Psychologically Healthy Workplace Program INAUGURAL CONFERENCE

Presented by

AMERICAN PSYCHOLOGICAL ASSOCIATION PRACTICE ORGANIZATION
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American Psychological Association (APA) Practice Organization

The American Psychological Association (APA) Practice Organization, a companion organization to APA, is dedicated to representing the professional interests of practicing psychologists in all settings.

The Psychologically Healthy Workplace Program

The Psychologically Healthy Workplace Program (PHWP) is a collaborative effort between the American Psychological Association and the APA Practice Organization, designed to educate the employer community about the link between employee health and well-being and organizational performance. The PHWP includes APA’s Psychologically Healthy Workplace Awards, a variety of APA Practice Organization resources, including PHWP Web content, e-newsletter, podcast and blog, and support of local programs currently implemented by 52 state, provincial and territorial psychological associations as a mechanism for driving grassroots change in local business communities. Collectively, these associations have honored more than 400 organizations across North America.

Sponsors and Cooperating Organizations

We would like to extend our appreciation to the following organizations for their support in helping to make our inaugural conference a success:

- Arizona Psychological Association
- California Psychological Association
- College and University Work/Family Association
- Delaware Psychological Association
- Federal Consulting Group, National Business Center, U.S. Department of the Interior
- Hawaii Psychological Association
- Health Enhancement Research Organization
- Health Enhancement Systems
- Illinois Psychological Association
- Kansas Psychological Association
- Massachusetts Psychological Association
- New Jersey Psychological Association
- New Mexico Psychological Association
- New York State Psychological Association
- North Carolina Psychological Association
- Ohio Psychological Association
- Pennsylvania Psychological Association
- Positive Psychology News Daily
- Texas Psychological Association
- West Virginia Psychological Association

Contact Us

Psychologically Healthy Workplace Program
APA Practice Directorate
750 First Street, NE
Washington, DC 20002
202-336-5900
phwa@apa.org
www.phwa.org
## Program Schedule

### SATURDAY, FEBRUARY 28, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Presenter(s)</th>
<th>Description</th>
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<tbody>
<tr>
<td>7:00am – 8:00am</td>
<td>PRE-CONFERENCE REGISTRATION</td>
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<td><strong>Constitution Registration Desk (turn right off escalators)</strong></td>
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<tr>
<td>8:00am – 12:00pm</td>
<td>PRE-CONFERENCE SESSION</td>
<td>Burnham</td>
<td>Ron Z. Goetzel, PhD, Director, Emory University’s Institute for Health and Productivity Studies and Vice President of Consulting and Applied Research, Thomson Reuters Healthcare</td>
<td>This intensive training seminar will provide the skills and insights for designing and implementing effective measurement and evaluation programs for workplace health promotion programs. The session will address topics including: how health promotion evaluation research is performed; how program managers can gather documentary evidence that proves their programs have impact; and what evaluation studies program managers can do themselves, and when it is wise to bring in outside experts. For individuals not trained in advanced research methods, the training offers easy to implement techniques on ways to conduct survey studies. For individuals with advanced training in program evaluation, the training will review techniques and principles used in other applied research studies and how these can be adapted to health promotion evaluations.</td>
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<tr>
<td>12:00pm – 1:00pm</td>
<td>MAIN CONFERENCE REGISTRATION</td>
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<td><strong>Constitution Registration Desk (turn right off escalators)</strong></td>
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<tr>
<td>1:00pm – 1:30pm</td>
<td>OPENING SESSION</td>
<td>Constitution A</td>
<td>David W. Ballard, PsyD, MBA, Assistant Executive Director for Corporate Relations and Business Strategy, American Psychological Association</td>
<td>This session will introduce APA’s Psychologically Healthy Workplace Model as a comprehensive framework for creating a work environment where employees and the organization can thrive. A brief history of the program and an overview of the model’s key components will establish the context for the programming offered at this inaugural conference.</td>
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<tr>
<td>1:30pm – 3:00pm</td>
<td>EXPERT PANEL</td>
<td>Constitution A</td>
<td>Bob Nelson, PhD, President, Nelson Motivation, Inc. Rebecca Kelly, PhD, RD, CDE, Director of Health and Wellness, University of Alabama Matthew J. Grawitch, PhD, Chair, Organizational Studies Program, Saint Louis University</td>
<td>Even high-quality workplace practices can fail to produce expected results if employees are not engaged as active participants. Through a lively panel discussion, this session will explore the integral role of employee involvement in creating a healthy, high-performing organization. Panelists will offer practical strategies for motivating employees, increasing participation rates, reinforcing healthy behaviors and creating significant and sustainable behavior changes that help employees and organizations perform at their best.</td>
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**Saturday, February 28**

**3:00pm – 3:30pm**

**BREAK**

*Constitution Foyer*

**3:30pm – 5:00pm**

**CONCURRENT SESSIONS**

**Burnham**

**A. Keeping Up in a Down Economy: How a Culture of Recognition Can Improve Both Morale and Productivity** *(repeated on Sunday)*

Bob Nelson, PhD, President, *Nelson Motivation, Inc.*

1.5 CE Credits

Most employees today feel overworked and underappreciated. During times of change when we are asking them to do more with less, they report feeling less valued and more stressed than ever before. This session will focus on core researched-based elements found in strong cultures of recognition that inspire employees to new levels of performance and help to create an exciting, positive work environment and competitive people advantage for the organization even in tough and challenging times. Dr. Nelson will draw from his own research and doctoral work, as well as experience in working with hundreds of organizations to present specific real-life examples and techniques that employers and practitioners can immediately apply to systematically leverage, build and sustain a culture of recognition.

**Latrobe/Bulfinch**

**B. Health Protection and Promotion: A Motivational Perspective**

Lois E. Tetrick, PhD, Director, *Industrial and Organizational Psychology Program, George Mason University*

1.5 CE Credits

Organizational wellness programs may take two approaches. One focuses on health promotion seeking to improve employees’ health and well-being and the other takes a prevention focus seeking to reduce risky behaviors or reduce exposure to environmental hazards or stressors. This two-pronged approach mirrors the promotion and prevention foci of regulatory focus theory, which can be used to predict different approaches to creating a psychological health workplace. A model of the differential effects of taking a promotion and prevention foci approach from an individual and an organizational perspective will be presented that can help employers and practitioners diagnose unhealthy and unsafe behaviors and design programs to increase the likelihood of effective programs that enhance employees’ health and safety.

**5:00pm – 6:30pm**

**OPENING RECEPTION**

*Constitution C/D/E*
## Program Schedule

### SUNDAY, MARCH 1, 2009

**7:00am – 8:00am**  
**CONTINENTAL BREAKFAST**  
Constitution Foyer

**8:00am – 9:00am**  
**EXPERT PANEL**  
Emerging Issues in Workplace Health and Wellness  
Arla L. Day, PhD, *Canada Research Chair and Professor in Industrial/Organizational Psychology, Saint Mary’s University*  
Ron Z. Goetzel, PhD, *Director, Emory University’s Institute for Health and Productivity Studies and Vice President of Consulting and Applied Research, Thomson Reuters Healthcare*  
Lois Tetrick, PhD, *Director, Industrial and Organizational Psychology Program, George Mason University*  
In this panel discussion, thought leaders will identify what they see as the top health trends, societal issues, legislative and regulatory developments, emerging technologies, latest research and areas in need of further exploration in the realm of workplace health and wellness. Panelists will discuss the related implications for employers, researchers and practitioners and engage in an interactive discussion with audience members about how respond to these opportunities and challenges.

**9:00am – 10:30am**  
**CONCURRENT SESSIONS**  
**A. Rethinking Work-Life Balance Programs to Achieve Better Results**  
Matthew J. Grawitch, PhD, *Chair, Organizational Studies Program, Saint Louis University*  
Larissa Barber, MS, *Doctoral Student, Industrial-Organizational Psychology Program, Saint Louis University*  
In this session, presenters will respond to some of the assumptions about work-life balance that are promoted in contemporary popular press literature and help participants re-conceptualize work-life efforts to focus on helping employees more effectively allocate their resources. The presenters will differentiate work-life practices into one of two types (work flexibility vs. non-work support) and discuss the different employee and organizational outcomes that can be expected from each. Participants will have the opportunity to utilize a work-life balance checklist to (1) identify the domains of work-life balance that their organizations are emphasizing; and (2) consider alternative approaches that may achieve better results.

**B. Learning from Our Neighbors: Workplace Health and Well-Being in Canada**  
Arla L. Day, PhD, *Canada Research Chair and Professor in Industrial/Organizational Psychology, Saint Mary’s University*  
As we look to develop psychologically healthy workplaces, while still ensuring the highest standards and productivity, we know that we need to examine the best practices of other organizations…but what can we learn from other countries? This session will take a unique look at the sociopolitical factors affecting Canadian and U.S. organizations and review best practices of Canadian organizations. Additionally, in an interactive format, discussion will focus on how employers and practitioners can tailor psychologically healthy workplace initiatives to fit the needs of the organizations they work in and with. This session is intended to provide practical, hands-on suggestions to help develop initiatives that create a healthy culture at work.
10:30am – 11:00am  **BREAK**  
*Architect’s Foyer*

11:00am – 12:30pm  **CONCURRENT SESSIONS**  
**Employer Experiences: Lessons from Award-Winning Organizations**  
Any type of organization, large or small, for-profit or not-for-profit, can create a workplace that fosters employee well-being while enhancing organizational performance. These sessions will use case examples from award-winning organizations to demonstrate the application of psychologically healthy workplace principles in real-world settings. Special attention will be given to the importance of custom tailoring workplace practices to meet the unique needs of an organization and its workforce, employee and organizational outcomes, practical considerations for employers and practitioners and lessons learned.

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<tr>
<th>Latrobe/Bulfinch</th>
<th><strong>A. Replacements, Ltd.</strong></th>
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<tbody>
<tr>
<td>1.5 CE Credits</td>
<td>Jeanine M. Falcon, Ed.S, SPHR, Vice President, Human Resources</td>
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<td>Scott Fleming, President</td>
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<th>Burnham</th>
<th><strong>B. Versant</strong></th>
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<tr>
<td>1.5 CE Credits</td>
<td>Will Ruch, CEO/Managing Partner</td>
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<td>Nancy Woltzen, Vice President, VersantWorks</td>
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12:30pm – 2:30pm  **LUNCH AND KEYNOTE**  
**Positive Psychology in the Workplace**  
Fulfilling and engaging work is a topic of great interest to both employers and employees. This keynote address will focus on the emerging field of positive psychology and its application to the workplace as a way of enhancing well-being and performance. In this lecture, the presenters will describe what is known about the healthy workplace from the perspective of positive psychology, including ways that employers and practitioners can help make work more satisfying.

<table>
<thead>
<tr>
<th>Constitution A</th>
<th><strong>A. Keeping Up in a Down Economy: How a Culture of Recognition Can Improve Both Morale and Productivity</strong> (Repeated from Saturday)</th>
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### Program Schedule

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<th>Latrobe/Bulfinch</th>
<th>B. Current Issues and Best Practices in Mental and Behavioral Health Benefits - What Employers Need to Know</th>
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<td>1.5 CE Credits</td>
<td>Ron Finch, EdD, Vice President, Center for Prevention &amp; Health Services, National Business Group on Health</td>
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<td>Ron Bachman, F.S.A., M.A.A.A., President and CEO, Healthcare Visions, Inc. and Senior Fellow at the Center for Health Transformation</td>
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<td>Although employers increasingly recognize the importance of providing mental health coverage as part of the overall health care benefit, the complexity of evolving benefit design, purchasing patterns and legislative and regulatory developments often leads to a fragmented approach to mental and behavioral health that fails to integrate the resources available through health plans, disability management, EAP services, disease management and wellness programs. This session is designed to educate employers and practitioners about current trends, recent developments and actionable strategies for providing high-quality employer-based behavioral health services that deliver results in terms of both employee health and organizational performance. Special attention will be given to the importance of identifying and managing mental and behavioral health issues that often accompany chronic health conditions, how EAP services can help organizations achieve their business goals, and what the recent passage of the “Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act of 2008” means for employers.</td>
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| 4:00pm – 4:45pm  | BREAK AND AWARD CEREMONY SEATING |
| Independence Foyer|                                                                 |
| 4:45pm – 6:15pm  | APA’s 4th Annual Psychologically Healthy Workplace Awards Ceremony |
| Independence Ballroom A| Host: David W. Ballard, PsyD, MBA, Assistant Executive Director for Corporate Relations and Business Strategy, American Psychological Association |
|                  | Keynote Speaker: Leslie Crutchfield, Nationally renowned expert on nonprofits and philanthropy; Author of best-selling book on high-impact social change organizations |
| 6:15pm – 7:30pm  | Psychologically Healthy Workplace Awards Reception (open to all attendees) |
| Constitution A/B |                                                                 |
### MONDAY, MARCH 2, 2009

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<th>Time</th>
<th>Event</th>
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<td>Employer Experiences: Lessons from Award-Winning Organizations</td>
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<td>Any type of organization, large or small, for-profit or not-for-profit, can create a workplace that fosters employee well-being while enhancing organizational performance. These sessions will use case examples from award-winning organizations to demonstrate the application of psychologically healthy workplace principles in real-world settings. Special attention will be given to the importance of custom tailoring workplace practices to meet the unique needs of an organization and its workforce, employee and organizational outcomes, practical considerations for employers and practitioners and lessons learned.</td>
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<td><strong>Burnham</strong></td>
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<td>A. <strong>YAI - National Institute for People with Disabilities Network</strong></td>
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<td>Jules Feiman, Director of Human Resources</td>
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<td><strong>Latrobe</strong></td>
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<td>B. <strong>Nevada Cancer Institute</strong></td>
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<td>Hilary Meade, M.Ed., CHES, Wellness Coordinator</td>
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<td><strong>Renwick/Bulfinch</strong></td>
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<td>C. <strong>Toronto Police Service</strong></td>
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<td>Carol Vipari, PhD, C.Psych., Corporate Psychologist</td>
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<td>9:30am – 11:00am</td>
<td><strong>GENERAL SESSION</strong></td>
<td>Constitution B</td>
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<td>The Business Case: Why Diversity and Inclusion are Good for Business</td>
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<td>Shirley A. Davis, PhD, Director of Diversity and Inclusion Initiatives, The Society for Human Resource Management</td>
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<td>In leading organizations, managing diversity is no longer limited to increasing representation and building equality. Rather, both the definition and the focus have expanded to include not only the workplace, but also the workforce, the marketplace, the community, and suppliers. An increasing number of organizations are adopting diversity and inclusion strategies; not only for ethical and legal reasons but also for the business benefits they are expected to deliver. Among the most important of these benefits are attracting and retaining the best talent, improved corporate image and reputation, increased employee engagement and productivity, greater innovation and enhanced marketing opportunities. This session will provide key insights into why diversity is good for business, highlight some examples of leading organizations that have realized the benefits of their diversity initiatives and review trends, strategies, and tips that participants can utilize to contribute to their organization’s business success.</td>
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<tr>
<td>11:00am – 12:30pm</td>
<td><strong>CLOSING SESSION</strong></td>
<td>Constitution B</td>
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<td>Healthy Employees, Profitable Bottom Line: Delivering on the Value of Health Promotion and Worksite Wellness</td>
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<td>Rebecca Kelly, PhD, RD, CDE, Director of Health and Wellness, University of Alabama</td>
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<td>Employers and health plans are searching for innovative strategies to control rising health care costs while also providing programs to engage their workforce and members. As an expert in the field of health promotion and wellness with over 17 years of experience as a practitioner and leader of a nationally recognized program, Dr. Rebecca Kelly will present a practical approach that employers and practitioners can use to engage over 80% of an organization’s workforce in wellness programs, while also yielding favorable outcomes that impact the organization’s financial bottom line.</td>
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</tbody>
</table>
**Ronald E. Bachman, F.S.A., M.A.A.A.** is president and CEO of Healthcare Visions, a thought leadership firm dedicated to advancing ideas and policy initiatives that are transforming the U.S. healthcare market. He is a Senior Fellow of the Center for Health Transformation (CHT) and a Senior Fellow at the Wye River Group on Health. Mr. Bachman is an actuary with extensive experience in healthcare strategy for payers, providers and employers. He is a retired partner from PricewaterhouseCoopers where he consulted to a broad range of clients including: employers, HMOs, hospitals, physicians, indemnity carriers, BlueCross BlueShield plans, as well as State and Federal Agency clients. He has served as a designated expert on actuarial issues to the Centers for Medicare and Medicaid Services, the Congressional Budget Office, the Department of Labor, the National Institute of Mental Health, and was an expert resource on mental health policy to several members of Congress, including Senator Ted Kennedy and Senator Pete Domenici. Mr. Bachman was instrumental in providing technical and market advice on mental health that resulted in the passage of the 2008 Wellstone-Domenici Parity Act.

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**David W. Ballard, PsyD, MBA** is the Assistant Executive Director for Corporate Relations and Business Strategy at the American Psychological Association and the APA Practice Organization. In this capacity, he designs and directs efforts related to health and well-being in the workplace, works to enhance psychology’s position in the marketplace, provides research and development and strategic consultation to further the Practice Directorate’s marketplace agenda and oversees the development of resources to help psychologists build, manage, market and diversify their practices. Dr. Ballard spearheads the Psychologically Healthy Workplace Program (PHWP), a collaborative effort between the American Psychological Association and the APA Practice Organization, designed to educate the employer community about the link between employee health and well-being and organizational performance. Dr. Ballard has provided research and consultation services to government agencies, medical schools, and universities in the areas of public health, prevention, and health care finance and has experience in management, marketing, and consumer research. Dr. Ballard received his doctorate in Clinical Psychology and his MBA in Health and Medical Services Administration from Widener University, where he completed concentrations in organizational and forensic psychology.

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**Larissa K. Barber, MS** is a doctoral student in the Industrial-Organizational Psychology Program at Saint Louis University. Her expertise is in research methodology, work motivation, personality, occupational health, and organizational assessment. She also serves as an assistant research consultant with the American Psychological Association’s Psychologically Healthy Workplace Program and teaches courses in psychology and research methodology at Fontbonne University. Her research interests are integrated with the common theme of how personality and health habits relate to stress management.

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**Leslie Crutchfield** is a nationally renowned expert on nonprofits and philanthropy and coauthor of the award-winning book *Forces for Good: The Six Practices of High-Impact Nonprofits*, named one of The Economist’s Best Books of 2007. She speaks on social entrepreneurship and leading effective social change organizations, on high-impact philanthropy and on women’s leadership. A seasoned nonprofit leader who has launched, led, funded, and advised top nonprofit and philanthropic groups, Ms. Crutchfield is a managing director of Ashoka, the world’s oldest and largest venture philanthropy group. She also conducts workshops and facilitates private training sessions for groups of nonprofit leaders, philanthropists and social-sector thought leaders. She is a recent Advisor to Duke University’s Center for the Advancement of Social Entrepreneurship (CASE) at the Fuqua School of Business and a Research Grantee of the Aspen Institute’s Nonprofit Sector and Philanthropy Program. Both *Newsweek* and *Self* magazines have featured her as one of America’s top leaders under 40.
Shirley Davis, PhD is Director of Diversity and Inclusion Initiatives for the Society for Human Resource Management (SHRM), where she acts as the “thought leader” on global diversity issues and works to position SHRM as the leader in the diversity and inclusion field. Dr. Davis designs and implements innovative diversity strategies to further both the ATP (Advance the Profession) and STP (Serve the Professional) portions of SHRM’s overall strategy. She also acts as the staff leader to the Diversity Special Expertise Panel; the liaison to SHRM’s Diversity Advisory Council, the SHRM Diversity Conference; and the representative of SHRM’s Diversity Initiative to the public. Dr. Davis travels across the country and internationally speaking on the critical challenges and complexities associated with managing diversity in a global workforce and marketplace. Dr. Davis has more than 15 years of experience in Human Resources, Organizational & Leadership Development and Diversity Management. She holds a Bachelor’s Degree in Pre-Law, a Master’s Degree in Human Resources Management, and a Ph.D. in Business and Organization Management. Dr. Davis has held numerous leadership positions in major Fortune 500 and 100 companies. She’s a former Miss District of Columbia, Ms. Oklahoma and in 2000 won the national title of Ms. American United States.

Arla Day, PhD is a Canada Research Chair and Full Professor in Industrial/Organizational Psychology at Saint Mary’s University in Halifax, Nova Scotia, and a Fellow of the Canadian Psychological Association. She received her B.A. in Psychology from the University of Manitoba, and her masters and Ph.D. in Industrial/Organizational Psychology from the University of Waterloo. Dr. Day is a founding member of two research and community outreach centres: The CN Centre for Occupational Health and Safety and the Centre for Leadership Excellence. Dr. Day chairs the Nova Scotia Psychological Healthy Workplace Program committee, and is on the Steering Committee for the American Psychological Association’s Business of Practice Network, which oversees the local Psychologically Healthy Workplace Awards. She is a prolific researcher, and an expert in psychologically healthy workplaces, occupational stress and health, work-life balance, organizational/employee health and well-being, emotional intelligence, and organizational interventions. Dr. Day also owns her own consulting business, and does applied research with a number of private and public organizations, including survey development, administration, and analyses.

Jeanine Falcon, Ed.S, SPHR is Vice President for Human Resources at Replacement, Ltd, the world’s largest supplier of old and new china, crystal, silver and collectibles. She joined Replacements in 1998 following a 10 year career in Higher Education. Ms. Falcon began her career with Replacements in the Human Resources area, following that she served as Vice President for Sales and Customer Service for 5 years before moving into her current Human Resources role. She received both the Bachelor of Science and Master of Education from Kent State University and received the terminal degree of Educational Specialist at the University of North Carolina, at Greensboro. Ms. Falcon currently serves on the board of directors for the Greensboro Area Chamber of Commerce, the Greensboro chapter of the National Conference for Community and Justice and is an adjunct faculty member in the graduate program for Nonprofit Studies at High Point University.

Jules Feiman is YAI/National Institute for People with Disabilities Network’s Director of Human Resources. He holds an L.M.S.W. from the Hunter School of Social Work. After several years of practice as a medical social worker in a hospital environment Mr. Feiman began his career at YAI/NIPD. Mr. Feiman served as a supervisor of a group home for two years prior to assuming the positions of Personnel Coordinator, Assistant Director of Human Resources and Human Resources Director for the YAI/NIPD Network. In this capacity he developed the Human Resource function for the YAI/NIPD Network which consists of 7 not for profit organizations and currently employs over 5,500 employees in 450 programs serving 20,000 consumers each day throughout the New York City metropolitan area and Puerto Rico. Mr. Feiman, an Associate Professor at the City University of New York’s Graduate Center where he taught Disabilities Administration, has also taught Human Resources at Baruch College’s Executive Masters Program in Public Administration. He has
been a guest speaker at conferences, community meetings, legislative breakfasts, and colleges and universities regarding workforce issues as they relate to the field of Developmental Disabilities. He has served as a consultant to other providers to assist in the development of policies and procedures as well as diversified and varied recruitment initiatives.

**Ron Finch, Ed.D.,** has responsibility for the Center for Prevention and Health Services, the Institute on Health, Productivity and Human Capital, and the Pharmaceutical Council at the National Business Group on Health. Prior to joining the Business Group, Dr. Finch was the Director of Healthcare and the Hospital Administrator at Mount Carmel Guild Special Hospital, where he designed, implemented, and directed the delivery of behavioral health and addiction services to more than 6,000 indigent, psychiatric Medicaid and Medicare patients each year. Before that, Dr. Finch was employed at PricewaterhouseCoopers. There, he developed a comprehensive national behavioral healthcare consulting practice that included approaches for development of clinical and administrative systems and structures, outcomes measurement systems, regulatory compliance and accreditation, staffing methodologies, and quality management. Dr. Finch also has been Corporate Director of Managed Benefits and Director, Employee Assistance Program at the BellSouth Corporation where he developed, implemented, and directed the activities of a managed medical, dental, pharmaceutical, mental health, and vision system for 350,000 BellSouth employees, retirees, and beneficiaries. Dr. Finch holds a Bachelor of Science from Memphis State University (University of Memphis), a Master of Science in Counseling Psychology from the University of Tennessee and a Doctorate in Counseling and Personnel Services from Memphis State University.

**Scott Fleming** is the President of Replacements, Ltd., the world’s largest supplier of old and new china, crystal, silver and collectibles. Fleming joined Replacements as a college student in 1983, just two years after founder and CEO Bob Page started the company in Greensboro, N.C. Fleming began his career with Replacements as a crystal grinder on the warehouse floor and held numerous positions across the company before being named Replacements’ president in 2006. He attended the U.S. Military Academy and the University of North Carolina at Greensboro, and currently serves as treasurer on the board of directors of the Central North Carolina Better Business Bureau.

**Ron Z. Goetzel, PhD** wears two hats. He is both the Director of the Emory University Institute for Health and Productivity Studies and Vice President of Consulting and Applied Research for Thomson Reuters. The mission of the IHPS is to bridge the gap between academia, the business community, and the healthcare policy world – bringing academic resources into policy debates and day-to-day business decisions, and bringing health and productivity management issues into academia. Before moving to Emory, Dr. Goetzel was at Cornell University. Dr. Goetzel is responsible for leading innovative research projects and consulting services for healthcare purchaser, managed care, government, and pharmaceutical clients interested in conducting cutting-edge research focused on the relationship between health and well-being, and work-related productivity. He is a nationally recognized and widely published expert in health and productivity management (HPM), return-on-investment (ROI), program evaluation and outcomes research. Over the past 20 years, Dr. Goetzel’s work has focused on large-scale evaluations of health promotion, disease prevention, demand and disease management programs. Before joining Thomson Reuters (formerly Medstat) in 1995, Dr. Goetzel was Vice President of Assessment, Data Analysis and Evaluation Services at Johnson & Johnson Health Care Systems. Dr. Goetzel earned his doctorate in Organizational and Administrative Studies and his M.A. in Applied Social Psychology from New York University, and his B.S. degree in Psychology from the City College of New York.

**Matthew J. Grawitch, PhD** is the chair of the organizational studies program in the school for professional studies at Saint Louis University. In this role, he teaches courses in the areas of motivation, occupational health, organizational theory, leadership, and psychology. Dr. Grawitch also conducts research in the areas of stress and the healthy workplace. He currently serves as the primary research consultant to the American Psychological
Association (APA) for its Psychologically Healthy Workplace Program. Dr. Grawitch has received several awards for research excellence and is dedicated to bridging the gap between scientists and practitioners as it relates to developing, implementing, and evaluating programs related to workplace health and stress. In addition to his work with APA, Dr. Grawitch performs a variety of services for client organizations in the for-profit and not-for-profit sectors, including strategic planning facilitation and the design and implementation of stress management programs, employee and client surveys, and employee training and development efforts. He is a frequent writer and presenter on psychological health in the workplace. Dr. Grawitch received his doctorate degree in Organizational Psychology from Saint Louis University.

Rebecca Kelly, PhD, RD, CDE is a nationally recognized expert in the field of corporate wellness, health and productivity, and performance nutrition. A frequently requested speaker, she is a registered dietitian, exercise physiologist and certified diabetes educator. Over the span of 13 years, Dr. Kelly led a nationally recognized health and wellness program for a manufacturing company in Birmingham, AL. Today, Dr. Kelly serves as assistant professor and Director of Health Promotion and Wellness for the University of Alabama. Dr. Kelly has developed over 15 signature health programs including diabetes education, work conditioning, as well as a wellness screening model used for predicting health care costs and productivity. The innovative health management programs have successfully reduced health care costs, improved productivity and resulted in positive returns of investment. Dr. Kelly is also the President of Element Health, Inc., a specialty nutrition and wellness consulting firm for health care organizations and employers. Dr. Kelly completed both her doctoral and master’s degrees from the University of Alabama at Birmingham.

Hilary Meade, M.Ed., CHES is the Wellness Coordinator at the Nevada Cancer Institute. Ms. Meade graduated from East Stroudsburg University in Pennsylvania with a Bachelor’s in Exercise Physiology and earned a Master’s in Education focused in Health Promotion from the University of Las Vegas. A personal trainer and group fitness instructor since college, Ms. Meade is a Certified Health Education Specialist (CHES), Personal Trainer, Group Fitness Instructor and Yoga Fit instructor. She has been with the Nevada Cancer Institute since 2006.

Bob Nelson, PhD is one of the world’s leading authorities on employee motivation and management and president of Nelson Motivation Inc., a management training and consulting company that specializes in helping organizations improve their management practices, programs and systems. He is a co-founder of Recognition Professionals International and worked closely with Dr. Ken Blanchard as his vice president, chief of staff and ghost writer for ten years. Dr. Nelson has sold 3 million books on management and employee motivation. He has appeared extensively in the national media to discuss how to best motivate today’s employees. He received an MBA in organizational behavior from UC Berkeley and earned his PhD in management with Dr. Peter Drucker at The Peter F. Drucker Graduate Management School of the Claremont Graduate University in Los Angeles where his doctoral dissertation was on “Factors that Encourage or Inhibit the Use of Non-Monetary Recognition by U.S. Managers.” Dr. Nelson teaches organizational behavior at The Rady School of Management at the University of California in San Diego.

Nansook Park, PhD, NCSP is Associate Professor of Psychology at the University of Rhode Island, and a nationally certified school psychologist (NCSP). She did her graduate work both in Korea and the USA and has a research and practice background in clinical and school psychology. Her work in collaboration with Dr. Christopher Peterson in studying character strengths and virtues is considered groundbreaking. Dr. Park took the lead in developing ways to assess character strengths for children and youth and for conducting cross-cultural investigations. Dr. Park’s main research interest is the promotion of positive development and well-being. Using cross-cultural and life span developmental perspectives, she is interested in the correlates, mechanisms, and consequences of character strengths and virtues, happiness, and positive experiences, and especially...
their role in resiliency, well-being, health, family functioning, education and work. She is a member of the Annenberg/Sunnylands Commission on Positive Youth Development and the International Positive Psychology Association steering committee, a Research Fellow at the Positive Psychology Center of the University of Pennsylvania, and an Associate Editor of Applied Psychology: Health and Well-Being and a Consulting Editor to the Journal of Positive Psychology.

Christopher Peterson, PhD is Professor of Psychology and Organizational Studies and former Director of Clinical Training at the University of Michigan, Ann Arbor. In 2003, Dr. Peterson was named by the Institute for Scientific Information (ISI) as among the world’s 100 most widely-cited psychologists over the past twenty years. Dr. Peterson is the research director of the Values in Action (VIA) Project, which is arguably the most ambitious research project to date within positive psychology. Dr. Peterson is also well-known for his pioneering studies on optimism and health. His research showed that optimism longitudinally predicts good health assessed in a variety of ways, from self-reported symptoms to physician-rated health to longevity. He found that optimists are healthy because they behave in health-promoting ways. Dr. Peterson is a member of the Positive Psychology Steering Committee, and the International Positive Psychology Association steering Committee. He is a senior fellow at the Positive Psychology Center of the University of Pennsylvania and a lecturer for the Master of Applied Positive Psychology (MAPP) program at the University of Pennsylvania. He is a Co-Editor for Applied Psychology: Health and Well-Being, and a Consulting Editor to the Journal of Positive Psychology, Perspectives on Psychological Science, and Journal of Personality and Social Psychology, and the Positive Psychology Book Series Editor for Oxford University Press. He is author of more than 300 scholarly publications.

Will Ruch is CEO and Managing Partner at Versant, where he is accountable for leading the client services division of the company, as well as the overall strategic planning for the firm and its clients. Will has helped to establish VersantWorks as a leader in employee communications and recruitment marketing, with expertise in generational workforce issues, and strategies for the retention of high performing employees. Through work with Thomson Reuters, Xerox, Northwestern Mutual Insurance, Sears and Kohl’s Department Stores, Will has become a leading authority on Employer Branding and its ability to align associates and drive results. Will has presented at more than 100 national seminars and conferences, including the Association for Corporate Growth, the National Retail Federation and the Society for Human Resource Management.

Lois E. Tetrick, PhD received her doctorate in Industrial and Organizational Psychology from Georgia Institute of Technology. Dr. Tetrick is currently the Director of the Industrial and Organizational Psychology Program and the Director of the Center for Consciousness and Transformation at George Mason University. Dr. Tetrick is the Editor of the Journal of Occupational Health Psychology. She co-edited the Handbook of Occupational Health Psychology with James C. Quick and Health and Safety in Organizations with David Hofmann. Dr. Tetrick is a fellow of the American Psychological Association (APA), the Society for Industrial and Organizational Psychology (SIOP), the Association for Psychological Science, and the European Academy of Occupational Health Psychology. She has served as President of the Society for Industrial and Organizational psychology, as chair of the Human Resources Division of the Academy of Management, on the American Psychological Association Council of Representatives, and on the American Psychological Association Board of Scientific Affairs. Dr. Tetrick’s research interests are in the areas of occupational health and safety, occupational stress, and the work-family interface.
Dr. Carol Vipari, C.Psych., joined the Toronto Police Service (TPS) as its first corporate psychologist in August 2005. Within the TPS, her mandate is the maintenance and enhancement of the psychological health and resilience of members, both uniform and civilian. Responsibilities include: the pre-employment psychological screening of new constable candidates; psychological health promotion programs for officers whose daily work places them at increased psychological risk; crisis support to uniformed officers and civilians; psychological health and wellness education for uniformed officers and civilians; and psychological consultation to supervisors and senior officers. Dr. Vipari completed her Ph.D. in clinical psychology at the University of Waterloo, Ontario in 1988 and has been registered as a psychologist in the province of Ontario since 1991. Prior to joining the TPS, she worked for 15 years as a staff psychologist at St. Joseph’s Healthcare, Hamilton. For eight years, she served as the hospital’s Director of Psychology; for six years, as the manager of the hospital’s primary admission unit; and for 2 years, as the Acting Director of Mental Health Research. In addition, Dr. Vipari maintained a private assessment and psychotherapy practice in the city of Hamilton, Ontario.

Nancy Woltzen is Vice President of VersantWorks, where she helps organizations define and communicate their brands and core messages to current staff and potential candidates. This Employer Branding helps clients recruit and retain top talent, as well as unify and motivate staff members towards common goals. Nancy has an extensive background in developing and implementing internal marketing programs. Nancy’s understanding of HR issues and ability to quickly assess HR competencies coupled with more traditional marketing experience allows her to provide Versant’s clients with a unique skill set. Nancy helps companies including Xerox, Thomson Reuters, Kohl’s Department Stores and Marshall & Ilsley Bank develop and execute successful HR strategies. Nancy’s expertise includes the strategic development of Employer Branding, recruitment marketing, internal communications, employee retention and research initiatives.

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