



Medium Category  
(101-1,000)

From left, Paul Schueller, Mark Stroub and Tina Semotan . . .  
"We care about the health and well-being of our people."

PHOTO BY MICHAEL GOELZER

## Franklin Energy Services

Long hours at stress-filled, sedentary jobs are as common in today's fast-paced, global economy as a fifth cup of coffee. As such, they pose a potential health risk, as well as a threat to the very productivity enhancements people expect to derive from kissing the 40-hour workweek goodbye.

"We believe strongly that healthy employees are happier and more productive."

### Tina Semotan

Vice president of human resources and organizational development

In April, the Port Washington-based energy efficiency firm formed a wellness committee, giving structure to the informal groups that had formed at some of the company's locations. The committee's mem-

bership includes representatives from each of its 22 offices.

According to Tina Semotan, vice president of human resources and organizational development, the company's focus on employee well-being has had an unintended, but highly prized consequence.

"We've created a culture of wellness. Our commitment to wellness has brought people together. Everyone's talking about this. Everyone's engaged," Semotan says, adding that that's not always the case. "I came from an organization where getting people excited about wellness was like pushing a rope up a hill."

For starters, the company's 300-plus employees are participating in a weight-loss program, pledging to shed a collective 1,000 pounds. To help with the effort, the committee brought in John Dettmann to talk about nutrition. Dettmann is director of strength and conditioning for the University of Wisconsin-Madison's Department of Athletics.

To keep wellness top of mind with employees, the committee maintains a wellness section on the company's intranet, sends a quarterly newsletter to employees' homes, dispatches occasional email blasts and regularly hosts lunch-and-learns in its offices.

"This isn't just about physical health, but the total health of the individual," Semotan says.

"The committee's focus is on emotional health, nutritional health and financial health, as well as physical health."

Importantly, the committee has the enthusiastic support of the firm's senior leadership, including its founder and CEO Paul Schueller.

"Paul's out there running races, swimming and leading by example," Semotan says.

The wellness committee is determined to be certified as a "well organization" by the Wellness Council of America, a nonprofit organization dedicated to improving the health and well-being of working Americans, Semotan says. To celebrate the committee's first anniversary, the committee has established a target of April 2012 to be certified.

While acknowledging the positive impact the company's wellness culture is expected to have on Franklin Energy's health care costs, and noting that the company is working on a way to link its wellness program to employees' health savings accounts, Semotan says those considerations are secondary.

"We care about the health and well-being of our people. We want them to feel better about themselves. We believe strongly that healthy employees are happier and more productive. That's our motivation," she says.

—Mike Dries



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WEBSITE:  
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TYPE OF BUSINESS:  
Provides energy efficiency program implementation for clients in the utility and government sectors

YEAR FOUNDED: 1994

EMPLOYEES:  
44 local; 339 companywide  
CHIEF EXECUTIVE: Paul Schueller