

From Warm Fuzzies to **FITNESS CULTURE**

Moen, a Cleveland-based manufacturer of high-quality faucets, showers and accessories, is showering praise on its wellness programs for their potential to cut health care costs.

Bucking the Trend

That kind of feedback from employees certainly helps validate Moen's investment in wellness programs. But Hanzlicek isn't satisfied. He points to studies that suggest that 40 percent of the general population will exercise no matter what kind of fitness activities are available to them, while 60 percent will not.

Even though Moen's wellness center membership numbers show the company is bucking the trend, one of Hanzlicek's major goals is to go after that 60 percent.

"We're hoping that will be our biggest ROI getting the high-risk people active," Hanzlicek says.

Whatever their reasons for not exercising, the wellness staff realizes that in order to get to inactive employees, "we may have to take the workout to them."

That's the idea behind "Stress Busters." Stress Busters, which Hanzlicek hopes to implement in September, will be a building-wide, 10-minute break set aside for stretching and exercise. (Currently, the wellness staff is available to lead individual departments in stretching breaks, but only at the request of the department manager.)

The "Quick Fit" program, slated to launch this summer, is another way Moen plans to reach traditionally nonactive employees. The program is the creation of Richard Bradley author of "Quick Fit: The Complete, 15-Minute, No-Sweat Workout" and Falls Church, Va.-based L&T Health and Fitness. The program consists of 10 minutes of walking, 4 minutes of strength-training and 1 minute of stretching, and it's "based on research that small increments of exercise can be just as effective as longer increments."

Bradley will kick off the program with a rally at Moen headquarters, and he will have books, DVDs and other materials available for employees who want to use the program at home.

"The idea is to get people to start thinking about exercise, and to change the mentality that you don't have to work out 60 minutes to get some benefits from it," Hanzlicek says.

In terms of the big picture, the concept behind Quick Fit meshes nicely with Hanzlicek's philosophy toward fitness at Moen.

Explains Hanzlicek: "Where before the mentality was that fitness is for athletes and people who exercise, Gina and I are trying to show people that it's for everybody."

That philosophy certainly resonates with Magel, who beams "this is probably the leanest I've been since high school."

"When you're deciding on whether you want to stay at a job, you look at all the benefits," Magel says. "[The wellness center] is definitely one of the top three reasons for staying at Moen.

"Everybody has bad days. It's nice to know there's a place you can go to see smiling faces and burn off some stress. [Hanzlicek] is pretty easy-going. He's kind of like your barber he helps you blow off some steam."