes.

### **SPEAKER:**

**Lindsay Maurer, M.S., EP, GSP**, Wellness & Safety Administrator, Pitkin County Government

### **Well Workplace® Award**

The Well Workplace Awards initiative recognizes organizations' commitment to creating healthy workplace cultures and celebrates their accomplishments. Recent Award winners will be recognized during the conference.

# Core Conference Agenda

Thursday, August 21 (continued)

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## Epidemic of Loneliness and Isolation: How Evidence-Based Health Programs Create Connection

Once simply considered a sad circumstance, loneliness and its contributor social isolation are now recognized as public health concerns—an epidemic in fact. Join us for an informative overview of loneliness and isolation definitions and community health impact. We will then explore effective solutions to increase connections, including maximizing impactful and easy-to-implement strategies and programs that have multiple levels of health benefits.

### **SPEAKER:**

**Jill Renken, M.P.H., CHES**, Executive Director,  
Wisconsin Institute for Healthy Aging

9:20-9:30 a.m.

### **Break**

9:30-10:35 a.m. | **Concurrent Sessions**

## Transforming Health: A Community-Responsive, Food-as-Medicine Case Study

This session explores how strategic, community-driven interventions can address the chronic disease crisis through food-based and lifestyle medicine approaches. It will highlight the development, impact, and scalability of BNMC's 40 Days to Wellness program, which improved health outcomes for hospital employees and residents in Buffalo's East Side through medically tailored meals, nutrition education, cooking classes, and mindfulness workshops. Attendees will gain insights into participant demographics, lifestyle prescriptions, and measurable outcomes that demonstrate the program's success in reducing chronic disease risk and improving mental well-being. The session will provide clinicians with actionable strategies for implementing food-as-medicine programs in their own communities, emphasizing the role of partnerships with registered dietitians and local organizations. Participants will leave with a guidebook of chef- and dietitian-created, plant-based recipes, plus practical tools to drive sustainable, evidence-based health interventions.

### **SPEAKERS:**

**Elizabeth Machnica, M.P.H., M.S., RDN, CDN, WELL AP**,

Director of Health and Well-Being, Buffalo Niagara Medical Campus, Inc.

**Purnima Mohan**, Health and Well-Being Program Manager,

Buffalo Niagara Medical Campus, Inc.

# Core Conference Agenda

Thursday, August 21 (continued)

## AI and Well-Being: Redefining What's Possible

The AI revolution is here. It is transforming every industry and function. AI is a powerful tool with the potential to do good, but it can also cause harm if not used responsibly. In this session, Julia Suzuki will share key trends and insights surrounding AI, along with opportunities where wellness entrepreneurs, professionals, practitioners, advocates, and enthusiasts can add meaningful value. As AI technologies continue to evolve rapidly, we can harness them to unlock new possibilities for individuals, organizations, and society—and help shape the future of humanity. This session will explore potential use cases that support holistic well-being across four dimensions: physical, mental, emotional, and spiritual. Collective well-being at the individual, organizational, and societal levels will also be discussed, all while emphasizing the importance of developing and using AI systems in a safe, ethical, and responsible way. Whether you're a wellness entrepreneur, professional, practitioner, advocate, or enthusiast, you'll gain insights and inspiration to leverage AI in building a future that prioritizes well-being for all.

**SPEAKER:**

**Julia Suzuki**, Founder, Securely Wellbeing

## Using Health Literacy to Overcome Hidden Barriers to Employee Health

Many employees struggle to improve their health, not because they lack motivation but because hidden barriers work against them. Health unawareness, cognitive biases, misinformation, and reluctance prevent employees from making informed decisions, leaving wellness programs underutilized. This session explores how health literacy improves health outcomes by guiding employees to recognize these barriers and take meaningful action. This approach enables employees to see their health through a fresh lens, empowering them to take meaningful action and choose the best path to reach their health goals.

**SPEAKER:**

**Alice Burron, Ed.D.**, Principal Health Educator, The Health Navigator Group

### Showcasing the Certified Wellness Practitioner (CWP) Certification

The exclusive CWP Lounge at the Annual Wellness Summit will offer current Certified Wellness Practitioners a chance to network, share ideas, provide support, and build relationships with their peers. Want to learn more about CWP? Look for posted times to meet current CWPs and Wellness Alliance staff to ask your questions and discover how you can join the more than 1,000 wellness professionals who have earned their CWP credentials!

# Core Conference Agenda

Thursday, August 21 (continued)

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## How a Strong Employer Brand Increases Engagement, Retention, and Wellness

With companies trying to navigate postpandemic employee engagement, having a strong brand is more important than ever. Studies show strong employer brands lead to 28% lower turnover, 50% reduced cost per hire, and 147% higher performance. While an employer brand is how a company is perceived as a place to work, building it is shaped by culture, leadership, employee experience, benefits, flexibility, and an authentic experience. Building a strong employer brand can be difficult, but in this talk, you'll learn how to build a strong employer brand and why investing in employee wellness strengthens internal culture and enhances external employer brand reputation.

**SPEAKER:**

**Lucas Mack**, Principal, 4th Avenue Media

10:35-11:05 a.m.

### Break

11:05 a.m.-12:15 p.m.

## CLOSING KEYNOTE—Putting Your Mask on First: Harnessing Emotional Intelligence and Lifestyle Medicine

The roles and responsibilities of well-being professionals are increasingly difficult and complex. In a hustle to meet heightened demands and help others achieve their personal and professional goals, wellness professionals often neglect their own well-being. Tapping into the synergistic power of emotional intelligence and lifestyle medicine can help wellness professionals reframe and prioritize self-care. This session is designed to empower wellness professionals with the knowledge and strategies needed to navigate challenging roles and maintain their own well-being. Attendees will leave with practical tools to enhance their overall effectiveness in their roles.

**SPEAKER:**



**Jarik Conrad, Ed.D., SPHR, SHRM-CSP, NACD,  
DC**

Managing Director  
Human Like Me

Register at [annual-wellness-summit.org](https://annual-wellness-summit.org).

# Join the Wellness Alliance

The Wellness Alliance empowers professionals to positively impact the health and well-being of individuals, workplaces, and communities through education, certification, evidence-informed resources, and networking opportunities.

## Exclusive Membership Benefits

- **Well Workplace Process**

Access the proven methodology to help transform the workplace into a healthy, high-performing culture, built around the 7 Benchmarks™ framework for a well workplace.

- **Recognition for Your Well Workplace**

The Well Workplace Award initiative recognizes organizations' commitment to creating sustainable, healthy workplace cultures and celebrates their accomplishments.

- **Live and On-Demand Webinars**

Discover a convenient source for continuing education (CE) credits. Webinars feature emerging research and timely case studies that will advance your work.

- **Discounts on Courses, Conferences, and More**

Receive discounts on education, including the Annual Wellness Summit and the Art & Science of Health Promotion Conference, and on the Certified Wellness Practitioner (CWP) exam.

- **Resources and Toolkits**

Utilize models, frameworks, checklists, assessments, and other tools to support wellness initiatives, including the Six Dimensions of Wellness.

- **Well Balanced Monthly Observances**

Build out wellness campaigns in a snap with our annual calendar and a suite of ready-made communication materials.

- **Connection**

Access community-building forums and a career center designed for wellness professionals.

## BECOME A MEMBER TODAY!

Visit [wellnessalliance.org/join](https://wellnessalliance.org/join) to get started.

# Exhibitor Benefits

- Core conference registration for TWO people with additional registration discounts available
- Exhibitor organization listed on conference website and conference agenda
- Attendee information sent prior to conference (name, company, city, and state)
- Six-foot table for display, two chairs, and wastebasket included
- Options to utilize lead retrieval via Expo Pass app (additional fees apply)
- Digital advertisement played on screen in high-visibility locations
- Logo displayed in rotation on large screen in keynote room prior to session
- Logo displayed on signage throughout the conference space

**Standard Rate—\$5,400**



“This Summit, I was able to meet with multiple vendors and gain new ideas from them that I can bring back to the workplace.”

—**Jayna Gougler, MPH, CHES<sup>®</sup>, CWWS**, Engagement Consultant,  
OneDigital Health and Benefits

# Sponsorship Opportunities

Sponsor the Annual Wellness Summit to network with thought leaders, experienced practitioners, and industry experts. There are multiple opportunities for attendees to visit the exhibit hall and a variety of sponsorships to maximize your brand exposure to this niche audience.

## Sponsorship Options

- \$10,000**—Exclusive keynote introduction and tote bag
- \$7,500**—General session introduction and tote bag insert
- \$5,000**—Concurrent session introduction and tote bag insert, continental breakfast, vendor demonstration, mobile app, networking reception, attendee lunch, Wi-Fi, or mainstage activity
- \$3,500**—Lanyards, welcome gift, snack break, professional photos, or on-site emails
- \$2,500**—Pens, handout inserts, or refreshment breaks



## Benefits of Sponsorship (Included in ALL Sponsorship Levels)

- Exclusive branding: Your company logo imprinted on your sponsored item, such as the tote bag, pen, sponsor session, lanyard, mobile app, notepad, and more
- Conference communications: Emails sent to all attendees prior to the Summit conference
- Banners and signage: Your company logo on the main sponsor banner and other applicable event signage as outlined above
- Sponsor listing: Your company name, logo, information, and product description listing in the Summit conference agenda and mobile app
- Registration allotted per value of sponsorship:
  - \$10,000 sponsorship—two complimentary registrations
  - \$7,500 sponsorship—one complimentary registration
  - \$5,000 sponsorship—one complimentary registration
  - \$3,500 sponsorship—50% off one registration
  - \$2,500 sponsorship—no discount or complimentary registration
- Online acknowledgment: Recognition of your sponsorship on event website

## For More Information

Contact Sara Milner at  
[sales@wellnessalliance.org](mailto:sales@wellnessalliance.org)  
or (803) 868-3853.

# Travel Information

## JW Marriott Austin

**Reservation Deadline:** Monday, July 21, 2025

**Rate:** \$265 single/double occupancy (additional \$20/person per night for a third and/or fourth guest)

**Hotel Accommodations:** Please visit [wellnessalliance.org/awshotel](https://wellnessalliance.org/awshotel) to book your hotel reservations online and to view applicable taxes and fees. For hotel questions, contact the Registration Department at (888) 334-3327, option 2 or [edreg@ifebp.org](mailto:edreg@ifebp.org).

**Hotel Cancellation Policy:** A fee of one (1) night room rate plus tax will be charged for reservations cancelled within 24 hours prior to arrival.

*Note: Hotel room availability is not guaranteed outside of scheduled program dates.*



# Registration Information

Save on registration and gain access to hundreds of tools that help you foster thriving communities, individuals, and workplaces.

[wellnessalliance.org/membership](https://wellnessalliance.org/membership)

## Core Conference

Member: \$1,195

Nonmember: \$1,495

Student member: \$595

## Preconference Sessions

Member: \$395

Nonmember: \$495

Student member: \$175

## POLICIES

Cancel and transfer fees are based on registration fee paid: 60+ days before meeting is 10%; 31-59 days before meeting is 25%; within 30 days of meeting is 50%. Registration fee is forfeited once program commences. For details and the current policy, see [www.ifebp.org/policies](http://www.ifebp.org/policies).

## CONTINUING EDUCATION CREDIT

CE credits are available for attending educational sessions during the 2025 Annual Wellness Summit's core conference, August 19-21, 2025 and for participating in a preconference on August 18, 2025. CE credit approval for all sessions is not guaranteed. Please request CE credit when you register for the conference.

All educational sessions are preapproved for Category 1 CE credit for Certified Wellness Practitioners (CWP). CEBS® Compliance credits may be earned for select sessions. The Wellness Alliance is also applying for CE credit approval of up to 13 credits for the core conference and 5.5 for credits for the preconference, for the following organizations/designations: ACSM, NCHEC (CHES®/MCHES®), HRCI®, NBHWC, and SHRM®.

## Wellness Alliance Mission

Advancing health and wellness for individuals, workplaces, and communities.

## About the Wellness Alliance

The Wellness Alliance unites the strengths of the two most recognized and influential professional associations in the wellness industry: the Wellness Council of America (WELCOA) and the National Wellness Institute (NWI).

As an affiliate of the International Foundation of Employee Benefit Plans, the Wellness Alliance helps connect the wellness and employee benefits industries, bringing meaningful change to millions of people through education and a wealth of combined services.



# ANNUAL wellness SUMMIT

August 18-21, 2025  
JW Marriott Austin | Austin, Texas

## Summit Features:

- Five keynote sessions
- Concurrent sessions
- Networking opportunities
- Welcome reception
- Wellness activities
- Exhibit hall
- Line dancing
- Well Workplace Award recognition
- CWP lounge

Attendees will leave with new professional connections; practical strategies to make their work more effective; and helpful resources needed to advance well-being for themselves, their workplaces and communities, and the individuals they serve.

Register at [annual-wellness-summit.org](https://annual-wellness-summit.org).



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