

Prevo Health Solutions Announces the Private Club Industry's CEO Pledge Advisory Board

Several influential Private Club General Managers sign the CEO Pledge and join Prevo Health's CEO Pledge Advisory board; vowing to help reform health care, improve the health and well-being of their employees and serve as a model for other industries.

San Juan Capistrano, CA ([PRWEB](#)) September 24, 2013 -- With the stroke of a pen over a dozen general managers in the private club industry have made an impressive commitment to the health and wellness of their employees this month. They signed the [CEO Pledge](#), a national campaign promoted by the National Coalition for Promoting Physical Activity ([NCPA](#)), that encourages every CEO in the United States to recognize physical activity as an important driver of employee health and business performance.

Even more impressive, nearly all of these general managers agreed to sit on an Advisory Board created by [Prevo Health Solutions](#), the premier leader in wellness solutions for the private club industry and the only member of the NCPA representing the Private Club industry.

‘As an advocate for wellness in the private club industry, I was immediately drawn to the NCPA’s CEO Pledge and the power for health care reform behind it,’ said Rick Ladendorf, President and Founder of Prevo Health Solutions. ‘As I suspected, influential leaders from the private club industry felt the same way I did, and were eager and excited not only to sign the pledge, but to join a group of like-minded executives who could rally together to reform health care and the health of their employees through prevention and wellness’.

The CEO Pledge is a stand-alone commitment that encourages increased physical activity among employees. Prevo Health Solutions has enhanced the opportunity for successful implementation of the Pledge by creating a comprehensive continuity program with step-by-step instructions on how to integrate activity and nutrition into the workplace—complete with turn-key wellness programs, promotional and marketing material, and more.

The Private Club Advisory Board will help advocate the CEO Pledge nationally to other private club leaders while Prevo will represent the private club industry acting as the voice on Capitol Hill to lobby on behalf of the private club industry. Prevo, as a member of the NCPA Board of Directors, will continue to influence federal health and wellness policy change by collecting evidence based data which shows how employers can effect change and lower health care costs through prevention and wellness programming.

Prevo Health’s take on the CEO Pledge is as unique as the private club industry itself. The industry is an ideal model for CEO’s taking the pledge across the country.

For one, the private club industry is very well connected, with professionals meeting regularly to share trade secrets and best practices.

Second, with a chef feeding employees healthy options up to twice daily, there is ample opportunity to influence healthy eating behaviors. What’s more, the industry typically has impressive amenities that inspire employees to be physically active daily, which is exactly the purpose of the pledge.

Last but not least, Fitness instructors in the club assist in developing activities, events and programs which inspire and motivate employees to eat right and exercise.

As private clubs industry-wide implement the CEO Pledge program they will collect data quarterly to show progress. It is Prevo Health's hope and vision that success in reforming health care in the private club industry can serve as a standard throughout the nation with employers across all industries.

For now though, Prevo and the Private Club Advisory Board plan to take it one step at a time; using their unique industry-wide relationships to encourage as many general managers to sign the CEO Pledge as possible and in-turn influence their members, which just happen to be leaders in their respective industries.

Please join us in recognizing the Private Club Industry's CEO Pledge Advisory Board members.

Addison Reserve, Delray Beach FL – Michael McCarthy
Colleton River Plantation Club, Bluffton SC – Tim Bakels
Ironwood Country Club, Palm Desert CA – Josh Tanner
John's Island Club, Vero Beach FL – Brian Kroh and David Colclough
Lakewood Country Club, Rockville MD – Eric Dietz
Mizner Country Club, Delray Beach FL – Larry Savvides
Orchid Island Club, Vero Beach FL - Rob Tench
Spring Island, Okatie SC – Tom Noyes
The Club at Mediterra, Naples FL – Tom Wallace
The Country Club at Mirasol, Palm Beach Gardens FL – Matt Lambert
The Reserve Club, Indian Wells CA – Craig Surdy
Town & Country Club, St. Paul MN – Vincent Tracy
Woodfield Country Club, Boca Raton FL – Eben Molloy

About Prevo Health Solutions

Prevo Health Solutions, the private club industry's premier wellness experts with expertise in workplace wellness and member retention. Our mission is to improve the overall health of the Private Club Industry through education and sharing of best practices. Our team consists of health professionals, certified nutrition & fitness experts, workplace wellness gurus and engagement specialists. We know what works in the workplace and we know the club industry. Prevo Health Solutions works with employers of all sizes to develop and execute custom wellness strategies which maximize engagement and participation. For more information call 888-321-1804 or visit www.prevohealth.com.

About the NCPPA

The Coalition for Promoting Physical Activity (NCPA) is the leading coalition in the country for promoting physical activity and fitness initiatives through national policy. It consists of a diverse blend of health organizations, associations, and private corporations, advocating for policies that inspire and empower all Americans to lead more physically active lifestyles. We maintain a strong and necessary voice for physical activity in Washington, DC through NCPA staff and members working together to actively encourage federal legislators to make policy changes that promote regular activity in all facets of life. We speak directly to lawmakers and support national programs that meet our objectives, as well as host congressional briefings for members and their staff on a variety of physical activity topics including most recently, the economic benefits of physical activity. www.ncppa.org



Contact Information

Rick Ladendorf

Prevo Health Solutions

<http://www.prevohealth.com>

+1 888-321-1804 101

Online Web 2.0 Version

You can read the online version of this press release [here](#).