

O'NEAL NEWS



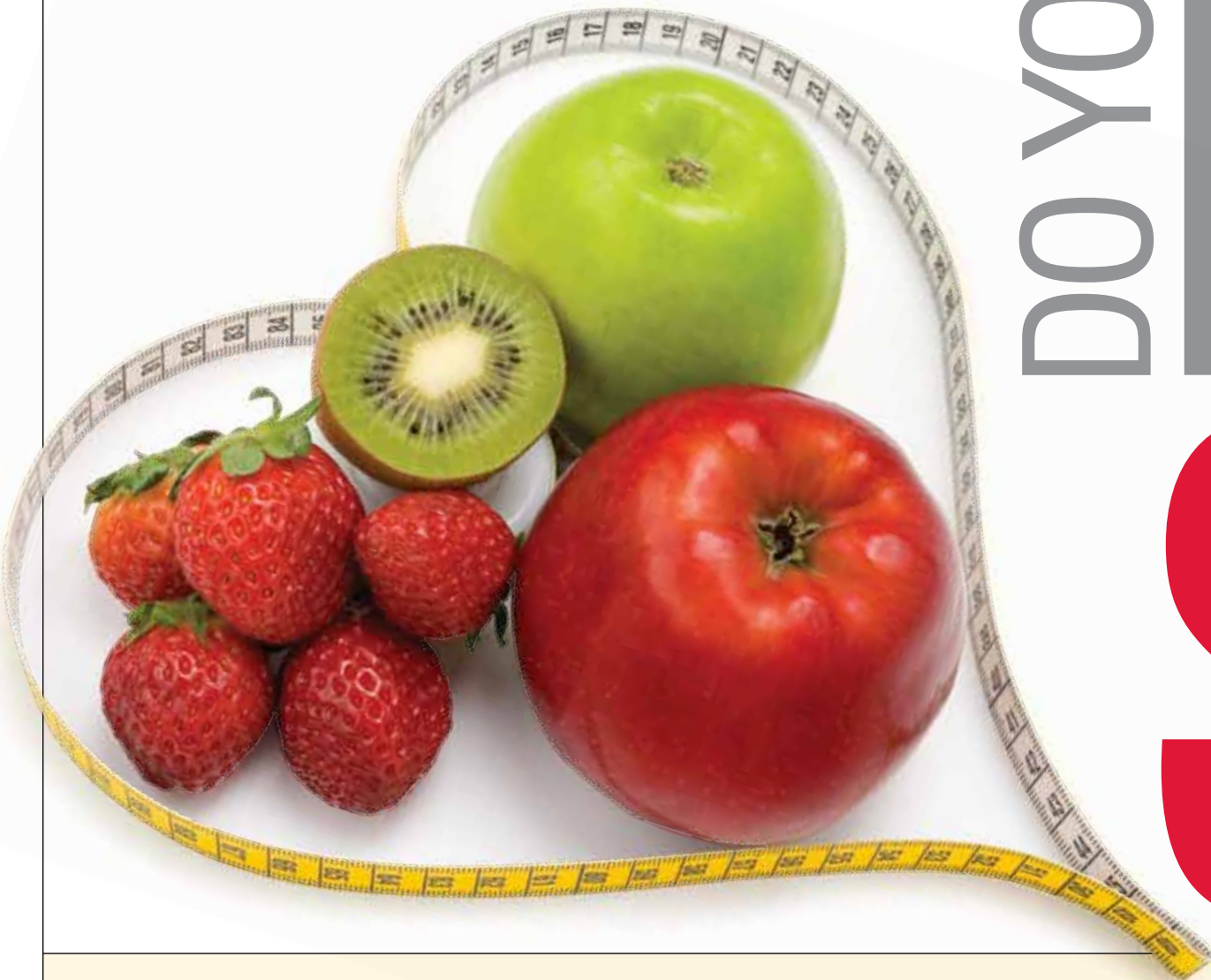
Hudson McGeorge, son of Pittsburgh District laser operator Mark McGeorge, at the All-American Soapbox Derby

GETTING ON THE ROAD TO BETTER HEALTH

O'NEAL OFFERS NEW WELLNESS PROGRAM FOR ALL EMPLOYEES

ALSO INSIDE...

JACKSON DISTRICT, GRADUATES, SCHOLARSHIP WINNERS, SOAPBOX DERBY, AND MORE



DO YOU LIVE

SMART



O'Neal's New Wellness Program Could Literally Change Your Life



Maybe you've decided it's time to start eating healthier. Quit smoking. Do a better job of managing your blood pressure. Or get in shape to run a marathon. Maybe you've told yourself you would do those things – or take on other health-related challenges – but have never really had the information, the guidance, or the motivation to make them happen. Well, now you do...if you're an employee of most O'Neal Industries companies.

Everyone who works full-time at O'Neal Industries and O'Neal Steel, as well as Aerodyne Alloys, Leeco Steel, Metalwest, Supply Dynamics, TAD Metals, and TW Metals now has free access to a new employee benefit designed to

put you on a customized path to a healthier lifestyle. It's called **LIVESMART**, and that's exactly what it teaches participants to do.

Some might immediately wonder how this is different from O'Neal's Tangerine program for weight management that was already in place. Good question. Tangerine has been extremely popular and successful. And it's still available. But weight control is just one component of overall wellness. **LIVESMART** addresses virtually every aspect of



healthy living. And it all starts with comprehensive health screenings that establish a baseline for each employee, and identify areas in need of improvement.

LIVESMART screenings have been going on throughout the summer – on-site at all company locations – and will be re-scheduled on a continuing basis. Screenings include an annual health assessment consisting of blood work to evaluate cholesterol, glucose, and triglyceride levels. There are also biometric screenings of height, weight, waist circumference, blood pressure, and other leading indicators of general health. This session is followed by a personalized individual health coaching consultation to identify health risks, set health-

related goals, and begin a plan to improve one's health through various means such as nutrition and exercise.

"Once we have an idea of a participant's current health status, we can tailor our health coaching to ensure that he or she has access to the programs and tools needed to improve overall wellness," said Dr. Rebecca Kelly, lead wellness consultant for the **LIVESMART** program. "**LIVESMART** is a gateway to a wide range of resources from gym membership and tobacco cessation to nutrition counseling and even inspirational programs such as Walktober and the 12 Days of Wellness, which encourage improved health and well-being," she said.

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“This program is about improving health for the long term, not just the moment.”

Following comprehensive screenings, participants receive personalized health coaching to identify health risks, set goals, and begin a plan to improve their health through means such as nutrition and exercise.



The program provides employees with information on their health numbers relative to chronic health conditions such as diabetes, heart disease, and cancer. This helps employees understand the implications of the numbers, and what they might mean in terms of longevity or potential problems down the road. They can then set realistic goals for themselves (such as lowering cholesterol or increasing bone density, for example), while also connecting to resources to improve their overall health.

Grouped into Bronze, Silver, Gold, and Platinum health and wellness levels – with Platinum representing the top category – participants can evaluate their progress actively with quarterly or semi-annual follow-up health coaching sessions. If there’s a bit of a competitive aspect

to employees comparing their wellness categories and striving to reach the next level, that’s simply another benefit of the program. And if additional motivation to participate is necessary, there’s a \$50-reward plus a T-shirt for all employees who simply sign up for LIVESMART in 2011. In 2012, employees who reach the Platinum level can receive \$300!



HOLMAN HEAD was the first to be screened for LIVESMART.

“One of the great traditions of O’Neal is to provide programs and resources that engage and enrich the lives of our employees and their family members,” said O’Neal Steel President **Holman Head**. “LIVESMART is designed to promote wellness and quality of life. It’s my hope that every employee will embrace the opportunity to participate in this life-changing program

at work on company time,” he said.

Holman can vouch for the benefits of LIVESMART. As the very first participant to be assessed at O’Neal’s corporate office, he gained a strong appreciation for the quality and quantity of helpful information he received during his session. “The health coaching session provided me with a better understanding of why my health numbers look the way they do, and they were presented by my health coach in a conversational and understandable way,” he said.

Determined to improve his health, Holman has set several goals for himself this year. “I’m planning to lose 30 pounds and quit nicotine gum by November 11th, he said. “For me, I have to focus on one health improvement activity

at a time. I have a healthy eating regimen in place, and I plan to get into the habit of beginning each morning with a walk – even when traveling.

“This program is about improving health for the long term, not just the moment,” said Holman. “The process will help me change some deeply ingrained habits. Hopefully, I can provide an example to other employees. And if we all get with the program, we’ll each be healthier, feel better, and be around longer for each other and our families.”

For more information about LIVESMART, as well as the screening schedule and upcoming programs for employees, please e-mail livesmart@onealsteel.com, or visit the dedicated website for O’Neal Industries at livesmartoni.com. 📍

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