

## **Town & Country Club General Manager Vincent J.C. Tracy Signs CEO Pledge; Paves Way for Employee Wellness**

*By taking the Pledge, Tracy helps bolster Town & Country's deep commitment to health, green-living, and sustainability.*

St. Paul, Minnesota ([PRWEB](#)) December 02, 2013 -- [Town & Country Club](#) in St. Paul, MN is used to trail blazing. It was the first "country club" in its parts back in the 1800's—and though golf did not catch on quickly (when \$50.00 was requested from the Club's Treasurer to buy a set of real golf holes and flags to replace the tomato cans and fishing poles, it was soundly rejected on the grounds that golf was a silly game which could not possibly last) it would eventually become a premier golf club overlooking the Mississippi River and Minneapolis skyline.

It's fitting that current general manager Vincent J.C Tracy is leading the charge as an early adopter in health, wellness, and sustainability in the club industry. He recently signed the [CEO Pledge](#), a national campaign promoted by the National Coalition for Promoting Physical Activity ([NCPA](#)) and [Prevo Health Solutions](#) that encourages CEO's to recognize physical activity as an important driver of employee health and business performance.

"As an advocate for wellness at Town & Country, I was drawn to the CEO Pledge and the opportunity to affect the health and lives of our employees in a positive way," said Tracy. "We have already made great efforts as a club to become health, nutrition, and wellness- focused, so signing a pledge that would influence physical activity and promote a culture of wellness was a natural fit for us."

Town & Country is truly a leader in the wellness arena, and Tracy has the gardens, green restaurant certification and bees to prove it.

Tracy spent his first 22 years of life growing up in rural western New York, where everyone had a garden. He was growing his own by age thirteen, assuming this was common practice everywhere. To him, gardening was synonymous with nutrition, and he always held on to this unique part of his upbringing.

Fast forward to today at Town & Country, and you will see beautiful gardens on its grounds—inspired and implemented by Tracy of course. The club restaurant is part of the Green Restaurant Association, whose elite membership requires a rigorous evaluation assessing water efficiency, waste reduction & recycling, sustainable furnishing, sustainable food, energy, and disposables.

And they have bees. Yes, two bee colony to be exact, with enough production to yield 90 pounds of honey in one week alone last September. It's all part of the plan-- a plan to lead the charge in creating an eco-friendly, sustainable, healthy club.

That's why the CEO Pledge fits so well into the plan. Rick Ladendorf, President of Prevo Health Solutions, facilitator of the CEO Pledge in the private club industry said, "The CEO Pledge is the icing on the cake, so to speak, for Town & Country. They have such an ingrained commitment to wellness for both members and employees, and by taking the CEO Pledge, they are simply reinforcing their focus by also emphasizing physical fitness as key driver in health."

As part of taking the Pledge, Prevo Health Solutions provides turnkey wellness programs and one on one wellness coaching to help kick-off the new initiative. As they implement these new programs, Tracy and his executive staff is sending a message that they are committed to employee health and well-being. Studies of employee wellness programs consistently find that executive leadership is critical to employee engagement. If employees believe that creating a culture of physical activity is an executive priority, employees are more likely to be physically active and eat healthier.

Tracy knows it will take time to cultivate true culture change with their approximately 220 high season employees. But with a strong foundation in place and a solid plan to motivate employees to be more physically active and healthy, staff will no doubt be healthier and happier in the near future.

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#### About [Town & Country Club](#)

Town & Country Club is a country club that provides a full-service club member experience. Founded in 1888, T&C offers Members premier Golf, Tennis, Swimming, & Dining facilities. T&C is a private club, and home to Minnesota's first golf course. [www.tcc-club.com](http://www.tcc-club.com)

#### About [Prevo Health Solutions](#)

Prevo Health Solutions, Inc. is the club industry's premier wellness experts with expertise in workplace wellness and member retention. Our mission is to improve the overall health of the Private Club Industry through education and sharing of best practices. Our team consists of health professionals, certified nutrition & fitness experts, workplace wellness gurus and engagement specialists. We know what works in the workplace and we know the club industry. Prevo Health Solutions works with employers of all sizes to develop and execute custom wellness strategies which maximize engagement and participation. For more information call 888-321-1804 or visit [www.prevohealth.com](http://www.prevohealth.com).

#### About the [NCPPA](#)

The National Coalition for Promoting Physical Activity (NCPPA) is the leading coalition in the country for promoting physical activity and fitness initiatives through national policy. It consists of a diverse blend of health organizations, associations, and private corporations, advocating for policies that inspire and empower all Americans to lead more physically active lifestyles. We maintain a strong and necessary voice for physical activity in Washington, DC through NCPPA staff and members working together to actively encourage federal legislators to make policy changes that promote regular activity in all facets of life. We speak directly to lawmakers and support national programs that meet our objectives, as well as host congressional briefings for members and their staff on a variety of physical activity topics including most recently, the economic benefits of physical activity. [www.ncppa.org](http://www.ncppa.org)



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