Wellness Fair 2011

Annual Wellness Fair was held at the ShipRec on April 13, 2011. There were 47 exhibitors participating in the event. Over 200 staff, faculty and students attended. The Wellness Fair was a collaborative effort between Human Resources and the Counseling Center. Check out these pictures from the Wellness Fair:

Welcome Table
Usana Nutrition Information
Chartwells
Welcome New Hires
Nutritional Counseling
Skin Health
Planned Parenthood
Exercise Science
Giant Food Store
Lyme Disease Education
Nutrition Label
Sushi Workshop
Therapy Dogs

Diversity is sometimes about counting people. Inclusion is always about making people count.
- Steve L. Robbins

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Why Gen Y-ers are Better at Customer Service

For Gen X and Baby Boomers, giving great customer service was a matter of pride — offering outstanding service was expected by company and consumer alike. It was all part of the plan to be "nice" because the "customer is always right." Even if a company didn’t offer great service, businesses could still advertise it and add a celebrity pitchman to reinforce that message.

Fast forward to the post recession economy where the value of great customer service has radically changed. In today’s world, geographical advantage has been largely obliterated. Most things purchased are commodities. As a result, customer service has become the only sustainable competitive advantage. It is the only proven way to ensure long term profitability for your business. In our “reputation economy”, a company provides excellent customer service because it’s the profitable way to do business. Customer service has become the new marketing.

Gen Y-ers realize that in this social media connected world, consumers are constantly tweeting and commenting about your company on the Internet. It used to be that companies were afraid that a dissatisfied customer would tell seven people. Now, through social media tools, they can tell seven million people! Peer review sites like Amazon and eBay have become the standard way for the uneducated consumers to choose what to buy. Consumers believe more about what their peers (even if they are strangers) think of the product than any Super Bowl corporate advertising campaign.

Gen Y-ers understand that customer service is the critical factor in building their business because at any time, any one can tweet, blog or post anything about their product or service. They build this fact into the infrastructure of their company to handle feedback of all types from customers.

Here are five keys to what your company needs to do to offer excellent customer service in a social media world:

1. Don’t ask customers how you can help them, ask “How can I help you feel more satisfied?”

Great customer service is about the attitude and actions we take to make a customer feel satisfied each and every time we interact with them. Customer service is difficult since it’s a constant moving target -- it changes from customer to customer, day to day.

2. Provide many ways for customers to give feedback.

Don’t just use comment cards or other surveys. Add e-mail, phone, Twitter and Facebook. Customers need a lot of opportunities to give feedback. No need to offer a bribe to them by giving a future discount. The ones that are very satisfied or very dissatisfied will always reply. Your company wants to get responses from the set of silent customers that will just sulk away, tweet or post, but never ever come back.

3. Don’t just listen to what customers are saying, reply.

People realize that their issue can’t always be resolved immediately, but your company can always be listening. Empathy is the biggest key to customer satisfaction.

4. Hire people who have been in the hospitality industry.

Studies show that with this type of experience, employees can build long lasting relationships with customers. Look for skills like courtesy and attentiveness. Problem solving skills can easily be taught.

5. Tie customer service to profit.

Keep the customers that make you money and fire the others that cost too much. Value a customer by looking at other areas besides revenue including the cost to service, referrals they generate, and their lifetime value. Know how you as the CEO personally stay connected to the customer through your actions every day.

(The World: American Express OPEN – Forum)

Welcome new hires

Paul Aaron—Physical Plant
Amesha Brown—Dean of Students
Nellie Cyr—College of Education & Human Services
Brian Johnson—Provost
Catherine Iacona—Etter Health Center
Tammy Myers—Human Communications
Herbert Steffy—College of Education & Human Services
Nicole Villa—Etter Health Center
Candace Warren—Etter Health Center
Lloyd Willis—Physical Plant
Michael Yurcich—Athletics
In our efforts to help the environment, Shippensburg University has been a partner with Commuter Services of Pennsylvania since 2008.

Commuter Services is a non-profit organization funded by federal Congestion Mitigation & Air Quality dollars. The group works with organizations throughout the region to reduce traffic congestion by educating employees about commuting options, other than driving alone. Several alternatives include carpooling, vanpooling, walking or biking, and riding transit (if available). All of these modes can improve air quality in the mid-state and at the same time help employees cut commuting costs!

Shippensburg University is proud to announce that this year we have increased our partnership level to 4 Star status through promoting varied Commuter Programs, such as National Bike to Work Week. The partnership increase is simply another way Shippensburg demonstrates our commitment to such environmental efforts. If you’d like to learn more about Commuter Services, check out www.PaCommuterServices.com or contact the Human Resources department.

Interested in carpooling, vanpooling or finding out about transit options?

Let’s Carpool!

Change Unhealthy Habits

“Changing habits is like starting a new job, the first couple of weeks are stressful and disorienting, but if you just hang in there, you will feel at home before you know it.”

There are three things that have to happen to successfully change a habit. The first is that you must make the decision to change. When you make a decision, you are affirming to yourself that you are willing to go to any lengths to make your wishes come true. This means that you will need to completely eliminate the word “try” from your vocabulary. When you say “I’ll try to do my exercises,” you are leaving an open door to not doing them. Then in your mind, if you don’t do your exercises, that’s okay because you only said you would “try” to do them. If you want to successfully change your habits to live a healthier life, you cannot leave an open door to your old habits. You need to just do it, just make a decision and not look back.

The second thing is to act “as if.” Whenever you change what you are doing, it will feel unnatural. It may feel like you are doing something wrong, funny, or something that is just not you. In a way you are right. When you change a habit, you are by definition acting in a way that is ‘just not you.’ But in a very short time, it will feel normal and it will seem strange that you ever acted any different.

Changing habits is like starting a new job, the first couple of weeks are stressful and disorienting, but if you just hang in there, you will feel at home before you know it.

The third is to work on yourself every day. The highest demonstration of a healthy and growing self-image and self-esteem is the commitment to work on yourself each and every day. You experience an elevated consciousness when you realize your power to step up to your greatness or default to your weakness with every challenge, distraction and decision. Working on yourself with consistency and persistence connects you to your inner wisdom and inner strength to become unstoppable.

(From Beacon to Wellness—Heath Chiropractic & Wellness Center)
Take the “Plop Test”

One sign that you’re not getting enough exercise—at any age—is whether or not you “plop” down when you sit. If you don’t get adequate exercise, especially to maintain strength in your lower body muscles, you will gradually adjust to how you do many activities of daily living, including sitting down and standing up.

To take the “Plop Test,” stand up and then slowly sit in your chair using only your leg muscles to sit. Do not use your hands/arms to help you get up or down. Repeat this Movement (or “controlled sit”) several times—again without using your hands/arms to help. Do the “Plop Test” using a hard chair, then repeat the test using a soft couch or lounge chair.

What are your findings? Do you “plop” down into the chair when you sit? Can you stand up using only the strength of your legs and gluteus (buttock) muscles? What happens when you sit on a couch or other seat that is lower to the ground? Can you do a “controlled sit” or do you “plop?”

It’s important to maintain general muscle strength, including leg and lower body strength, to carry out simple tasks of daily living. You use your lower body strength (i.e. leg muscles) to do daily tasks, such as sitting in a chair (and getting up out of the chair), sitting in the bathroom, getting in and out of the bathtub or climbing in and out of bed. You use your upper body strength to take a gallon of milk out of the refrigerator, bring groceries in from the car, open doors, etc.

These are examples of upper and lower body strength that should you lose, your quality of life would be dramatically affected. The same exercises that help you maintain your muscle strength can also help train your brain.

The Nutrition Label -- A great Read

(NewsUSA) - Way back when, few of us paid much attention to the ingredients in the food we were eating. A laundry list of ingredients that most folks couldn’t pronounce really didn’t bother us. Things have certainly changed. Now there are the "clean" food movement, the "real" food campaign and the battle cry to at least recognize most of the ingredients in your food. Believe it or not, some products on the market have always had "real" ingredients. They feature fresh taste and wholesome ingredients. Some companies had to scramble to remove the offending ingredient culprits like trans fat and pesky artificial food dyes.

Now with all food products requiring nutritional labeling, it is easier than ever for consumers to make a smart choice. Go ahead and take a look at the label before you buy your next packaged good to determine if the product contains "real" ingredients.

Here are some other helpful supermarket and snacking hints:
- Prepare a list. Going to the grocery store with a list greatly reduces the likelihood of making impulse buys. If shoppers go to the store with a set list in mind, they’re less likely to buy unnecessary items.
- Know your store. As a general rule, shop the perimeter of the store to find healthy foods—like fruit, vegetables, fish, unprocessed meat, whole grain breads and low-fat dairy—and avoid the temptation of processed, high-sugar or high-sodium foods that tend to be placed in the center aisles.
- Purchase in bulk when available. Save money on products you can buy in bulk that allow you to make your own individual portions at home. Items like cookies, crackers and nuts sold pre-packed cost more per serving than larger portions you can divide yourself.
- Don’t deprive yourself. Instead, eat smaller portions or find "lighter" versions of your favorite snacks. Dessert lovers can satisfy their sweet tooth with products that say "no added sugar" or that come in small serving packages. For example, if you have trouble maintaining portion sizes for something like ice cream, try purchasing portion-controlled ice cream sandwiches or fudge popsicles.