



Jay Guzzetta . . . "I never thought I'd be the person motivating anyone to get healthy or stay healthy."

PHOTO BY SCOTT PAULUS

## North Shore Bank

Keeping North Shore Bank's wellness efforts in peak condition starts with support. And wellness coordinator Lynn Jack strives for fresh ideas to help employees succeed in accomplishing their own goals.

With a well-established North Shore Shape Up program, each year's challenge for Jack is to keep things relevant and reachable.

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**Lynn Jack**  
North Shore Bank

Besides offering health club discounts, having trainers lead mid-day and after-work Zumba and Pilates classes, and taking work-break walks, employees are encouraged to ride bikes to work, take the stairs and engage in free health-risk assessments. And if getting active in various charity events like the United Performing Arts Fund and the American Heart Association feels like an option, the bank sponsors employee involvement.

Adding a few new twists to the program this year has yielded good results for motivated workers.

"We contributed 50 percent for employees who wanted to join Weight Watchers, either online or at a location. A lot of people who had not participated in the past were excited and joined," Jack said.

She feels good about a new way the word is spreading, too.

"We have an employee newsletter and highlight something health-related weekly in a blog format. People are commenting, and blogging back and forth," said Jack.

Employees also are invited to share stories and ideas through their own words, writing posts about what works for them and showing support for one another.

One of those contributors is North Shore Bank Oak Creek branch operations coordinator Jay Guzzetta, 34, who about a year ago weighed 280 pounds at 5 feet 5 inches tall. He started a diet on his own with a meal plan that includes eating every three hours and sticking with specific food groups.

"I started on a Monday morning and the first week I lost 9 pounds," Guzzetta said. "Everyone thought I was crazy to begin a diet over the

holidays."

But he persevered and added Zumba classes at work, plus walking. Then North Shore Bank started its "Spring Shape Up" challenge and he dove in.

"I started out a little chicken, but it came at a good time as I felt like I was slowing down and it gave me motivation to keep going," Guzzetta said. "It also gave me a way to track progress online."

When the competition ended May 25, he was the winner of most weight lost, but kept on track through the summer so he could achieve an even lower weight goal. Now at 147 pounds, he has lost 45.86 percent of his body weight and is ready for the company's "Maintain Don't Gain" challenge.

"I never thought I'd be the person motivating anyone to get healthy or stay healthy," he said, noting that he doesn't really know what clicked for him to make the change, but he's glad it did.

With the free flow of communication Jack has instituted at an organization that she characterizes as supportive from the president down, "I know people will come to me and they won't be afraid to ask for help," she said.

— Barb Zaferos

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**74.5**

### North Shore Bank

15700 W. BLUE MOUND ROAD  
BROOKFIELD

WEBSITE:  
www.northshorebank.com

TYPE OF BUSINESS:  
Personal and business banking

YEAR FOUNDED:  
1923

EMPLOYEES:  
197 (corporate office); 504 total

CHIEF EXECUTIVE:  
James McKenna