

**YOU WON**  
*Congratulations!*



## 2017 WINNER'S PACKET

Best and Brightest Liaison:

Alicia Wilson

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Phone: 866-321-1822 Ext.157



★ BETTER BUSINESS. RICHER LIVES. STRONGER COMMUNITIES.

PHONE 866.321.1822 FAX 800.971.8803 EMAIL [info@101BestandBrightest.com](mailto:info@101BestandBrightest.com) [101BestandBrightest.com](http://101BestandBrightest.com)

## Wellness Employers

Active Solutions Group  
Altair Engineering  
Applied Imaging  
Argent Group  
Bank of Ann Arbor  
Baudville Brands  
Beaumont Health  
Bell's Brewery, Inc.  
BizStream  
Brooks Kushman PC  
Celebration Cinema  
Center for Financial Planning  
Comfort Research  
Consumers Credit Union  
Crown Motors  
Crum & Forster  
Custom Profile  
Dawn Food Products  
Detroit Marriott  
Diplomat Pharmacy  
DTE Energy  
Easter Seals Michigan  
Edwards Garment Co  
ELGA Credit Union  
Express Employment Professionals  
Farbman Group  
Grand Traverse Resort and Spa  
Great Expressions Dental Centers  
Greenleaf Trust  
Hastings Mutual Insurance Company  
Henry Ford Health System  
Herman Miller Inc.  
International Bancard  
Inteva Products  
Kalamazoo County Government  
Kenwal Steel Corp  
KIRCO Management Services, LLC  
L&L Products  
Lacks Enterprises, Inc.  
Lake Michigan Credit Union  
Lake Trust Credit Union  
Mary Free Bed Rehabilitation Hospital  
MB Financial Bank  
McKinley, Inc.  
Meijer  
MidMichigan Health  
Morley Companies, Inc.

MSU Federal Credit Union  
Novi Police and Fire Department

Oakland County  
OHM Advisors  
Orlans  
Peckham, Inc.  
Perrigo  
Quicken Loans  
Ramco Gershenson  
REDICO  
RedViking  
Rehmann  
Reverie  
Sachse Enterprise of Companies  
Schupan & Sons, Inc.  
Secure-24, LLC  
Service Express  
Southwest Michigan First  
SpartanNash  
Terryberry  
The Ideal Group, Inc.  
The Miller Law Firm, P.C.  
Trendway Corporation  
United Shore  
Walbridge  
WorkSighted  
Yeo & Yeo CPAs and Business Consultants

## Wellness Benefit Consultant Providers to Corporations

Advantage Benefits Group  
Arthur J. Gallagher & Co.  
Cambridge Consulting Group  
Hylant  
Kapnick Insurance Group  
Marsh & McLennan Agency | Michigan  
Health & Benefits Team

## Wellness Providers to Corporations

44North  
Alpha Lifestyle Center of Birmingham  
American Institute for Preventive Medicine  
Edify North  
Olive Seed  
OnSite Wellness  
The McCahill Group

## Wellness Providers to Individuals

Authority Health  
Awaken Yoga Studio  
Elite Body Training Studio  
Goldfish Swim School Franchising, LLC  
The Tough Gym

## Faith Based Organizations

Aijalon Baptist Church  
Chapel Hill Ministry  
Christian Tabernacle Church  
Family Victory Fellowship Church  
Fellowship Chapel  
Flowery Mount Baptist  
Historic Little Rock Baptist Church  
Historic Motor City Baptist Church  
Holy Cross Missionary Baptist Church  
Kadesh Missionary  
Smith Chapel AME  
Third New Hope Baptist Church  
True Rock Church

## Schools and School Districts

Bennett Elementary - Detroit Public  
Schools  
Cornerstone Health + Technology High  
School  
Dearborn Public Schools  
Jefferson Elementary  
Keith Elementary School  
Martin Luther King, Jr. Senior High School  
New Haven High School  
Roosevelt Primary - West Bloomfield Hills  
School District  
West Bloomfield School District  
Y Detroit Innovation Academy

## Non Profit

Community Network Service  
Development Centers  
Kalamazoo Regional Educational Service  
Agency  
Metro Detroit CLUW  
Operation Fit - Battle Creek Community  
Foundation  
Redirecting Youth to Strive for Excellence  
(R.Y.S.E.)  
Rhonda Walker Foundation  
The Color of Autism Foundation

## OCTOBER 20, 2017 AT THE HENRY HOTEL, DEARBORN

**7:30 a.m. Registration, Breakfast, Networking and Exhibit Gallery**

**8:30 a.m. Welcome & Kickoff – All Attendees Report to the Main**

**8:35 a.m. Interactive Morning Wake-up: Please Select One**



**Wake Up with Zumba or Dance Jam – Delegate Room**  
**Mallory Campbell**  
**Studio Z Fitness**

**OR**



**Meditation and Yoga with Karma Yoga – Main Ballroom**  
**Nancy McCaochin, M.A., Instructor**  
**Karma Yoga, Inc.**

**8:55 a.m. Networking and Interactive Exhibit Gallery**

**9:10 a.m. Inspirational Keynote Address: A Journey to Better Health: Back to Balance - Ballroom**

*As a hardworking corporate professional, Cassie worked over 60 hours a week, often burning the midnight oil. Investing more time in work meant less time dedicated to taking care of her health, which led to a diagnosis of Crohn's disease, a chronic inflammatory condition of the gastrointestinal tract. From that moment on, she made health in Mind, Body and Spirit a priority in her life. Learn how Cassie made changes by eating a healthier diet, daily exercise and tapping into her spiritual wellbeing which helped rid herself off all medications and shed 40 lbs.*

**Speaker: Cassie Sobelton**  
**Synbella**



**9:55 a.m. Networking and Interactive Exhibit Gallery**

**10:10 a.m. Best Practice Session:**

**The Working Caregiver: Solutions for Caring for Others and Balancing Life - Ballroom**

*Having a career and being a full-time caregiver creates many obstacles. Challenges include taking time off from work, covering medical expenses, finding day-time care and communicating these needs with your employer. In this session participants will learn about benefits designed to help with cost of care, finding adequate care and information on respite and resources for caregivers to maintain a healthy balance.*

**Moderator: Tom Anderson, President, Hale Culture**  
**Panelists: Barbara Roden, Owner, Senior Helpers**  
**Dr. David Sengstock, MD, Beaumont Health**



**10:55 a.m. Networking and Interactive Exhibit Gallery**

**11:20 a.m. Workshop: Flip Your Kitchen**  
**Speaker: Liza Baker**



**12:05 p.m. Luncheon**

**12:30 p.m. Awards Presentation featuring:**  
**Tom Jordan, WWJ Newsradio 950**



**1:30 p.m. Hurricane Relief Project**

**2:00 p.m. Adjournment**

## POLICY FOR USE OF WINNER LOGO

1. The winning company is eligible to use the winning year's event logo from the date of winner acknowledgement.
2. The logo is not to be altered in any way and must include the winning year.
3. The logo must appear in original colors, Pantone 321 (green) and Pantone 150 (gold), CMYK, RGB, black or white only.
4. When presenting your company as a "Best and Brightest In Wellness®" winner, the Best and Brightest staff must be notified of publications or articles the information in which it will appear. A list or copy may be sent by email to [alicia@101bestandbrightest.com](mailto:alicia@101bestandbrightest.com).
5. Only the Best and Brightest In Wellness® approved winners and their marketing and advertising representatives may use this logo.
6. Logo use on marketing pieces must be tasteful and non-demeaning.
7. When addressing or referring to the event, award or program for media relations or marketing purposes, use consistent language related to the program. The title of the program must be used as seen here: "Best and Brightest In Wellness®." Truncated versions are not acceptable.
8. Violation of this policy may mean disqualification as a Best and Brightest In Wellness® company and could lead to litigation.

If you have questions, please contact the Best and Brightest team at 866.321.1822.

Click the link below to access the 2017 Best and Brightest In Wellness® Winners Logos

***[bit.ly/2v7BeS6](http://bit.ly/2v7BeS6)***

## PHOTO RELEASE, WEBSITE AND SOCIAL MEDIA

As an added value of recognition, hyper-linked company logos will be displayed on the Best and Brightest Companies To Work For® website along with your company description. Winning companies' photos will also be displayed during the awards presentation during event day. Please use the company profile form link below to submit the necessary materials to ensure your company is recognized online and during the awards program. The company profile form completion will be due by September 29, 2017. Upon sending company photos, you hereby agree to give permission to Best and Brightest Program to use images of employees for public viewing during the presentation at the awards program on October 20 at The Henry Hotel in Dearborn. It is also agreed that the company has been granted permission by the employee(s) in the photo(s) to use the photos in this manner. The photos may also be used in publications that may act as marketing materials for future events of the Best and Brightest Programs. In some instances, the photo(s) may not contain a caption identifying any individual(s) or company(ies).

### Company Profile Link:

<http://101bestandbrightest.com/events/michigans-2017-best-brightest-wellness/profile>

***Don't forget to use the hashtag, #101BB, when promoting your Best and Brightest win on social media.***

## DIGITAL PROGRAM BOOK

The event plans to host over 300 attendees at this special event. Placing your ad in our digital event book will give your organization positive visibility. The event program book will be created in a manner that will encourage attendees to keep it and refer to it throughout the year. The program book is the perfect place to advertise your company and get long-term exposure at a small price! PLUS after the event, the 2017 program will be placed on-line for extra advertising exposure! If you chose to purchase an ad, please know that all artwork must be received no later than October 6, 2017. It can be electronically e-mailed to [emaes@nationalbiz.org](mailto:emaes@nationalbiz.org) or [alicia@101bestandbrightest.com](mailto:alicia@101bestandbrightest.com). High resolution PDFs with fonts embedded. Acceptable formats include high resolution files created in QuarkXpress, Adobe Acrobat, Adobe Illustrator, Adobe InDesign and Adobe Photoshop.

### Specifications: Standard Unit Sizes in Inches (width X height)

Full Page	7.5" x 10"
Half Page	7.5" x 4.75" (horizontal)
Half Page	3.5" x 10" (vertical)
Quarter Page	3.5" x 4.75"

## EVENT TICKETS, SPONSORSHIPS, ADVERTISING, CRYSTALS

**Check all that apply, then see page 7 for payment options**

### Awards Gala

Pre-register for reserved seating by 10/6/17. Walk-ins are welcome on event day. Pre-registration required for full table reservations.

☐ Tickets      No. of Tickets \_\_\_\_\_ x \$140 \_\_\_\_\_

☐ Full Table - 10 Tickets      \_\_\_\_\_ x \$1,300 \_\_\_\_\_

☐ Table Sponsor      \_\_\_\_\_ x \$1,400 \_\_\_\_\_

- 10 Tickets & Table Sponsor Recognition

### Sponsorship Opportunities

☐ Premier Sponsor      \$7,500 \_\_\_\_\_

☐ Gold Sponsor      \$5,000 \_\_\_\_\_

☐ Silver Sponsor      \$2,500 \_\_\_\_\_

☐ Program Supporter      \$1,000 \_\_\_\_\_

### Exhibit Booth

☐ Exhibit Booth + 2 Tickets      \$500 \_\_\_\_\_

☐ Exhibit Booth w/power + 2 Tickets      \$525 \_\_\_\_\_

### Event Day Digital Program Advertising

The digital program book will be available online for download prior to the event and will be emailed to attendees.

#### Ad Deadline October 6, 2017

☐ **Full Page** - 7.5" wide x 10" high      \$750 \_\_\_\_\_

☐ **Half Page** - 7.5" x 4.75" (horiz.) OR  
3.5" x 10" (vert.)      \$550 \_\_\_\_\_

☐ **Qtr. Page** - 3.5" wide x 4.75" high      \$350 \_\_\_\_\_

#### Total Payment for Tickets,

**Exhibit Booth and/or Advertising**      \$ \_\_\_\_\_

### Attendance & Registration Information

☐ Yes, our organization is attending the event on October 20, 2017 at The Henry Hotel in Dearborn. Please order my award crystal that is included in the registration fee.

☐ No, we are not attending the event on October 20, 2017, but we would like to order an award crystal for \$65.

☐ No, we are not attending the event on October 20, 2017. Please do not order us an award crystal.

Company Name as it should appear on crystal \_\_\_\_\_

Primary Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

# Registration & Payment



## Attendees

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

**Full payment is due before October 6, 2017. Refunds less a \$25.00 cancellation fee will be given for cancellations received after October 6, 2017. After this date, you may send an alternate to the event without additional charge.**

**Fax or mail payment to: Best & Brightest, 27700 Hoover Rd., Warren, MI 48093, Fax: 800-971-8803, or email [alicia@101bestandbrightest.com](mailto:alicia@101bestandbrightest.com).**

Total Tickets: \$ \_\_\_\_\_

Exhibit Booth: \$ \_\_\_\_\_

Total Tables: \$ \_\_\_\_\_

Program Advertising: \$ \_\_\_\_\_

Sponsorship: \$ \_\_\_\_\_

Awards Crystal: \$ \_\_\_\_\_

**Total Payment Due: \$ \_\_\_\_\_**

## Method of Payment

☐ Check Enclosed (payable to NABR)    ☐ AMEX    ☐ MasterCard    ☐ VISA

Credit Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security# \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_



## AS A BEST & BRIGHTEST WINNER, DON'T FORGET TO:

### 1. Complete your company profile.

*See page 5 of this document.*

### 2. Register to attend and/or sponsor the celebratory awards gala.

*See pages 6 & 7 of this document.*

### 3. Download your winner logo.

*See page 4 of this document.*

### 4. Use #101BB to celebrate your win on social media.

*See page 5 of this document.*

*Congratulations on being a  
Best and Brightest Winner!*





## ADVERTISING FORM

**Best & Brightest In Wellness**

**Print Advertising Deadline: September 18, 2017**

**Digital Advertising Deadline: October 20, 2017**



Corp! Magazine is honored to sponsor the 2017 Best & Brightest In Wellness. As the media sponsor, we will feature this years winners in our Sept./Oct. Print Magazine and our October 26th digital e-Publication. We are pleased to offer you several advertising options to market this honor to over 60,000 Michigan Executives. Attached are samples of the Special Digital e-Publication and website showing the sizes and placements of the ads that are available.

- Print:**
- ☐ Full Page (Bleed: 8.375"w X 11"h • Non-bleed: 7.125"w X 10"h)..... \$1,750
  - ☐ Half Page (7.125"w X 4.625"h).....\$1,250
  - ☐ Quarter Page (3.5"w X 4.625"h)..... \$650

- e-Pub:**
- ☐ Leaderboard Banner Ad (728 px X 90 px).....\$489
  - ☐ Native Ad (180 px X 150 px)..... \$196
  - ☐ Footer Banner Ad (728 px X 90 px).....\$328

**Corp! Human Resources Website Section:**

- ☐ Leaderboard Banner Ad (728 px X 90 px).....\$375
- ☐ Skyscraper Ad (160 px X 600 px).....\$250
- ☐ Inline Banner Ad (300 px X 250 px).....\$250
- ☐ Large Button Ad (180 px X 150 px)..... \$175

Total:\_\_\_\_\_

Website section ads will stay up for one month from 10/26/17 - 11/26/17. Send ad materials to [events@corpmagazine.com](mailto:events@corpmagazine.com) or call 586-393-8815 x170 for assistance.

☐ Yes, I would like to place advertisement(s) (see above).

Company\_\_\_\_\_

Primary Contact\_\_\_\_\_

Address\_\_\_\_\_

City, St., ZIP\_\_\_\_\_

Phone/Fax\_\_\_\_\_

E-mail\_\_\_\_\_

Payment: ☐ AMEX ☐ VISA ☐ MC ☐ Check to follow (Payable to Corp!)

Name on Card\_\_\_\_\_

Card #\_\_\_\_\_ Exp. Date\_\_\_\_\_ Sec. #\_\_\_\_\_

Signature\_\_\_\_\_ Date\_\_\_\_\_

**Contact Sara Scheffer with any questions at 586-393-8815 x170. To reserve your ad, complete and fax this form to 586-393-8810 • E-mail: [events@corpmagazine.com](mailto:events@corpmagazine.com)**