



Holiday Newsletter 2009



Currently more than 62% of U.S. businesses have some form of health promotion initiative - including smoking cessation, on-site gyms, massage therapy or online employee tools - according to the Society for Human Resources Management. A common element weaved into the most successful wellness programs incorporates the mind-set of self-care. Recently, the U.S. Department of Health and Human Services compiled data showing that 55% of the visits to our local emergency rooms were unnecessary. Educating employees can help reduce this staggering and costly statistic. An educated workforce is one that chooses lifestyle changes and eats healthfully, exercises, manages stress and gets enough sleep. These are the kinds of choices that can reduce worker's compensation claims, improve morale, and increase productivity. As research continues to show that 87% of healthcare claims are due to an employee's lifestyle (IPFW Study), it is prudent to benefit from the positive return on investment: **for every one dollar invested in wellness programs, the ROI is between three and six dollars.**

Our mission at Corporate Pit Stop is to partner with you to help your company's greatest assets – your employees - to be able to handle and manage their work/life balance by reducing their stress through therapeutic massage and wellness seminars.

When compared to waiting for disease to rear its ugly head, complimentary medicine and approaching employee health from the standpoint of prevention is truly a WIN/WIN proposition. Our healthcare system as we know it is actually a *sickcare* system. What we offer is a paradigm shift

to well care. It just makes good sense!

Whether we provide a 15-minute on-site seated massage, or an hour-long massage – the benefits are still profound. Massage helps reduce cortisol levels (the bad stress hormone), increase blood circulation, reduce muscle tension, and oxygenate the brain to name just a few. Since high levels of workplace stress is a predictor for heart disease, diabetes, cancer and death, I commend you for choosing to address and neutralize the risks above on behalf of your employees. Aiding and

complimenting the massage with essential oil roll-ons that can be smelled or applied greatly improves the benefits for each employee.

Educating your employees so that they may realize there are healthier options for stress, sleep and pain is one of my top priorities. I have addressed these issues while teaching on-site seminars and conducting lunch-and-learn events designed to empower your staff to make healthy choices for themselves

and their families. Please feel free to visit our website and our new blog to learn how we can encourage your staff for total wellness benefits during the coming year.

This has been a year of recognition for Corporate Pit Stop and my sister company Optimum Health or Life. I was nominated as Woman of the Year by the business group **On Purpose Networking**. In July a Professional Profile article was written about my two wellness companies for A.B.M.P. - **Associated Bodywork and Massage Professionals** – a professional membership organization. During this merry month of December you can see an interview on Comcast Channel 95 on **Fit and Fabulous** that will air on Mondays and Wednesdays at 3, 5, and 9 pm. The

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topic is "Making the Most of Your Life" and gave me the chance to speak about wellness, massage and essential oils for vitality and health. It is my hope that, once we work out a few technical issues, you will be able to view this presentation on my blog site, www.gogreengal.org. The aforementioned article will soon be up on our corporate website at www.corporatepitstop.com.

It continues to be a pleasure and joy for me to send to your business my team of dedicated, passionate and talented Licensed Massage Therapists. Over 10 years in the wellness field has given me an opportunity to interview and employ

these gifted therapists - some who have been with me just as long - Tamara, Virginia, Cassie, Erika, Bonnie, Chris, Carole, Sandra and Kathleen. So from all of us we extend a hand of thanks for the opportunity to be part of your wellness programs and health fairs this past year.

May you have a Blessed Christmas, Gentle Holidays, and a New Year filled with prosperity and success.

For your health,

Linda

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