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Holtyn & Associates Welcome

John M. Dunn
Western Michigan University, john.dunn@wmich.edu

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• Good morning. Welcome to all of you who are here today to celebrate Holtyn & Associates' 25-year record of success. I'm especially pleased to join in this celebration for three reasons.
  • First, my professional career and entry into the higher education arena revolved around physical education and the broad benefits of exercise and a healthy lifestyle.
  • Second, my personal commitment to fitness over the years continues to inform me of its benefits and provides a constant source of reinforcement for the knowledge gained from my professional discipline.
  • And finally, the University I lead is a longtime client and beneficiary of Holtyn's 25-year track record of success.

• Western Michigan University launched a pilot program with Holtyn in 2006--the year before I became president. That first year we offered Holtyn's signature holistic and individualized approach to wellness, we saw some 575 WMU employees participate. By the end of that year, we saw blood pressure, cholesterol and percentage of body fat numbers shrink in substantial numbers of participants

• Now, we're in our sixth successful year of working with Holtyn. We're in good company. We're building the same kind of culture of wellness that Holtyn has helped inculcate at more than 400 companies, including Fortune 100 firms like the Kellogg Co. and General Motors.

• Such cultural changes pay dividends first and foremost in employee morale and well-being. Our long-term dividend is in seeing the reduction in the risk of our employees falling prey to heart disease, stroke, diabetes and a range of other health
concerns. I like seeing my colleagues live to a ripe old age--and I'm pretty fond of seeing our health care costs contained by their good health.

• But I think we too often overlook one of the primary benefits to fitness. Over the years, I have come to realize the truth of something President John F. Kennedy once said:

"Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity."

• There aren't many places that prize "dynamic and creative intellectual activity" more than a University community. I recognize and prize the impact of fitness on every member of our campus community. It's a topic I continually share with students when I talk about the importance of balance in their lives.

• Again, welcome to Western Michigan University. Sit back and enjoy hearing from people who are true advocates for the value of a holistic and personalized approach to health and wellness.

Thank you.