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New Year resolutions? Healthy by Association can help

Space for #GoalGetters features daily posts, weekly video chats and member contests

KALAMAZOO, Mich. – A new year has dawned, and as people commit to 2018 resolutions, [Healthy by Association](#) can help.

Founded in 2017, HBA is a space for association and hospitality professionals, known in the community as #GoalGetters, to set goals, share workout accomplishments, exchange healthy recipes and, above all, stay motivated.

“In January 2017, my fiancé and I broke up after I learned he cheated on me,” said Aaron Wolowiec, founder/president of Event Garde. “So, I took to the gym to heal my grief and pain. As I began posting on my personal Facebook page the miles I ran and the workouts I completed, the outpouring of support was a welcome surprise. As I considered how I might better leverage this momentum to motivate others, Healthy by Association was created.”

HBA comes at a time when associations are increasingly paying attention to health and wellness, Wolowiec said. In 2018, association meetings will continue to offer healthier food and beverage options, more opportunities for movement and exercise and, above all, will encourage greater mindfulness and self-reflection during scheduled downtime.

Through the Facebook group, association and hospitality professionals can share ideas for inspiring health while also offering testaments of personal and professional struggles and successes while on the road and in the office.

Above all, HBA hopes to inspire a healthier and more productive strategy for achieving success both in the workplace and offsite at events, Wolowiec said. Each group member is encouraged to establish their own personal measures of success and group members naturally rally with both advice and encouragement along the way.

After a year, HBA has nearly 300 members, and features daily posts, weekly video chats and member contests, a challenge coin program and a special line of Healthy by Association apparel.

To jumpstart your health and wellness journey with HBA, join the [Facebook group](#) and share this community with interested association and hospitality colleagues.

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About Event Garde

Event Garde is a professional development consulting firm committed to lifelong learning—for ourselves, our community and those who attend the meetings we facilitate—believing in its ability to create well-connected leaders and to foster performance improvement. Learn more about [Event Garde](#).

About Healthy by Association

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