

GLOBAL WELLNESS SUMMIT

**11th Annual Global Wellness Summit
Making a Difference:
Social Impact and Why It's More Important Than
Ever**

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11th Annual Global Wellness Summit - Making A Difference

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FEMALE VOICE: Good morning everyone. Thank you for joining us in the salon in this beautiful gold room. We're going to be starting momentarily, so if you can take your seats. So this morning Dr. Carmona will facilitate us. We're going to have about 30 minutes of a discussion and then about 20 minutes of Q&A afterwards, so without further ado, Dr. Carmona.

DR. RICHARD H. CARMONA: Good morning, ladies and gentlemen. The topic today is one that is a challenging one for businesses. What is the role of being socially connected with our communities, providing additional value to our communities with the social connectedness, and as we look at corporate America, we see a trend that more and more big companies are involved in the community and understand the value of empowering a community, engaging a community, but how do you do that and still maintain a profit, especially if you're in a business world, in a publically traded company where the bottom line is you've got to have a margin, and if you don't, the CEO doesn't get to keep his job and boards go away and yet we have found many, many successful models where there is a benefit where we see community benefit can be tied to the business, whatever that business is, whether the widget or the hotel you're running or anything, and more and more, we see this trend moving in that direction, so part of the discussion today is do businesses have a responsibility to stay socially connected and engaged with communities to be able to provide added value to that community, different than whatever they do, making a widget or running a business of any kind, and is there in fact a business reason to stay connected with that community to inspire people and see the good that you do to the community different than what the product is that you're producing and there's plenty of examples that we have today. So, that's the discussion we're like to have, divide the time up and certainly let our panel members comment on that, but then that's second half hour or so, we have an hour, is to engage with all of you and hear your ideas and your questions.

Couple of things, for the panel members, this is being recorded, so please talking into the microphone when we're speaking. For all of you, I know you're all passionate about what you do, but I would ask, make your statements brief, make them questions rather than declarations of independence, you know? And so, because I know everybody's passionate and they all come from their own world and they want their story to be told, but what I'd like to do is take advantage of the extraordinary ability of our panelists here who have a wide range of diverse skills and so ask the questions to them specifically or to general so that we can answer them and we can get the best opinions, because the idea here is to share all of this information so we go away better armed to deal with the complexities of the world we're in today.

So, I'm going to pick on Paul Leone first, and here's why. Here is a man who's been here for three-plus decades running this absolutely gorgeous, incredible institution where he's responsible to the Lord, he has to make a profit, he has to run this and make sure every one of us are happy while we're here and the thousands of others and 15,000 conferences he's run in his 30-something years but yet, the community loves him because he spends a lot of time. He engaged with the community, thousands of hours of community service work, so I think it would be appropriate, Paul, if you could give us an idea how you look at that lens and the value you bring to the community and yet still be able to run a profitable business but have a social impact.

MR. LEONE: It would be my pleasure. Thank you, Doctor. Thank you all for being here. Few thoughts and then first and foremost, it's in my heart to begin with as a leader, but if I and my leadership team in our company did not have the support of our board and our private family ownership, this would be a much tougher proposition, but they have led by example and that's allowed us to really do the great work that we do, so I want to give credit there and cite how important it is to have that support from the very top.

You mentioned is it a corporation's responsibility. The discussion we have on this topic, we go beyond that. We think if private enterprise does not tackle these issues, no one else, who else will? With all the respect to people in government, we know how the wheels of government work, right? You know.

DR. CARMONA: They do work? Are they working? I'm sorry.

MR. LEONE: We feel like the solution lies in, with business, so it's not just a responsibility. We have to take the lead and so that's the mentality here. In terms of the P&L statement, this, like so many other initiatives here that we think are unusual and differentiated in the way we run this business, we view it as an investment, not an expense. It's an interesting tactic. The cost is going to end up on the income statement, but we philosophically view it as an investment, right? An investment is a lot different than an expense. And expense you're going to get one business cycle maybe benefit and an investment hopefully is going to pay off over the long term. We take a really long view in that regard that there is going to be a major payoff over the long haul in the health outcomes in our community, in, the spectrum is wide. On one end is health outcomes. On the other end of the spectrum is the pride that our people take in participating, having the opportunity to do this.

I'm a CPA by profession. I like the hard facts and information, but this one is a little softer concept, but it's real when we see our people go out into the community and a sense of pride, being able to touch other people and feel like they're part of something that makes a big difference has, and I cited that statistic yesterday, 92 percent of 2,100 people say they're proud to work here and this is a great place to work. If they can bring that to work every day, it's going to impact the bottom line of our community and our company.

DR. CARMONA: So you're telling me you're a CPA with a heart? Is that it?

MR. LEONE: I hope so.

DR. CARMONA: Well let's do this. All of you, I'm remiss here, Paul, as you know, is the boss here, the CEO. As each of you speak, just briefly give your name and who you're affiliated with so the audience knows that and later when you're standing, please give your names also and who you're affiliated with. So, let's start down at the end and work down this way, and everybody make a comment specifically about this social engagement issue and how and if we should do that.

DR. MITCHELL: Hi, my name is Dr. Matthew Mitchell. I'm a professor of health and human performance at Palm Beach Atlantic University just down the street. You know, it's funny, the social impact for us, we're at a university so we have students. A little different. We're non-profit, but I think the question of how can you engage students and not in a forced way. So, at our university, our students do what's called work-ship. It's actually part of their academic progress to engage in social impact, so it's easy to say it's mandatory so that doesn't count. But, when you think of all those things students complain about, and I could give you a laundry list of things, classes, food, other things, not once in my five years at BPA is work-ship, so that has the most impact.

[unintelligible female voice]

DR. MITCHELL: I'm sorry.

[unintelligible female voice]

DR. MITCHELL: Sorry, yeah, it's that work-ship that has the most impact and when you build that in their DNA, it's tough on the profit side is how do you hire people with that DNA. We usually hire for competence, not necessarily social impact, but maybe if we thought through it that way.

I oversee a human performance laboratory, so I have to hire students and one of the things, I'm often one of the top things I'm looking for isn't just competence. IT's, do they have that servant heart? Are they the kind of people who, if they see a need, they meet it. If something needs to be done, they do it. Do they have that DNA mindset? Because from that more easily comes a willingness to serve others and see outside themselves, but it's a challenge. It's a real challenge, and when we have students work, generally we have more energy, more excitement in our millennial generation, hopefully more excitement to do that.

DR. CARMONA: Thank you.

MS. NIEREL-BOSALAVAGE: Hi, I'm Wendy Nierel-Bosalavage, and I'm the president of LiVunLtd. The reason I'm sitting here is I'm also the vice chair of the social impact initiative, which falls under the global wellness institute initiatives and part of our mission is to help companies identify how they would set up a social impact program by sharing best

practices, so I have a request to everyone in this room is that if you have a social impact program that's up and running, please share it with us.

We would like to post it and share best practices and the reason I became involved in social impact is because of my daughter, who went to a school and the ethos was all about repairing the world, and at five years old, she came to me, this is pretty amazing, with a business plan and she wanted to imprint shorts with a heart on them and sell them. She didn't want to do a lemonade stand and from her and her friends, I really learned what it feel like to give and give back. So, I think we all know how great it feels to give something back. When you do a good deed, it feels good, so I think corporations have a responsible to their employees and to the shareholders at large. And I do have to do a shout out to the Breakers because I got to meet Denise, who's on our committee and Gilad also from Madison Collection and they have outstanding programs, so we're off to a great start with having a wonderful model. I applaud everyone here because I've been speaking with quite a few of the delegates and Torentio Aporta [phonetic] I know they have an amazing program, so let's not be bashful. Let's share our best practices so we can exponentially let it grow and please approach me if you want to get involved in the committee. Thank you.

DR. CARMONA: Thanks.

MR. DILIP BAROT: Thank you everyone. I'm Dilip Barot. I've been here for 30 years in Palm Beach, came to America and was fortunate to move here and I think I made money by doing social things and it has been a good business for me, so doing good and doing well has been a good business. I don't know why corporate America has so much difficulty to understand. They can only get reach by getting community reach, and I followed and I learned the capitalism fit hard from Mahatma Gandhi, because I come from India, and I think that's the only way people will go from capital if people think with their heart, because otherwise, it will bring the bad out of us, which we have seen in the last financial crisis and we don't know when another crisis will come and bubble will burst and how many people have to jump from the building, we know that.

So, I think social impact has been very important. I have been fortunate to do business that way and got attention by the president of the United States who wants to come visit me because he likes what I do. I said, I'm making money. That's all I'm doing and he said, but the way you make money is inspiring, so I've been fortunate, one a smaller scale changing the community to changing the life of millions, which I'll be happy to share with you individually because I have to speak only little. Thank you.

DR. CARMONA: Thank you.

MS. BACH: My name's Julie Bach. I'm the executive director for Wellness for Cancer, which is a 501(c)3. I also chair the Wellness for Cancer initiative. I can answer this question in a couple different ways, so I'll start first with corporate social responsibility and being a 501(c)3. In Colorado alone, there are 200 501(c)3 charities that focus on cancer, so it's a very competitive environment when you're a small nonprofit and your coming from your heart. So, in a way, I am dependent on people who commit to me and to people who really see the passion, so aligning many times with a non-profit is a way to be able to enhance your corporate social responsibility. The challenge, I think, is that we fragment ourselves. January is this month. February is this month. You know, October is pink October, so when you get down and take your dollar amount, your level of investment or your volunteer hours and you're spreading it over so many organizations you're really not having much of an impact. And I don't mean to be rude, because I'm extremely grateful for the donations that I get, but sometimes the donation that I get is maybe \$500 compared to the press release of 10 percent of giving back on an eye cream to me.

So, what I would say is what I'm noticed with Biologique Resurge [phonetic], who we've partnered with who's taking my non-profit into 70 countries and each distributor has to partner with a charity so that they can provide free services and free products to people to enhance their self-esteem. Now I have traction, right? So when you start thinking about, and there's so many different ways you can go, but I think this is the way I really felt from my heart, because we don't, in our industry know what CSR is, so we just kind of dilute so much that it really makes it hard and when I can contrast it to when somebody does it and really does it well, it enhances me. It makes me sustainable, so I think you have

to think about what is it. What is your core competency? How can you align? And now, all of these distributors want to give, so I know I'm probably short on time, but in Bulgaria, for example, they, the hospitals there don't even recommend for massage, but the distributor managed to get us three body image rooms and four hospitals came to my presentation and now we're able to make more of a social impact and people were crying because we're giving them something that will help them and help their community, and the hospital needed a partner for it.

So, I know I'm hopping around, but if you just stay focused at first and really try to give and give from your heart instead of diluting, all of us who are really struggling as a grassroots non-profit can have more of an impact.

DR. CARMONA: Thank you. Lynda?

MS. SOLIEN-WOLFE: Well, it goes to me?

DR. CARMONA: Yes.

MS. SOLIEN-WOLFE: Hi, everybody. Good morning. I'm Lynda Solien-Wolfe. I'm with Performance Health and I'm also the chair of the Massage Makes Me Happy initiative with the institute and I'm been with Performance Health in many different capacities for the past 20 years, and I'm very happy to say I'm so passionate coming from the heart. We're really have programs in place to reach with all the people that we work with. We work with a lot and are manufacturers of Bio Freeze, so we probably give away 50,000 packets of Bio Freeze to help people out of pain, but our system is really at least my division is, I'm working with all of those thousands of people to help them go out to the community and really help them to empower all the different groups you were talking about, Julie, so that's really, really special because we want to be able to, I had so many people here go, 15 years ago, nobody believed in me and you were helping us, if it was with dollars or products. I'd fly out there personally and give them my marketing experience, so now we have tens and thousands of healthcare practitioners from massage therapists, chiropractors, physical therapy, acupuncturists, and they're out helping their community, and they know our company is going to stand behind you, and that makes us feel like we're making a huge difference, and so

we're not just looking at it, like you talked about it. It's very much an investment. So we just want wonderful.

And our latest thing that Performance Health is behind and we're really spearheading it is this new thing called Massage Makes me Happy. Everybody is using massage in some form. I'm sure you guys do a lot of massage at the Breakers. Julie, you talk about massage, but now we want to tie when you think happy and the whole trend of happy, we want to tie the benefits of it, so that you know that there's research that supports it, that it really does help your mood, it really does help with depression and if we can bring that in from the medical side, just think of the social impact that's going to make. We really want to go global with that, so everybody has something to do with massage, and thank you for wearing the pin, but you're going to see that campaign, and that's something we're doing with the institute. Our message is just getting out there and our latest campaign is now, we're trying to, from a company take on the opioid epidemic because we want people to have safer pain relief options. That's really our biggest thing, and we started a website, so there's many choices out there because we want thousands if not millions of people out there with us and going hand in hand to make a difference.

DR. CARMONA: Thank you, Lynda.

MS. SOLIEN-WOLFE: Thank you.

DR. CARMONA: Belgin?

MS. BERKIN: Good morning. My name is Belgin Aksoy Berkin. I am from Turkey. I've been in the wellness and tourism industry for the last 25 years, but today I'm sitting here with my global wellness day hat. I'm the founder of global wellness day and I'd like to inspire you a little bit with this special day. So, the very short story of it, in 2004, I had health challenges myself and I changed completely the way I lived and I changed my lifestyle and I saw how it worked out for me, but then that wasn't enough. I called my disease as a gift that I received from up above when I was 28 years old, and I said to myself, this happened to you just because you changed your life? The voice in my ear was I couldn't stop it. It kept on saying you need to do something about this. You need to share this with the world and it needs to become a social impact.

So, in 2012, I was just sitting in front of the internet and I was checking when and where global wellness day is celebrated in the world so I could be a part of it, but then to my surprise, I realized that there is no day dedicated to wellness, which is quite surprising, especially for the United States because you have a day dedicated for so many things, like cupcake day and mushroom day. So no wellness day was really surprising.

So, I started to work for finding a way to spread it, but in my heart, my thought was even if we change the life of one person, it will still give me satisfaction, but fast-forwarding it to today, from 2012 to 2017, what happened is the second Saturday of June every year, global wellness day is celebrated in 100 countries and more than 4,000 locations. We were able to touch the hearts of 250 million people in the world, so talking about social impact and talking about, as one person, what you can actually do is quite amazing.

There are 86 global wellness day ambassadors around the world that are working very passionately, just like me. There are a few of them in the audience right now and our purpose for 2018 and 2019 will be the global wellness day kid's project because I believe in education and I believe changing the habits of the adults is a lot more difficult than giving the right habits to the kids, so we're going to be starting from kids that are the age of two, three in preschools. It's a long leap, again, but I like to challenge myself, so we were just having breakfast this morning with the global wellness day ambassadors, and our aim is going to be getting into all the schools in the world, in preschools and giving them five minute wellness circle time and one hour wellness lesson in elementary schools.

I'm just thinking, with all the statistics and forecasts about depression and obesity and crime, those numbers are definitely going to change and if you yourself think what would be different in your life today if you started to have education about wellness when you were two years old, you'd probably have less stress. You would know how to manage your relationships. You would know how to breath, how to love and accept yourself so you would be able to love and accept others. Thank you.

DR. CARMONA: Thank you.

MS. DIEZ BARROSO DE FRANKLIN: Thank you, my name is Gina Diez Barroso. I'm from Mexico City and I'm not that directly involved in wellness. I am a real estate developer and I'm involved in education. I believed always in giving back. I founded, I started a foundation for domestic violence in Mexico 25 years ago where we have high security hospices and we receive the women and the children and they live with us for four months and that, I mean, at this point, we are the number one domestic violence foundation in the country. We also have, that foundation went into anti-bullying in schools, as well.

Then, 12 years ago, I founded a university, and with that, I also did another foundation, which is the foundation for education in the arts and technology where we have 35 percent of the students on scholarship in the university, and due to that, dealing with millenials, I notice that what millenials are wanting is to help. They don't care that much about the money. They don't possess things. They collaborate and they share, so what they really want is impact investing and they want to help with different things that help nature that help the planet, that help the less fortunate, so we've been working with them, creating investments for them that will change the world, so I do think that it is extremely important for everybody to have in their corporations some kind of division where they can really make a difference in the way their profits are going to be divided. At least in Mexico, we do not have tax deductibility, so it is very difficult for us to ask for money, to ask for donations because people that donate, they donate from their net profit, so it is very difficult. It is not any tax advantage to give to people, so even though if you do not get donations, it is very important to give back.

So I think that we are in the process, we are in the university, we also decided to help the planet. We are the only university in the world that is lit platinum, all the campus, the three buildings are lit platinum, and not only - - which is outside, we are lit platinum inside and out, and I think that is also an example for our students that they have to help the planet. Being sustainable, another thing that we are very proud to think is that sustainable is not only a building. You have to help the community around the building and we are changing. We are in an urban area in Mexico that is quite challenging because it is poor. It is almost urban

extreme poverty, which in my opinion is worse than if you're outside of Mexico, this is urban. So we have a plan to change the way these people live, to give them opportunities. We have now 476 neighbors in the community with the university that we give them courses, we give them diplomas on the short courses that we give them on different careers. We give them jobs. We are building low income housing for them. We give them cultural events. Students are involved with them with no schools credits. This is because they want to help, so I think it's going to really change the whole community. Thank you.

DR. CARMONA: Thanks very much. So, we have a quite a diverse panel here and you've heard a number of examples of ways that different businesses, companies can make a social impact in the community, but it begs to ask, why is there this trend? Why is it that we feel the need to do this? I mean, certainly, is there a business reason to connect with the community? Probably so, but aside from the business side, what's the social connectedness side? Why are we doing this? We have to step back and take a global look of about 7.5 billion people and if we look at our, our nation as an example, the United States where we have 320, 330 million people and yet one out of five children grows up in poverty.

So, when government works, it works okay, but when government doesn't work, what usually happens is the private sector has to step in, and really, you don't go to the government for innovation. We all know that. Innovation happens in the private sector. Government does have a role when it functions optimally. When it doesn't we even have to step up and take a role to ensure all of these populations who are out there having a tough time that we do something. When I look at the challenges today, one in five people in the United States can't get mental health care and even those who do, it's pretty limited. You get three visits with your schizophrenia or something and that's it for the year, so it's very difficult as we see this playing out in front of us, so as I look at the statistics, spending about 19 percent of our GDP, almost \$3 trillion on what we call healthcare, but what is really sick care. 75 to 80 cents of every dollar are caused on chronic diseases that we cause by our bad lifestyle, smoking, sedentary behavior, obesity, diabetes, all of those things, so then you start to see a world that needs a whole lot of stuff.

And then you go globally and you look at the fact that about 2 billion people in this world of 7.5 billion, about 2 billion live on less than a dollar a day, and these are communities where there is no clean water. There is no food. The children die. The children can't grow. So, all of a sudden, I think businesses and their social conscious think, gee, this is in my backyard. I need to do something. How can I connect with this community, make it better but still stay focused on my business because I'm being held accountable. Whether it's a private or a public company, you're still being held accountable and I think that's the beauty of the private sector and the innovation is that we continue to see these trends that where government falters, stumbles, is too tied up in their own self-interest, you often see community leaders like all of those here step up and say, okay, whether it's cancer, whether it's obesity, whether it's any need in a given community, the model is the same across the board, nationally and globally that the private sector steps up.

So, I think we're very fortunate here in the global wellness summit, as well that Susie and the board has made this an issue to say, okay, let's make sure that we're not just providing services and support for those who can afford it, let's make sure we democratize all of this and make sure we reach out, because, let's face it, everybody needs wellness, but you could arguably say the poorest people need the wellness more because they are the disparate communities, and again, using our nation as an example where we can predict pretty much by zip code how you're going to do in life, what your outcomes are going to be, what your mortality might be, whether your children are going to get vaccinated, so that's how well we've done with the analytics, and yet, it's embarrassing to many of us, so I give credit to all of my panel members here because each of them in their own groups have stepped up to say no, I'm not going to let that problem go. Just because I'm doing well, I'm going to reach out to my community and the smart people who do it I think say, but it can also be an advantage to my business, okay? You don't want to be cold about it and calculating, but the fact is, you want to be strategically good at it, and it does benefit the business, and as Paul has pointed out here, he's got a happy workforce. When you look at some of the metrics and that, it's unheard of in the hospitality industry is people just love coming here and love volunteering time in their

community, whether it's in an Aids clinic or helping build a house for Habitat for Humanity. It's in these expressions and I'm proud that the global wellness summit is going to continue to stay on top of this to make sure that we democratize wellness, so I want to open the discussion now and any of you who may have questions.

Okay, sir, let's wait until the microphones get out and then we'll pass up the questions and Mary, we'll get Mary next so another microphone up here for Mary and we'll go around. Feel free to direct your question to specific board members, panel members or just throw it out to all of us and we'll see what we can do with it, okay?

[inaudible male voice]

DR. CARMONA: Can you identify yourself, sir?

[inaudible male voice]

MR. MICHAEL THOMPkins: I'm Michael Thompkins. I'm a partner with Hutchinson Consulting and Hoffman Hospitality Concepts. I'm founder of Start St. Louis which is a nonprofit that I began about a year and a half ago and actually a couple of things that you're talking about, I think if I could open my question to the panel, particularly Gina when she spoke, she mentioned that in México, there is not a tax benefit to the 501(c)3, I know that when I established y 501(c)3 and the parameters that went along with it and the money that then came into my non-profit, I could have set it up so there were salaries and I could have benefitted tremendously. I also understand that sometimes you need salaries to be able to grow a model if it's a 501(c)3, but I've sort of found a model where we don't need to have that. Everybody, whether it was staff, volunteer, board or participant in our event was volunteer 100 percent so that every single penny that was donated to my non-profit went back into the event that we had to raise money for inner-city.

But one of the things that I started to discover as I was going around, whether I was trying to work with corporations or individuals is that people would ask, you know, how much of your business is given out to, back to the public and how much is kept in your pockets as salary, and I was proud to say zero dollars for start, but I didn't know, my question is, is there an organization that says these non-profits take

zero percent of the dollars that come into them and give everything back. Where would I find that?

DR. CARMONA: Well here's, we'll pass it around. I'll frame the issue because that's a big issue in philanthropy. The public wants to know what percent is overhead and what percent is actually going out to benefit people. 100 percent is extraordinary and if it's totally, that's a reportable event, but there are websites that you can actually go to that are vetted where you look to see what percentage goes out and I think you bring up an important point because the public wants to feel secure that the money I'm sending is going out for good use and is not used, as in some of the scandals we've seen over the years where it's so-called philanthropists are spending millions of dollars on planes and self-aggrandizement, so that's an important point. Let's go one at a time.

MS. SOLIEN-WOLFE: Well, I'll just say I'm part of a not for profit called Get Out, Stay Out and we participate in charity navigator, so I would suggest you register with charity navigator and then anyone who is interested can just go on the website and there are certain compliance things and it has full transparency.

MS. BACH: I was just going to say on that, there is a formula is typically 75 to 85 percent and I'll share personally, being transparent, I haven't taken a salary in 14 years. It's no longer sustainable for me when it's the only thing that I do, so now I take a very small stipend, \$3,000 a month, to live on, which is what I made in the eighties, so I think there is this passion, but then there also is, it was very hard for me to run an organization on volunteer time because they had a job 40 hours a week, so I had to be the glue, and I had to finally say we deserve to have something for it, but also I can't run an organization dependent on volunteers because I'm the first thing to drop from their list, and then I can't grow, so I think it's a fine balance between the two and just keeping that 75 to 85 percent going back into social community.

DR. CARMONA: Thank you, Julie. Let's move down this way. Paul?

MR. LEONE: I might just quickly take it in a little different direction because it makes me think of so many of the boards I have served on, not for profit boards are sort of what I

would call development boards and they don't understand the finances of the organization and they don't understand internal controls and other fiduciary responsibilities and I think even in a case where they're very efficient, maybe not as efficient as you, 100 percent is extraordinary, as Dr. Carmona said, but if you're involved with not for profits and you're on the board, you have a responsibility to help them understand their business, because as the end of the day, it is a business in the financial sense, and I think of waste and inefficiency is really unfortunate.

DR. CARMONA: And Lynda, just a second. I just want to make a point. I think one of the important points that Paul is making often people get together because they want to do wonderful things in the community, but there's nobody that has the financial expertise, and so one of the important things that I have always looked at when I've done this is who is on the board that understands finance, okay, because you're bringing in money and you're sending it out to do something, so I think that's an important point. For the people with the big heart, they need some adult supervision as it relates to finance because they can make mistakes, and it's not that you're doing things wrong. You just don't know, but yet you have somebody that runs a business and you understand that. That's a great point, Paul. Lynda?

MS. SOLIEN-WOLFE: You guys said and you need to say, you need to have a person on there that understand the finance, you know, and look for that person in your community. You guys might all be the ones with the heart, but I always look for that talent, somebody that doesn't have that skills.

MR. LEONE: And asks the touch questions.

MS. SOLIEN-WOLFE: And I'll be beating you up for some projects.

DR. CARMONA: Any other comments as we go down?

MS. BERKIN: For global wellness day, we decided to not touch money at all because unfortunately foundations and associations have the reputation of being called as a black hole, so we decided to not touch the money at all. We do work with the sponsors, but for example, if it's an event that we are organizing, we tell them, okay, you do the stage. X company comes and builds up the stage, but we don't see the money and all the investors of global wellness day are

working that way, so money, we stay away from it to not have any kind of rumors of what's happening with it.

I've been a part of a foundation in Turkey, the Turkish Heart Foundation for the last eight years. Foundation association, that's a completely different business, I would say, and I don't feel myself ready to lead an association or a foundation, so I stay away from it. It is difficult to do it that way, but it is possible.

DR. CARMONA: It is, and I would just say, to your point is a very good one, but to those that do want to venture into that, transparency is probably the best value.

MS. BERKIN: Definitely.

DR. CARMONA: You have to make sure the public clearly understands and you put out your statements and everybody can look at your books at any time and then you get away from that onerousness of what are you hiding and not telling the public.

MS. BERKIN: Exactly. That's the point that I was saying was that it's so difficult to find a way to be transparent, not to give any question marks to anybody.

DR. CARMONA: Other comments? Gina?

MS. DIEZ BARROSO DE FRANKLIN: You know, I think what we're doing is we have a very tight limit on the salaries we can pay, but not only on that salary, we wouldn't be able to get anybody very good to manage the foundations that we have, so if we have an average of \$2,000 a month, which obviously we would not get anybody good for that foundation, we pay, from the business side of my company, we support the rest of the salary for this person. So, we get somebody who would probably make 150,000 or 200,000 that runs the foundation side and we just charge to the foundation the \$2,000 that we allow them to spend. The rest is supported by my company.

DR. CARMONA: Well, it's an interesting model, and I think some corporations will allow their executives, in fact, they lend executives sometimes to United Way and things like that for months at a time or a year, or they'll allocate 10 percent of an executives time to do socially connected work in a community, so there's a lot of models and I think that's an important point you're hearing from all of our panelists is that you can skin that cat a lot of different ways and it

just depends on your environment, the money flow and so on, but the good news is, there's a lot of ways to deal with these issues.

Mary, you had a comment?

MARY: A couple things to say. I've got a big voice so I forget about the mic sometimes.

DR. CARMONA: Identify yourself to the group, too?

MARY: Okay, so Paul, I was listening to you and how you treat your employees and you know, I'm impressed with the ADR and your MPAR, et cetera, et cetera. That said, there are people like Paul who do this very well, but let's look at the big corporations that kind of run the world, okay? And I have a question. You know, you look at these big companies and they're driven by shareholders who, they're not driven by shareholders, but the shareholders want their money, okay? And now that I'm America and do depend on the stock market, I understand. However, sometimes when you're pleasing the shareholders, you know, you're not treating your employees well. I mean, I'm going to pick on McDonalds for a whole different reason, not so much their food, but for the way they treat their employees. Okay, their employees don't make a living wage, et cetera, et cetera, and so you know, instead of pulling McDonalds out of places, I'm not a big fan of their food, okay? Don't misunderstand me. I'm a nutritionist, but can you get McDonalds to say, look, guys, if you're going to stay, you have to treat your employees better, et cetera. That's one question. How do we get around the big corporations that make tons of money and none of it goes for social causes, with the exception of people like Bill Gates and Warren Buffett, et cetera, et cetera, so that's question number one.

Question number two, and I'll be quick about this, question number two is I listened yesterday to - - talk about what we need to do about how we're going to be healthier in this country. So, I heard, we're going to pull sugar out. All right, but just pulling sugar out doesn't solve our major problems, okay? And the rest of the world laughs at us, okay, because nobody else has the sugar habit we do, so if you look internationally, that's not a problem internationally, so we knew, we are a global wellness summit. So we knew, let's take all the fat out or you've got to have

the right fat, blah, blah, blah. Don't forget I am a PhD in this stuff so I totally understand, but the whole problem is how do we work on the big picture? Someone said yesterday we all have to sing together. We have to sing from the same songbook, so if one person goes, oh, sugar is being taken out. That's the answer. Oh, fat's being taken out. That's the answer or you know let's do tai chi instead of really true aerobic work, et cetera, et cetera. How do we all sing the same tune when we've all got missions that are important?

DR. CARMONA: Okay, well Mary, you've got a couple questions there and so first and foremost, we have to look at the organizational structure. Public boards and private boards are different, but what Paul said earlier, whether it's a public or private board, if your board empowers the CEO to do that, and that's key. The board has to say it's okay to do and so you have to develop that value within the board.

Now, I sit on three publically traded boards, Fortune 500 companies, okay? Every single board, every board meeting, we talk about social responsibility, every single board, but that culture has to develop. You use McDonalds as an example. You can certainly fault them for a number of things, but in fact, they do millions of dollars of scholarships to the kids that work there, so there's a number of good things that they do, but I don't know any board that's pure. I don't know any company that doesn't get beat up for something, but the question, in my opinion, if you spend all your time fighting all the negative, you're never going to get anything done. If you can forge a partnership with them and start incrementally with them, I think that's how the value is. Paul, go ahead, please.

MR. LEONE: Yeah, I was going to go right to the first question. The second I'll leave to the panel. You hit the nail on the head. I think the shareholders are usually focused more on public companies have to vote for the right board and the right leaders and unfortunately, the experience shows us that every organization has leadership positions. Unfortunately, not enough compassionate leaders. I heard Howard Schultz this morning. I don't know if anyone saw him on CBS.

DR. CARMONA: Yes, I saw. Good story.

MR. LEONE: He is a really good chairman of Starbucks and he talked about a compassionate society and the society really

is in this example, it's each of these companies is a society. I hadn't really thought about this. It's not the 25,000 hours that we put in the community. That is obviously a huge impact. It's the everyday behavior within the company. This is a culture and a society in and of itself that has a ripple effect, right, on the children of the people who work here, their neighbors, the people they do business with and so anyway, back to the main point, I think it's, the short answer is, shareholders have a vote.

DR. CARMONA: Right, and so one quick things for those of you who are less familiar with the public boards. There are what's called proxy companies that oversee the private companies, like Les Lewis, ISS, here's what's interesting. One of the metrics they use to evaluate publically traded companies now is social connectedness, what you're doing in the community, so it is being driven in the right direction.

MS. DIEZ BARROSO DE FRANKLIN: Yeah, there is something regarding this, I belong to a public board and I find that now it's politically incorrect not to be concerned about how to change the world. I'm going to tell you something that I was happy to be, spend some time with David Rubinstein from the Carlisle Group and he was telling me that something that really changed, made me think a lot like, he said before many, many years ago, the most important thing was who were your parents. Then, what school you went to, then what was your net worth and now the most important thing is what have you done to change the life of others.

DR. CARMONA: Very nice. Very well said.

[Applause]

DR. CARMONA: Thank you.

MS. DIEZ BARROSO DE FRANKLIN: Thank you.

DR. CARMONA: I think I'm getting the high sign here. We have two more, one more questions on time and if there are other burning issues, some of us will stay around and answer them personally. Go ahead. What's the question?

MR. JOLIN MCWHART: Hi, my name is Jolin McWhart [phonetic]. I'm the CEO of a hospitality company based in Dubai that is part of a real estate group called - - the question really is, I spent about the last five in the U.S. out of 30 years spent in about eight countries and professionally exposed to 35

other countries, and the one thing that really struck me in this country that I love dearly is how, and this is not meant to be a political question in, by any way, shape or form, but I've been sort of wondering what does the public sector, what can the private sector, rather, how can it contribute to health and wellness or health in general in a country which is the most powerful and the first democracy in the world and where, which neighbors have stronger healthcare systems and if you go in other countries in Asia and elsewhere where those countries are a lot poorer, but even manage to have a decent healthcare system?

Now, beyond all political considerations, the question really is, what can the public, the private sector do to contribute to take over from the government, since you were mentioning earlier, when the government fails, the private sector has to take over. So, what is it that we all can do ask companies to help in that process of just providing the basic needs, which is health.

DR. CARMONA: Okay, we'll stay away from the politics because that will get us know where, especially in our country. There are issues, the whole issue of wellness, can we democratize and viral-ize wellness in a community where we have a business, for instance? It benefits us because we know if I have a well workforce, I can cut my healthcare costs. I can increase productivity. I can decrease absenteeism. I can decrease presentee-ism if I have all of those things, so there's a reason to do it for business and a reason to do it socially for the community. I want to say, not knocking government, there's always a balance between the business and private sector, but the private sector continues to thrive and sometimes the government flatters, sometimes that flatters, so I think the value of this is that our private sector is really robust and it's smart and you see people appear and they get things done. Even if governance flips, the private sector does step up. How about you? Anybody have any comments on the question here? Go ahead, Doctor.

DR. MITCHELL: Yeah, I think it starts really small where you are. You know, for us, at our university in our department, we work with cancer patients. Some of it is research, but some of it is just wellness. Three days a week they come in early, one on one training with our student volunteers. Everything is volunteer driven. That started simply because that was the most immediate, nearest thing we had. We had a

professor who had to call people who had cancer and that's how it started. There was no elaborate plan. There was no 501(c)3. There was nothing. And from that grew a larger program. Now we have a couple faculty. Now we're doing research. Now we're getting grants. Now we're doing other things that just come out of that, but it all started with just simple, what is in our closest vicinity? What can we be passionate about, and can we then share that passion with others and, I think Julie said that, too in what you're doing. Cancer is easy to do that, but finding your place in that with so many other organization and let's then build connections with other organizations. Then maybe we can even grow what we're doing, not to be better, but to be more of the sum than just the parts.

DR. CARMONA: Okay, go ahead, Lynda. We'll just come down the line there.

MS. SOLIEN-WOLFE: So, I am not part of a public company and, but I straddle a lot of other worlds in the not for profit world and I am working with a company called meteorite, which helps company build their social impact programs and the gentleman came to me with a statistic, and I think I'd like you all to go away with this information. So, I don't see too many millenials in the room. However, yesterday, except for you, good and well talked about the millenials, and look, this is our future, so what does the future look like in the millennial's mind. So, there's a study that was done that says social impact programs have the same effect on employee retention as an annual salary increase of \$3700, so I went out and I asked what they thought of this, and everyone was in agreement, so from a bottom line perspective, it kind of makes sense, and the bottom line is the bottom line in not for profit or for profit. So just keep that in mind, \$3,700. So, as the doctor said, start small or else it can be very overwhelming, change one person's life or make a business plan. It doesn't have to be huge. It doesn't have to be global right away, but just pick one thing that you have a passion and heart for, and believe me, it will grow.

FEMALE VOICE: Thank you, we have one more minute.

DR. CARMONA: Okay, brief comment for the last minute.

MS. NIEREL-BOSALAVAGE: Okay. We're unfortunately living in a very, very unhappy world. There are 40 million people in the

United States that are in depression. 800,000 people in the world killed themselves. They commit suicide. This is more than the number of people who die because of terrorism attacks, so as a private sector, you want to do something, just keep it simple. Make someone happy.

DR. CARMONA: Very nice, very powerful. We're out, I'm getting the high sign, so I'll talk to Susie and make it bigger next year because we hit on some critical issues. Thank you all for being here and let's thank our panel.

[Applause]

FEMALE VOICE: Thank you all for joining us. Thank you, Dr. Carmona.

[END RECORDING]