

## MEMO

From: Bob Kasper  
To: Troy Employees  
Date: January 13, 2005  
Subject: Absolute Fitness

Today's temperature is supposed to approach 60 degrees. I'm thinking Spring!

For some people, getting into shape is about shedding some weight before it's time to peel off the winter clothes. Different people have different reasons to exercise. So, I'll tell you why WE WANT YOU TO do it...and we're gonna put our money where our mouths are.

## REASONS WE WANT YOU TO EXERCISE

### 1. Stress reduction

"The body responds *to stress* with preparation for fighting or fleeing."<sup>1</sup> That's why our first response to verbal attacks is physiological. Our hearts beat faster, sometimes we sweat, our muscles tense and the adrenalin starts flowing.

Most workplaces are full of verbal confrontation. Exercise provides a relief for this stress and enables us to better handle the physical components I mentioned. This results in less emotional responses when confronted and more Leads!

### 2. Self Esteem

Anyone who succeeds at Informed Marketing Services can be sure they are amongst the best in the industry. Our clients affirm that for us every day. Nevertheless, research shows that an exercise program with a good balance between "sweat-em-up" cardiovascular exercise and strength training can help your self image. Why? It just makes you feel good.

### 3. Health

It's no mystery that it's important to be at work. Missed hours cost you money and your absence costs the company money. A good exercise program will help you stay healthy and cut down on the sick days. Not least of all, you'll probably live longer.



## WE LIKE INVESTING IN OUR EMPLOYEES

We're willing to pay half the monthly membership fee for Forever Young Health Club, located in Green Island; walking distance from our office. Thru the end of January, they are running a promotion that would amount to \$12.50 per month, deducted from you GROSS PAYROLL. That means it's a tax deduction.

Since we're paying half, we have some requirements. You must be:

1. Full time
2. Eligible for benefits. That doesn't mean you have signed-up for the health plan, it just means you've satisfied the requirements to be eligible.
3. In "Good Standing"

This is a test program. Help us make it work and we'll make it ongoing. If you're interested in enrolling, please see your supervisor. See you at the club.

**Bob**

<sup>1</sup> This quotation came from Stress Management by Edward A. Charlesworth, Ph.D. and Ronald G. Nathan, Ph.D.