



*The Association for GM and HBW Connectivity, Education, and Research*

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As the meeting planner for a large trade association, I am always looking for new and exciting spouse programs to bring to our marketing conferences. In 2007 we identified a new opportunity for our membership around “wellness” and wanted to take a similar approach for our September spouse programs. After meeting with Ingo during a site visit to Palm Desert, I was convinced that he would be able to compliment our member program with a very valuable event for our spouses. Ingo presented a two-day journey that helped the participants discover a pathway to well-being; it covered everything from discovering healthier habits to touring the grocery store and learning about nutritional labels. Almost all of the attendees commented that they would have enjoyed staying longer and learning even more about wellbeing – and that’s a first. Many thanks to Ingo and “hats off” for the wonderful program he created for us! His knowledge, concepts, and excitement about fitness were a success and made my job much easier.

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