

Looking ahead to top business and nonprofit events in North Texas

EDITOR'S PICK

Texas Workforce Commission leader will discuss workforce readiness

Education Outlook Breakfast Series: Education and Workforce Readiness, Dallas Regional Chamber. Richard Froeschle, director of labor market and career information from the Texas Workforce Commission, will lead a discussion on the education challenges in preparing workers to match the changing Texas labor market. It takes place from 7:30 to 9 a.m. April 18 at Cityplace Conference Center, 42nd floor, 2711 N. Haskell Ave., Dallas. To register call 214-746-6643 or visit dallaschamber.org and click on "Events."



FROESCHLE

Tuesday, April 17

"Accelerated Networking" Luncheon, eWomenNetwork. Learn how to market yourselves and your business. Author Tsufit will present at the luncheon and combine comedy with marketing strategies. \$35 for members and \$45 for nonmembers. From 11:30 a.m. to 1:30 p.m. at Geneagles Country Club, 5401 West Park Blvd., Plano. 972-488-1765.

Wednesday, April 18

Identify Your Stakeholders and How to Satisfy Them, Center for Nonprofit Management. Learn how to identify your most important stakeholders, ways to evaluate whether you're meeting their expectations, and what you can do to serve them better. \$25 for members, \$35 for nonmembers. From 9 to 11 a.m. at the center, 2902 Floyd St., Dallas.

Marketer of the Year Awards Gala, Dallas Fort Worth American Marketing Association. 5:30 to 9 p.m. at the Hyatt Regency Hotel, 300 Reunion Blvd., Dallas. Registration is requested. Information on ticket prices and award finalists can be found at www.DFWAMAMarketeroftheYear.com.

Thursday, April 19

Dinner With the Mayors, DFW International. Anousheh Ansari, co-founder and chairman of Prodea Systems as well as an astronaut, is the keynote speaker, and more than 20 North Texas mayors will be on hand. The reception will honor the cultural, civic and economic contributions new Americans bring to the area. Tickets are \$100 per person or \$1,000 for community table. Reception will begin at 6 p.m. and dinner will begin at 7:25 p.m. at the Fairmont Hotel, 1717 N. Akard St., Dallas. Contact Anne Marie Weiss at 972-661-2764 or AnneMarieWeiss@dfwinternational.org.

Appetite for Advocacy, Dallas Children's Advocacy Center. The luncheon is to help support the center and raise awareness about the issues of child abuse within the Dallas community. The luncheon will feature Elizabeth and Ed Smart. It will be held at noon at the Sheraton Dallas Hotel, 400 N. Olive St., Dallas. Contact Niki Leonard at 214-818-2682, nleonard@dcac.org.

Reading and Understanding Your Financial Reports, Regional Hispanic Contractors Association. Presented by Robert Silva of Robert Silva and Co. Will tackle items like calculating financial ratios and bond underwriting requirements. Registration begins at 9:30 a.m., and the seminar is from 10 a.m. to noon. At the RHCA Contractors Business Center, 2210 W. Illinois Ave., Dallas.

Saturday, April 21

Roundup for Startups. Technology and engineering startup companies will be

CONVENTIONS

Quinceanera Expo, Quinceanera Magazine, April 15, Irving Convention Center at Las Colinas

2012 Southwest Women's businessWORKSI, Women's Business Council, April 19, Irving Convention Center at Las Colinas

Developing Unconventional Gas Conference and Expo, Hart Energy Publishing LP, April 23-25, Fort Worth Convention Center

TexasFest 2012, Irving Healthcare Foundation, April 28, Irving Convention Center

ANNUAL MEETINGS

Thursday, April 19

Celanese Corp., 7:30 a.m., The Crescent Club, 200 Crescent Court-17th Floor, Dallas.

Texas Instruments Inc., 10 a.m., 12500 TI Blvd., Dallas.

Westwood Holdings Group Inc., 10 a.m., The Crescent Club, 200 Crescent Ct., Ste. 1700, Dallas.

Tuesday, April 24

Comerica Inc., 9:30 a.m., Comerica Bank Tower, 1717 Main St., 4th Floor, Dallas.

looking for potential employees and tech vets to fill 100 real salaried positions. During the event attendees will meet other masterminds behind the latest, inventive ideas. From 4 to 8 p.m. at Deep Ellum Brewing Co., 2823 St. Louis St., Dallas. Visit roundupforstartups.com.

Monday, April 23

26th Annual CREW Classic, Commercial Real Estate Women (CREW) Dallas. The golf tournament helps charities improve the lives of children and women in the Dallas community. And the event's 19th Hole Party features live and silent auctions, live music by Walton Stout Band, hors d'oeuvres and drinks. The event is open to the public. \$75 per person. 5 to 10 p.m. at the Geneagles Country Club, 5401 W. Park Blvd., Plano. Visit crew-dallas.org or call 214-890-6490.

Tuesday, April 24

Social Enterprise: A Way to Sustainability?, Center for Nonprofit Management. Charlotte Keany, director of consulting at the center, will answer questions about social enterprises and show whether you should pursue a social enterprise for your organization. \$25 for members and \$35 for nonmembers. 11:30 a.m. to 1 p.m. at

MAKING WORKPLACE WELLNESS A PRIORITY

It's not about vanity — it's also giving employees the options to break free from unhealthy behaviors

The media have been abuzz over recent reports of employers declaring that they will no longer hire smokers. The Baylor Health Care System's newly enacted policy against hiring nicotine users is one local example. Other workplaces are requiring employees and job candidates to take physical exams or meet health factors as a condition of employment.

These steps are the direct result of rising health care costs, lost productivity, and the very real and expensive proposition of keeping unhealthy workers on the payroll. Research from Duke University indicates that U.S. employers stand to lose as much as \$73 billion annually, based on the costs associated with obese employees, including missed work, medical costs and decreased productivity.

Given that expense, employers will continue to pursue worker wellness programs to cut costs. But laws preclude employers from doing whatever they'd like. These plans must comply with the Americans With Disabilities Act, the Health Insurance Portability and Ac-



HEALTHY HABITS

Jane Taber

plan. This can mean anything from contracting with a local health club to provide discounted rates

to its employees or, if room permits, contracting with yoga or other instructors to provide classes on-site at the company office. Office breakrooms can provide free filtered or bottled water rather than soft drinks, offer fruit instead of doughnuts, and stock vending machines with healthful snack alternatives rather than high-sugar, high-calorie, unhealthy choices.

Not using that office down the hall? Squeeze a Ping-Pong table into that space and encourage impromptu tournaments on Fridays. Tight on office space? Offer a gift card to workers who climb the stairs

to work 15 times or more a month. If some of these ideas sound fun, it's no coincidence.

The workplace should be healthy — both physically and mentally — for employees and employers alike.

The push for healthier workers, if approached correctly, is not a

vanity play to achieve a buff or skinny workforce. Rather, it's about giving employees options that allow them to break free from unhealthy behavior. By offering better choices at work, where most people spend at least half of their waking weekday hours, companies can help employees improve their lives overall by encouraging healthier habits.

Lawyers like to place disclaimers on things, and I'm no exception: Make sure your employees consult with their personal physicians before engaging in any vigorous exercise program or activity.

Many of these suggestions can be incorporated into workplaces incrementally, without fanfare, high costs and drama. It also gives the company time to work with legal counsel to effectively draft a complete wellness plan and negotiate contracts with vendors. By taking small steps toward a healthier workplace, employers might find that its workforce and management alike will be anticipating the day that they can reap the benefits and lower costs of a successful plan.

Taber is a partner at Dallas-based Taber Estes Thorne & Carr, where she practices corporate law with an emphasis on the health care industry.

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HEALTHIEST EMPLOYERS
IN NORTH TEXAS
 See companies that excel in workplace wellness in **Section B**