

InWellness' Marketing Director Wins BizTimes 2011 Fittest Executive

InWellness' Director of Marketing Annette Gelhar placed first in the women's 50+ category in the 5th annual BizTimes Fittest Executive competition.

On the evening of September 1, awards were presented after a healthy crowd enjoyed presentations by Dean Rosson, President of Fit2Win, and John Dettman, UW-Madison Director of Strength and Conditioning. The individual categories were male and female, ages 25-39, 40-49 and 50+.

Each participant was put through a five-part fitness assessment to measure endurance, strength, flexibility and body makeup along with a health risk appraisal and blood work. The assessment included resting heart rate, hand press, post-activity heart rate, flexibility, bench-pressing 35 lbs. to a metronome (80 lbs. for men) and other metrics.

"Annette has used serious health challenges in her past as a springboard to educate herself and take responsibility for every facet of her well being. She truly embodies the principles that InWellness stands for in the Milwaukee community. Congratulations to Annette for her courage and to Biz Times for hosting such an event and to Milwaukee for being a community receptive to reinventing its lifestyle" commented InWellness founder Jim Morningstar.



Annette is second from the right.

InWellness applauds the BizTimes and all the participating leaders in the Milwaukee business community. The timing couldn't be better to shine a light on this most important factor in easing healthcare costs—wellness in the workplace.



How can InWellness make your business fitter and more profitable? Visit <http://www.inwellnesstoday.com/services-for-businesses-and-organizations.php> or call Jim Morningstar at 414-434-7031.