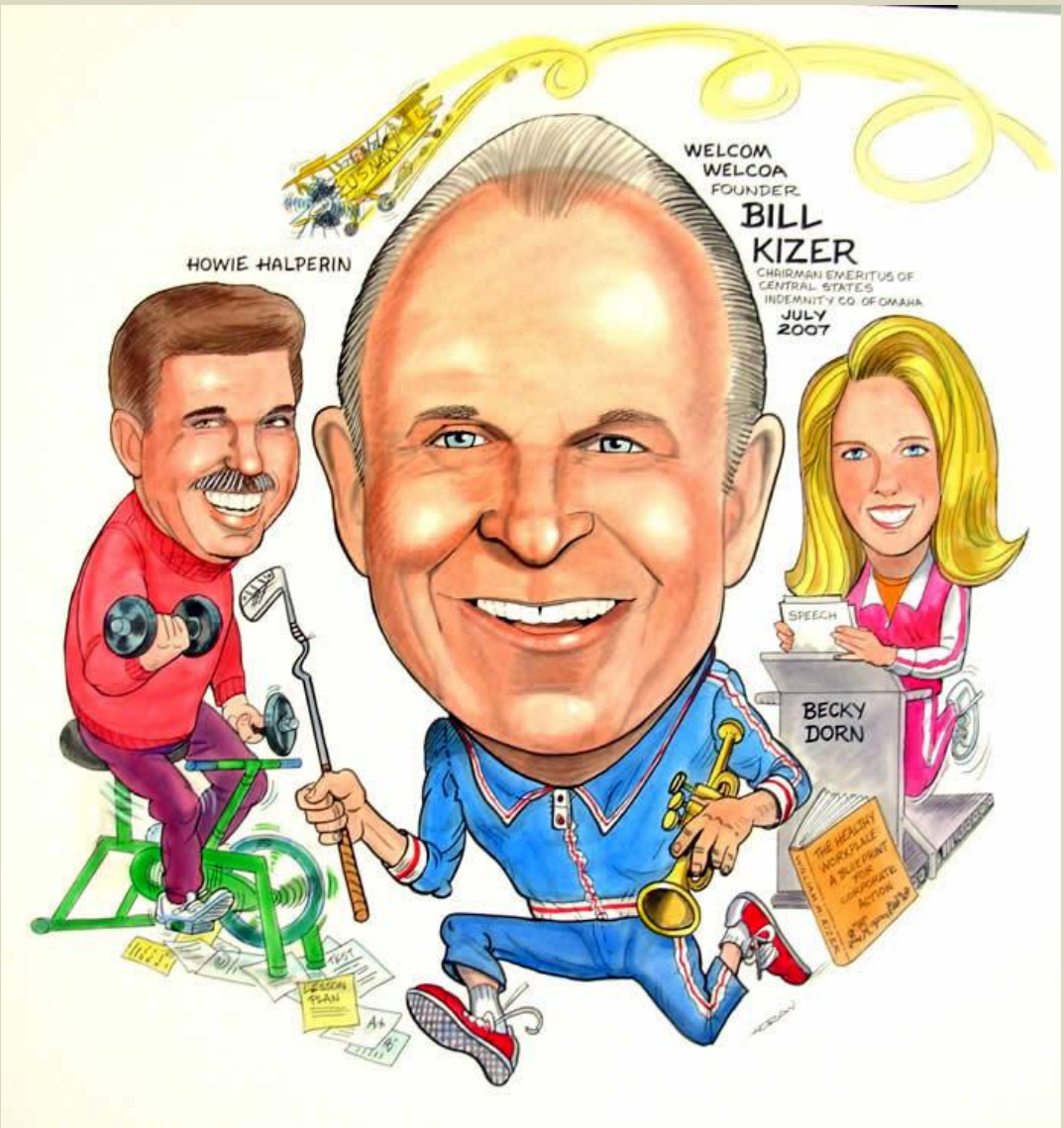

#112 William Kizer
July 2007
The man whose name is synonymous with wellness in the workplace was honored in front of an overflow crowd of fans and friends. Kizer is the chairman emeritus of Central States Indemnity Co. of Omaha. He is best known for pioneering the concept of workplace fitness programs. In 1982, he led several Omaha business leaders in the formation of the Wellness Council of the Midlands (WELCOM) the nation's first such organization. Four years later, Kizer took the idea national and founded the Wellness Councils of America (WELCOA). He is the author of the book "The Healthy Workplace: A Blueprint for Corporation Action." As roaster Howie Halperin said: "Corporate Omaha is healthier because of one man's soul." At Kizer's insistence, both Halperin, the executive director of WELCOM, and Becky Dorn, his assistant, were included in the picture.