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FOR IMMEDIATE RELEASE

### **Event Garde Partners with Naylor Association Solutions to Encourage Association Professionals to Invest in Their Health**

Event Garde, a trendsetting consulting firm focused on association professional development, is now partnering with Naylor to make its innovative Healthy by Association initiative more accessible for associations to adopt, modify and share with meeting attendees, members and staff. The partnership will include visual, audio and printable resources for professionals wanting to improve their work-health balance.

Event Garde Founder and CEO [Aaron Wolowiec](#) established [Healthy by Association](#) (HBA) in 2017 as an informal [Facebook group](#) for people in the stress-riddled association and hospitality industries to connect around a shared lifestyle, commiserate over the frustrating obstacles it presents when trying to find work-health balance, and inspire each other to not only invest in their health, but to find accessible, meaningful ways of embracing self-care.

“The Mental Health Foundation reports that when working long hours, as many in the association and hospitality industries do, 27% of employees feel depressed, 34% feel anxious and 58% feel irritable,” Wolowiec said. “When the average professional spends 25% of their adult life working, this lifestyle isn’t sustainable. Focusing on self-care shouldn’t be trendy or available only to those with enough time and money. Good health should be a lifestyle,” he continued.

“HBA and its resources will be the leading source of information for associations wanting to encourage a better work-health balance for their staff, members and meeting attendees,” Wolowiec added. “Our goal with not only establishing, but expanding this brand is to create recognizable, trusted tools that association professionals can easily incorporate into their busy schedules.”

As a first step, beginning January 1, the popular HBA Facebook community will become a public group. HBA logos are now [available for download](#) and use according to HBA style guidelines. Beginning in the first quarter of 2020, Event Garde and Naylor will establish a webpage packed with ready-to-use workplace and general lifestyle health resources, including thoughtful whole health podcasts, workout playlists, tips for sticking to a healthy routine when traveling, in-depth blogs about specific health topics, nutrition and exercise checklists, motivational videos and peer-to-peer challenges. To get started with a handful of initial resources, visit HBA’s webpage or Facebook community.

Additionally, HBA will develop and share a PDF guidebook that includes ideas for creating original association-sponsored health and wellness programs and resources, at no cost to associations. The guidebook, to be released in sections each quarter, will include insights and suggestions from HBA's nutrition, mental health, exercise and naturopath experts.

"Many of your staff, members and meeting attendees take the start of a new year as an opportunity to establish aspirational health and wellness goals. But without sufficient support in the form of knowledge and tools to maintain desired habits, it's easy for them to revert back to old, unhealthy habits," Wolowiec said. "We believe HBA will become the resource busy association professionals need to incorporate healthier habits for the long term, and we look forward to expanding our community of health and wellness-minded goal-getters."

Association professionals can learn directly from Wolowiec at two upcoming conferences. At the [Great Ideas Conference](#) in March 2020, Wolowiec will present a session that discusses how to incorporate health and wellness experiences into conferences. At ASAE's [XDP Design Project](#) event in May, Wolowiec will lead a walking, interactive session about how to maintain a fitness routine and make healthy diet choices while traveling.

"I'm confident that attendees will leave feeling assured about how they can help their members achieve a healthier lifestyle in part through their association membership," Wolowiec said. "We're excited to be meeting association professionals' increased demand for practical wellness knowledge through these prominent events."

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### **About Event Garde**

Since 2011, Event Garde has helped leading trade associations, individual membership societies, non-profit organizations, and government agencies across the United States address a range of unique and challenging professional development needs through customized services and expert guidance informed by research, trend analysis, best practices, prior experiences, and intuition. The success of our more than 100 clients is a direct result of the diverse and reputable thought leaders we employ, our commitment to growing the knowledge and confidence of your people, and the collaborative partnership we create from problem statement through solution design, development, and implementation. Key services include facilitation, meeting/event design and management, instructional design, event marketing/communications and executive/performance coaching. Visit [www.EventGarde.com](http://www.EventGarde.com) for more information.

### **About Naylor Association Solutions**

Since 1969, Naylor has helped build strong trade and professional associations by delivering solutions that engage members and generate non-dues revenue. We offer a comprehensive set of solutions, including communications strategy, print, digital and video content and production, full service event



management, advertising, sponsorships and exhibit sales, career centers, online learning, association management and association management software (AMS). Our expertise and breadth of services help us see opportunities others miss, and our commitment to excellent customer service fuels our passion to help associations achieve more success. Naylor's headquarters is located in McLean, Va. with additional offices in Alpharetta, Ga.; Gainesville, Fla.; Hunt Valley, Md.; Schaumburg, Ill.; and Winnipeg, Canada. Visit [www.naylor.com](http://www.naylor.com) for more information.

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