

THE EASY, NO-HASSLE NEWSLETTER THOUSANDS OF COMPANIES USE TO AVOID ALL THE WORK

- ✓ E-MAILED MONTHLY!
- ✓ DISTRIBUTE IMMEDIATELY
- ✓ OR...RENAME, EDIT, AMEND, DELETE CONTENT, OR ADD YOUR OWN STORIES, LOGO, AND BRANDING!



**Never Late!
Arrives Early!
Authored
by Pros!**



FRONTLINE EMPLOYEE

Since 2001 - America's Only Editable and Peer Authored EAP/Wellness Newsletter

Inspire healthy behaviors and productivity, build better relationships, and encourage self-referral for personal problems and concerns.

WorkExcel.com

Happy, Healthy & Productive Employees

WHAT SUBSCRIBERS ARE SAYING...

“By the way, emailing these newsletters is GREAT. So easy to edit, turn around, and send. Thanks for your help. Happy Thanksgiving.”

Sue Kerner, EAP

Southern New Hampshire Medical Center, Nashua, New Hampshire

“We enjoy your articles each month and I thank you. I can’t say enough about the two FrontLine publications we subscribe to. We are a small company who is a provider of EAP services to small and medium companies.”

Marylee Nunley, V.P. of Operations

Resource Management Services, Peoria. Illinois

“Perfect!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!”

James D. Platt, MA, LCMHC, CEAP, Director

Dartmouth College Faculty Staff Employee Assistance Program

“After years of struggling with the newsletter arena -- a fantastic solution!”

Marylee Nunley

RMS, Inc., Peoria. Illinois

“The FrontLine Employee makes me look like a genius!! All of our client companies love the publication, so please don’t ever stop publishing it. I could never do it on my own.”

Bill Hoey, LCSW, CEAP

Family Services Woodfield, Bridgeport. CT

“We value our relationship with you and really like the newsletters.”

Debra Ontiveros.

Director WellConnect, El Paso, TX

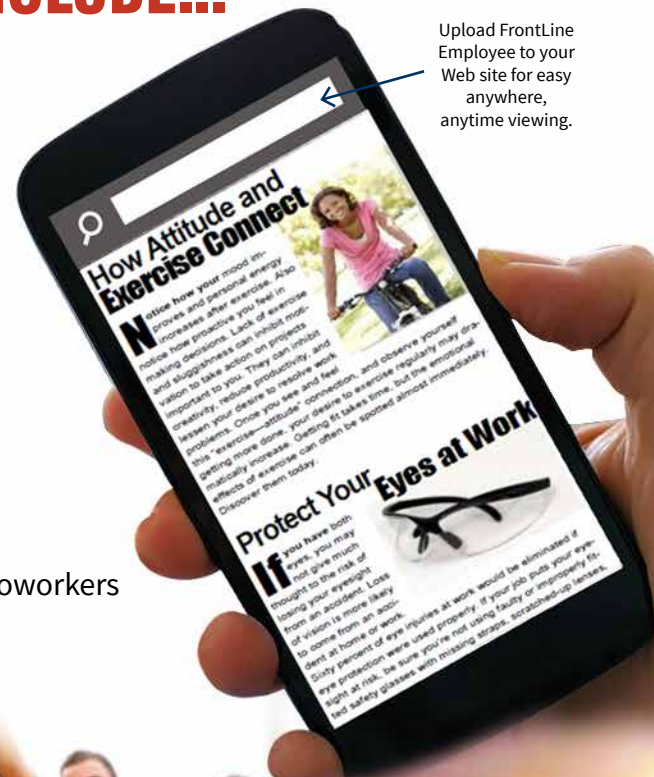
“Frontline Employee has been a huge hit and has opened more doors with HR people. I’m developing relationships all over the state. Drive on and keep up the great work! Heck yes! Of course you can use my ‘testimonial’ and my name. In fact, I’d be very glad if you did!”

Stan Meloy, Ph.D.

State of Ohio, Employee Assistance Program

FRONTLINE EMPLOYEE TOPICS INCLUDE...

- ✓ Improving workplace communication and relationships with coworkers
- ✓ Worker productivity tips
- ✓ Family and parent communication and effectiveness
- ✓ Personal fitness and emotional wellness
- ✓ Personal effectiveness and goal achievement
- ✓ Team-building and productivity
- ✓ Improving relationships with supervisors
- ✓ Hot productivity and health news tips
- ✓ Stress management and building resilience
- ✓ Making use of the employee assistance program
- ✓ Workplace safety, injury prevention, and supporting injured coworkers
- ✓ Improving customer service and reducing related stress



Upload FrontLine Employee to your Web site for easy anywhere, anytime viewing.



THE PERFECT "NO-PAIN" NEWSLETTER SOLUTION

Ready for Copying or Making Changes!

Arrives monthly--a week early! Request a PDF, MS Publisher, MS Word (with graphics), Text-only, or all four options.

Licensed for Unlimited Reproduction!

For any small, medium, or large business organization, or for distribution to all official EAP corporate customers.*

Authored by licensed mental health and workforce professionals

Articles encourage self-referral and tackle common problems of every type.

Subscriber Hot Line!

Exclusive subscriber hot line allows you to make suggestions for content in future issues.

Flexibility and Advanced Capabilities!

E-mail the text, create a PDF file, or use just the text in existing in-house publications. Place on your Web site (with password protection). Your imagination is the limit!

*FrontLine Employee is not available to managed care companies.



Your FREE customized nameplate created!

Remove, edit, insert any articles you want. It's your newsletter!

No copyright marks to distract readers!

Articles come ready to edit, or you can insert your own articles using MS Publisher or MS Word. Also available with graphics or as text only.

Look Who Is Using FrontLine Employee:

U.S. Congress • Employee Assistance Service Providers • Hospitals - Public School Systems
Small Businesses • Social Security Administration • State Governments • Towns & Municipalities
Canadian Businesses and Health Organizations • Credit Unions • Colleges and Universities
Caribbean Businesses • U.S. ARMY Installations • Community Mental Health Centers
Family & Child Service Agencies • Nursing Facilities



As Close as You Can Come to having Your Own Newsletter with NONE of the Work!

- ✓ Ready to use or edit. PDF, MS Word, customized PDF, or MS Publisher. Distribute upon arrival or make changes by adding your own content.
- ✓ Short, informative, punchy articles keep readers engaged so they get maximum benefit.
- ✓ Low price — unlimited use. You control everything.
- ✓ Two pages monthly. No long-winded articles or lengthy features that cause your newsletter to be put down and forgotten.
- ✓ Licensed mental health professionals write, produce, and approve content you can trust.
- ✓ Effective articles empower employees with new information and topics that delve deeper. Not the same old health and wellness articles.
- ✓ Flexible. Create your own name. Use articles in your existing newsletter and avoid mad searches for content.
- ✓ Never late! Arrives early.



“After years of struggling with the newsletter arena - a fantastic solution!”

Marylee Nunley - RMS, Inc.
Peoria, Illinois

- YES!** I want to help my employees stay happy, healthy, and productive! Start my free three-month trial subscription to FrontLine Employee and bill me later for a full 12 months, I am under no obligation to continue past the trial period.
- YES!** I am paying now! Send 14 issues! **BONUS!** Two years! (50% off second year)
- Contact me about a free customized masthead.

- \$495:** One company with 100 or fewer employees (Spanish: add \$295)
- \$695:** One company with more than 100 but less than 1,000 employees (Spanish: add \$395)
- \$995:** One employer with more than 1,000 employees (Spanish: add \$595)
- \$1095:** EAP Provider (Fewer than 25,000 lives) (Spanish: add \$595)
- \$1495:** EAP Provider (Greater than 25,000 lives) (Spanish: add \$595)


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“Everyone will love FrontLine Employee or we will refund 100% of the price you paid for your subscription.”



Daniel A. Feerst, LISW-CP
Founding Publisher

**FAST FAX:
843-884-0442**

Don't lose your EAP to a managed care 800# . . .

Warning: High EAP Utilization, Success Stories, and a Great Reputation Alone Won't Protect Your EAP from Closure.

Dear Employee Assistance Professional:

I am not puzzled anymore about why many EAPs are closing their doors. It's not about host organizations trying to save money. It's about CEOs listening to finance experts who say you are no better than a managed care 800#.

In the past 12 months, I have spoken to many EAPs that got the budget ax and others who came close. Most are—or were—solid core tech EAPs with long track records. Still, each one was shocked when they got the bad news.

In every case, the common denominator was management's belief that the EAP could be contracted out for less. What went wrong? And will it happen to you?

Build Emotional Bonds with Frequent Communication

Many EAPs think they have a close bond with management. The truth is that they can double and triple this closeness with a few tweaks. Do this, and you will dramatically increase your perceived value and become part of the work culture.

Marketing is all about frequency. Just like on television or on the radio, but your most valuable vehicle is a regularly published newsletter.

Your goal is to get management to say “no” to the finance officer or insurance benefits consultant when or if they recommend cutting the program. You want the top brass to say, “*We love the EAP the way it is, so we're not changing it.*”

Frontline Employee newsletter will increase EAP utilization, market your program inside and out, give you top-of-mind visibility, and build a bullet-proof relationship with the organization.

FrontLine Employee is written so it inspires emotional and behavioral changes among employees and produces an organization-wide “buzz” about EAP. This contributes to the EAP becoming enmeshed within the work culture.

I created **FrontLine Employee** in 2001 to help EAPs stay alive, save more lives, and thrive.

Frontline Employee has the “Ingredients” EAPs Need

Hundreds of EAPs are thrilled with **FrontLine Employee**. More EAP testimonials are found in our promotional literature than any similar publication. Many of our subscribers gave up on their old newsletter just to get **FrontLine Employee**. Why?

- Other newsletters are too expensive, too infrequent, and too long-winded. Many can't be emailed. None are editable and all contain third-party links, copyright marks, and slapdash customization. This undermines a seamless appearance that your EAP needs. **FrontLine Employee** avoids these problems.
- Articles in wellness newsletters do not contain creative topics that motivate employees to act on their problems. Many are freelanced, written by health writers who do not understand EAPs. And almost none offer tips for improving workplace productivity.
- And here is the “elephant in the living room” when it comes to EAP newsletters: Virtually no one finishes reading a four-page newsletter before being distracted and putting it down. Four-page newsletters are ALWAYS quarterly newsletters. And with less frequency comes less impact.

Frequency, Not Quantity Increases EAP Utilization

I cannot emphasize this enough: One of the many secrets to the success of **FrontLine Employee** is its two-page format. This amounts to 50% more content per year than a quarterly 4-page newsletter! But, ironically, it is more likely to be completely read. Think about that for a minute. . .

All articles in **FrontLine Employee** are between 75 and 250 words. They are tightly written without fluff and deliver a fire hose thought-provoking content.

Here's the point: Your newsletter must not be casual entertainment or a snoozer that is sheepishly dropped into people's inboxes every three months. **It is your most valuable marketing tool!** You need frequency, and monthly is the way to go. Still, you can decide to send Frontline Employee less frequently if you wish. It's in your control.

Obviously, if you don't have an EAP newsletter, you need one. If you don't have **FrontLine Employee**, you are probably paying too much for a non-EAP authored publication that is not putting your relationship with top management in the forefront of its purpose, and not driving your utilization rate up.

EAP Testimonials: What Your Colleagues Say

Only **FrontLine Employee** does all the things and I mentioned above, but there is what others have said:

"Aloha, Dan – I sent out the February Frontline Employee yesterday and got a call today thanking me for the excellent articles. She wanted to know more information on one of the stories – the Pennsylvania weight loss study – and I was able to Google the information and send her the links, but she was very thankful for the information!! Thanks for helping us look good once again!" – **David Mitchell, Child and Family Service, Honolulu, Hawaii**

Dan has conscientiously developed software programs designed to assist EAP's with their clients. We have found that his programs which we use for our website trainings are of superior quality featuring color graphics, and relevant information. His programs are user friendly and address all of our training needs. Dan makes himself available and has skillfully assisted me when implementing his programs. I enjoy working with Dan and look forward to adding additional programs to our training website.
– **David Hugo D. Hugo and Associates, Inc.**

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– **Carol Boone, Ed. D., CEAP, EAP Administrator, State of Tennessee Government**

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–**Stan Meloy, Ph.D., State of Ohio, Employee Assistance Program**

A Complete, "Done-for-You" EAP Newsletter

Frontline Employee is:

- **Affordable with a flat-rate price** for unlimited distribution by EAPs
- **Completely editable**—you can even re-name the publication
- **Powerful with articles** that delve deeper and also help the organization
- **Flexible, with easy-to-use formats** in PDF, Microsoft Publisher and Microsoft Word with graphics, or text-only are available.
- **Actionable with** do's and don'ts, and plenty of how-to's
- **Printable**, web-usable, e-mail-able, and adaptable to any need
- **Hassle-free** accessibility. It's e-mailed to you a week early. There is no "logging-in". And you are not buying into web subscription site with services no one will use.
- **On time**--arrives monthly, not quarterly—a proven way to build trust, familiarity, and readership.
- **Motivational**—it regularly motivates employees to seek help or visit the EAP. The result is increased EAP utilization and reduced workplace risk.
- **Readership Hotline** EAPs may request article topics for us to consider.
- **Free Professional Masthead** – we will use our top graphic artists.

Can you see why *FrontLine Employee* is the only EAP newsletter you should use?

Today thousands of companies receive *Frontline Employee* from their in-house or EAP provider and readership is over 3,000,000—including all employees of at least four states, plus Army installations, universities, municipalities, a ton of EAP providers, and subscribers in several countries.

Subscribe Now with A 100% Money-back Guarantee

There's simply no question that **FrontLine Employee** will help protect your EAP and serve your readers. You will be thankful and relieved after starting your subscription. If not, your payment will be promptly returned—**100% of your payment – no questions asked!**

I have been a member of EAPA since 1979, and I wouldn't make this offer if **FrontLine Employee** EAP newsletter didn't have a 16 year track record of satisfaction with hundreds of EAPs. But here is one more bonus...

There's an order form with this letter. Fill it out and fax it back today (before you're distracted!) ... or use the postage-paid envelope enclosed. And the easiest way of all—phone me at 1-800-626-4327. I answer my own phone.

Become a paid subscriber with this letter and I will send Volume One of WorkExcel.com's reproducible workplace wellness tip sheets. They are editable and the individual tip sheets in the package I will send are sold for \$258.

These tip sheets are bursting with help and relevance. They are topical and filled with great information that affects employees' lives daily. All of my subscribers love them, and so will your employees.

I look forward to hearing from you,



Daniel A. Feerst, MSW, LISW-CP
Licensed Independent Social Worker, Clinical Practice
Publisher/Editor-in-Chief

P.S. Don't delay and forget to order today to start your no-risk, 12 month subscription and get 14 issues and a **free \$258 bonus --- Volume 1 of our Workplace Wellness Editable, Reproducible Tip Sheets.**

P.P.S. The *fastest* way to order is to phone me at **1-800-626-4327**. I answer my own phone. Remember, subscribe right now and you'll get 14 issues instead of 12.

What EAP Subscribers Representing Thousands of Companies Say about FrontLine Employee!

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Marylee Nunley, V.P. of Operations
Resource Management Services
Peoria, Illinois

"The newsletter is a great hit with our EAP companies and their employees."

Sylvia Darlington
Network Services Centre
St. Michael, Barbados

"By the way, I am thrilled with the FrontLine newsletters. Excellent resource for both my supervisors and employees. Happy Thanksgiving."

Elizabeth Robinson
University of Connecticut
Farmington, CT

"After downsizing, right-sizing, or whatever, I now provide direct services to over 10,000 employees with no other EAP staff. FrontLine Employee (and FrontLine Supervisor) enable me to have some type of newsletter. It is a most valuable tool."

Ken Seaton, Civilian Employee Assistance Program Administrator
Puget Sound Naval Shipyard
Bremerton, Washington

"This month, October '01, your two newsletters were right on target. The FrontLine Supervisor addressed the specific issues I have been helping my customers and clients with the past month. A great reinforcement."

Keith Crochiere, Co-owner
EAP Network
Taunton, Massachusetts

"A great resource, especially when you need to work out a newsletter in a hurry!"

Bud Wassell, Solutions, Inc, Meriden, Connecticut

"The FrontLine Employee has been a big success for the promotion of the EAP. I have received several phone calls from employees to the EAP asking questions about the information. Keep up the good work!"

Employee Wellness Associates,
Green Bay, Wisconsin

"Our employees call me immediately if the FrontLine Employee is not in their office on the designated day of arrival. As a provider of both internal and external EAP services, this is our most valuable marketing and educational tool. We routinely get compliments on the timeliness and quality of content. We have won EAP contracts because of this newsletter."

Melvina MacDonald
Tallahassee Memorial Hospital
Tallahassee, Florida

"Our companies have thoroughly enjoyed receiving the FrontLine Employee. We have had several compliments and the requests for more copies."

**Carolyn Rohrig,
DIRECTIONS
Lincoln, Nebraska**

"After years of struggling with the newsletter arena -- a fantastic solution!"

Marylee Nunley , RMS, Inc.,Peoria, Illinois

"A great way to keep in touch with employees and give them useful information. Money well spent!"

**Tom McMahon
U.S. Postal Service
Omaha, Nebraska**

"I am always one to share good products with other peoples in our Native communities and beyond. By doing so, it permits One Feather EAP as a nationwide EAP provider to serve our contracts in good ways. As an integrated piece of our programming, WorkExcel.com EAP products have been very useful to the employees, Tribes, Nations, and communities we work with and for."

**Rodney Haring, Ph.D., LMSW (enrolled Seneca)
One Feather Consulting, LLC
<http://www.onefeatherconsulting.com>**

"Thanks for your speedy reply. Your newsletters are of great value to us and our clients."

**Eileen Crochiere
EAP Network
Taunton, Massachusetts**

"I currently subscribe to both Frontline Newsletters and find them most beneficial."

**Ken Sipes, Director
United Family Services EAP
Charlotte, North Carolina**

"The FrontLine Employee makes me look like a genius!! All of our client companies love the publication, so please don't ever stop publishing it. I could never do it on my own."

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Family Services Woodfield
Bridgeport, CT**

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WellConnect
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D. Hugo and Associates, Inc.
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State of Tennessee Government
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Stan Meloy, Ph.D., State of Ohio EAP

"FrontLine Employee has solved the daunting task of providing my small team the benefit of a customized monthly newsletter in a cost-effective way. The practical tips on work/life wellness and training are so insightful, simple, and important. Our employees are able to take ideas from this wonderful newsletter and start utilizing them immediately!"

Meredith Rosenow
Quality Control & Training
The Continental Group
Property Management

"We at Arlington EAP have been using both the FrontLine Employee and FrontLine Supervisor newsletters for many years. Recently the Spanish newsletter was put into circulation here and has gotten excellent reviews. All are clearly written and brief enough for anyone to use. Thanks for your continued focus on key areas of help for employees and supervisors. "

Joe Chodkiewicz, Director,
Arlington Employee Assistance Programs
Arlington, VA

"We send Frontline out electronically and every month I get at least 2 or 3 individuals who e-mail me back and thank us for sending Frontline. It is a great way to keep EAP fresh in people's minds, and they really enjoy the quick-read articles. Thanks for the great product! "

Leah Szemborski
EAP Counselor
Ministry Health Care Wisconsin

"FrontLine Employee is very valuable and influential in my day to day tasks. I have received countless words of appreciation for the information that the newsletters provide. In addition, I often refer employees back to certain articles to assist them in providing information to others or help them to achieve a resolution to a situation that is before them. Keep up the great work. "

Urseline Liz Harris,
Employee Assistance Program
Department of the Army
Fort Leonard Wood, Missouri

"Simply put, we receive nothing but glowing praise for the content found in FrontLine Employee! "

Gregory Hale, Tobyhanna Army Depot
U.S. Army Garrison, Detroit Arsenal, Detroit, Michigan

“The FrontLine Employee in Spanish allows us to cost-effectively reach a growing population. We subscribe to all the FrontLine newsletters because they contain friendly and interesting articles that help educate readers about the numerous areas that our EAP can assist them with. It often leads them to using other services such as our web-site, telephone support, or face to face counseling. ”

Luci Styles Payne, MA, CEAP, SAP
Director
IMPACT Solutions
Cleveland, OH

“Aspiria EAP uses FrontLine Employee and FrontLine Supervisor on a monthly basis. Our companies and their employees are thrilled with both publications as they are being used as learning tools for both the employee and the supervisor to address employee and organizational issues. ”

Charles Benayon, Founder & CEO
Aspiria Corporation
Ontario, Canada

“Both FrontLine Supervisor and FrontLine Employee are highly useful tools for our customers (large and small businesses of all kinds) They always contain useful and reliable information that is appreciated by those we serve. I can't imagine not offering these newsletters to our business customers and companies. We know they help people to decide to use our services. ”

Garry Cook, Director EACP Services
Alamance Regional Medical Center
Burlington, North Carolina

“The FrontLine Employee newsletter is an invaluable tool for our EAP. We send it monthly to all employees via email and receive positive feedback each month. We particularly like being able to modify and personalize the articles in each newsletter to speak to the specific needs of our employees. ”

Catherine Erickson, EAP Manager
Seattle Public Schools, Seattle, Washington

“Our employees and employers in the Portland, Oregon area enjoy reading the FrontLine Employee newsletter. The FrontLine Employee is a great resource to help supervisors and managers address workplace issues, too. ”

Margi Koninendyke, EAP Office Coordinator
Providence EAP
Portland, Oregon

ORDER FRONTLINE EMPLOYEE – PHONE 1-800-626-4327

DFA Publishing & Consulting, LLC, P. O. Box 2006, Mount Pleasant, South Carolina, 29465-2006
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Become a paid subscriber NOW and receive \$258 in Workplace Wellness Tip Sheets and Handouts FREE.

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By Distributing Tip
Sheets on Vital
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- Each one in MS WORD, PDF, and MS PUBLISHER!
- At your fingertips, inbox and paycheck stuffers, health fair distribution, in-office HR consulting.

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Daniel A. Feerst, MSW, LISW-CP, Publisher
Founder of FrontLine Employee
Executive Editor and Senior Author