



# NUSTEP PINNACLE AWARD

## Transform Your Program

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Pinnacle Award  
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December 2012

Dear NuStep Pinnacle Award Applicant:

NuStep, Inc. invites senior living communities and senior centers with whole-person wellness programs that promote and support successful aging to submit applications for the 2013 Pinnacle Award.

### MAKING A DIFFERENCE IN OLDER ADULT WELLNESS

NuStep, Inc. established the Pinnacle Award 14 years ago to recognize excellence in whole-person wellness programming for older adults.

•Emotional •Environmental •Intellectual •Physical •Social •Spiritual •Vocational

To nominate your community or center for a Pinnacle Award, please follow the entry guidelines outlined on the following pages. There are eight sections to complete for a total of 500 possible points. Use or ownership of a NuStep recumbent cross trainer is not required for eligibility.

### The deadline for entries is July 1, 2012.

The Pinnacle Award judges will review all entries, select three finalists for each division and follow up with on-site visits and interviews to determine the winners. Winners will receive a NuStep T5<sup>XR</sup> Recumbent Cross Trainer for their organization and the prestigious Pinnacle Award. NuStep will host the winners at the International Council on Active Aging (ICAA) Conference. Photos and information on the winners' wellness programs will be posted on the NuStep website and announced in the NuStep Pinnacle Award newsletter. Press releases will be sent to industry publications and to community newspapers. Good luck.

Yours in Good Health,

Steve Sarns  
Vice President Sales and Marketing  
Exercise Physiologist

Jane Benskey  
Marketing Communications Specialist

**P.S. If you have any questions, please contact Jane Benskey at: 800-322-2209 ext. 1867 or [jbenskey@nustep.com](mailto:jbenskey@nustep.com).**



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[www.nustep.com](http://www.nustep.com)

Patents 5,356,356; 6,042,518; 6,361,479;  
6,666,799; 7,490,363; D359,777; D421,075;  
and patents pending.



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## Transform Your Program

The NuStep Pinnacle Award salutes senior living communities and senior centers that best demonstrate a culture of whole-person wellness throughout their organizations.

**The two Pinnacle Award divisions are defined as:**

**Senior Living Community**

Any wellness program that is part of an independent living community, an assisted living community, a skilled nursing center, or a memory care center.

**Senior Center**

Any wellness program catering to the (50+) population offered at a senior center, a community center, a parks and recreation center, etc.

**One winner is chosen in each division.**

To nominate your older adult whole-person wellness program for a Pinnacle Award, read the Rules for Entry and then describe your wellness program using the eight categories outlined on the next page.

**Rules for Entry**

NuStep, Inc. accepts Pinnacle Award applications from senior centers and **individual** senior living communities (i.e., not the corporate office or parent company of multiple communities). Use or ownership of a NuStep recumbent cross trainer is not required for eligibility.

In preparing your written application please:

- Respond to each category separately and cite supporting exhibits within your response. All exhibits, outcome data, photos and videos must be included with your entry.
- Keep the written narrative of your application to five pages (excluding exhibits, outcome data, photos and videos).
- Include contact information: name, phone number and email address.
- Email your application to:

**pinnacle13@nustep.com**

Entries must be received by July 1, 2012

**Selection Process**

The Pinnacle Award judges review each application and select finalists by total point score (see total points possible on next page). Subsequent on-site visits and interviews of the finalists are conducted to determine the winners. Winners are notified in early October.

Pinnacle Award winners receive:

- **NuStep T5<sup>XR</sup> Recumbent Cross Trainer.**
- **On-site Pinnacle Award presentation by NuStep vice president of sales and marketing.**
- **Airfare and two-night hotel stay to attend the International Council on Active Aging (ICAA) Conference November 29—December 1, 2012 in New Orleans, LA.**
- **Recognition at the ICAA Conference.**
- **Exposure in industry publications.**



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## Document the Transformation

### Describe your Whole-Person Wellness Program

(Please focus only on your wellness programs for 50+, not your overall programming.)

#### 1. Overview (100 points)

Give a general overview of your older adult whole-person wellness program, including the mission statement, program design, medical soundness of design and operation, staffing (we feel staffing is critical to the success of any wellness program) and facility overview. Please focus on what makes your program unique and different from other older adult wellness programs. Please describe how you approach each of the seven dimensions of wellness including: emotional, environmental, intellectual, physical, social, spiritual, and vocational.

#### 2. Marketing (50 points)

Describe how you market/promote your program. Include details about your target audience, marketing message, supporting marketing materials and special marketing campaigns. Include any marketing materials that positively reflect how your community/facility markets whole-person wellness. Also mention any fee you charge for basic membership or additional programs.

#### 3. Participation (50 points)

Detail the level of participation of your target audience and how you measure it. Include examples of participation in each of the seven dimensions of wellness. Explain the surveys or software you use to measure participation as well as any behavior change techniques that you employ to increase participation. Discuss how your wellness program is reaching the on-site employees and include any unique ways that the employees interact with members as a result of inclusion.

#### 4. Motivation (75 points)

Describe how you motivate members to participate and how you track enrollment and participation of your target audience. What unique ways do you motivate your participants? How do you evaluate effectiveness?

#### 5. Program Enhancement (50 points)

What improvements have you made to your program? How did you gather information to improve your program? What type of survey did you use? How frequently do you solicit feedback from clients? Describe how you have expanded the reach of your program beyond the “walls” of your organization to share wellness in the community.

#### 6. Educational Content (50 points)

Does your program provide a full range of ongoing whole-person wellness education? Does the content include all seven dimensions of wellness? Explain in detail the programming you offer to raise participants’ awareness about healthy lifestyles.

#### 7. Supportive Services (50 points)

Describe any special services or program strategies you offer (such as individualized programming, clinician teaming or cooperative efforts with other organizations) to help participants reach their pinnacle of wellness.

#### 8. Outcomes (75 points)

Detail how you measure success within the whole-person wellness model. Provide individual and group data plus human interest stories. Discuss any surveys or other unique ways your center measures outcomes.

**Total Points Possible: 500**

THANK YOU for applying for the NuStep Pinnacle Award. We look forward to reviewing your entry and learning about how your organization is transforming lives through whole-person wellness.



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## 2012 Pinnacle Award Winner Comments

### 2012 Pinnacle Award Winner - Senior Living Division

“The Garlands is honored to be the 2012 NuStep Pinnacle Award winner. Since we opened ten years ago, our focus and ongoing commitment has been on creating a culture in which overall wellness thrives. This award affirms our commitment to offering an engaging lifestyle for our residents and is a real testament to our employees who work daily to support and help improve the lives of those we are privileged to serve.”

**Thomas Herb, President and CEO**  
**The Garlands of Barrington**  
**Barrington, Illinois**



NuStep Vice President of Sales and Marketing, Steve Sarns (L), presents the Pinnacle Award commendation to The Garlands of Barrington Executive Director, Bruce Berlin (R) at the ICAA conference held December 2011 in Orlando, FL.

### 2012 Pinnacle Award Winner - Senior Center Division

“Being awarded the prestigious Pinnacle Award and earning national recognition for our active aging and health and wellness programming is a resounding and wonderful validation of our mission to enhance the quality of life of the seniors in our community. This is also a stellar moment that reinforces my belief in, and shows recognition and appreciation for, the phenomenal team and senior family members at Granite Reef Senior Center.”

**Tim Miluk, Human Services Manager**  
**Granite Reef Senior Center**  
**Scottsdale, Arizona**



NuStep Vice President of Sales and Marketing, Steve Sarns, congratulates Granite Reef Senior Center Human Services Manager, Tim Miluk, at the ICAA conference held December 2011 in Orlando.

To learn more about the present Pinnacle Award winners, visit: [www.nustep.com/inside/pinnacle.html](http://www.nustep.com/inside/pinnacle.html)



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