

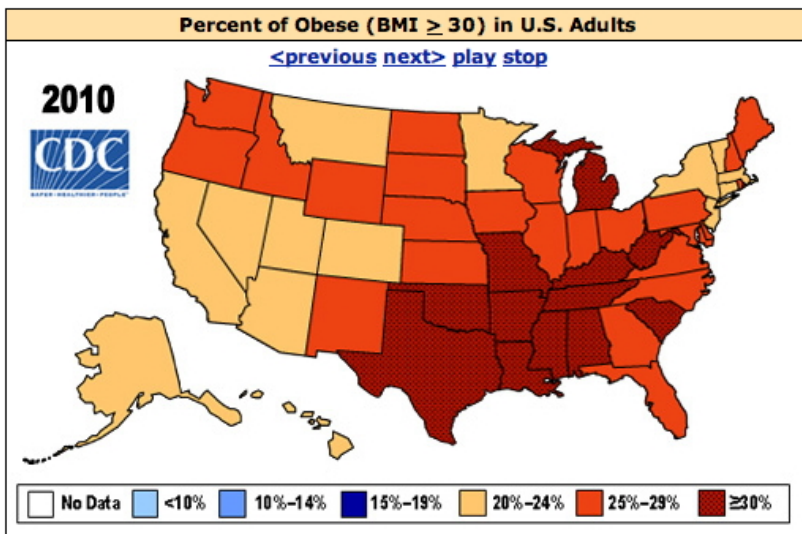
October 20, 2014

Clifford Scott, CEO

Omaha Housing Authority
540 South 27th St
Omaha, NE 68105

Hello, Mr. Scott:

BACKGROUND: If you didn't know, as reported by the CDC.gov, 60% of all adult White women, 76% of all adult Latina women, and 82% of all adult Black women are either overweight or obese. With specific regard to obesity, 39% of non-Hispanic White women 40–59 years of age are obese; 51% of Latino women 40–59 years of age are obese; 57% of all Black women 40–59 years of age are obese; and 61% of all Black women over 60 years of age are obese.



Clearly, minorities and the poor are most likely to be unhealthy and have least access to adequate health care, which is particularly true in Nebraska (see chart at left), and especially Omaha. UNO and Creighton University have health disparities departments to address these inequities.

FACT: As documented in the OHA Economic Impact Study, 81% of OHA Heads of Households (HOH) are female, and 73% of these HOH are minority and between the ages of 18 and 49. In summary, consistent with the U.S. population, the majority of OHA residents are overweight women, and since most of these residents are minority, they are probably obese. At best, traditional health, fitness and wellness programs only have a mediocre or negligible impact on improving resident health or reducing the cost of health care.

COMMENT: As represented by the following links I'm both a career athlete (<http://www.reynos.com/Resume/Track/awards.htm>) and a seasoned HR professional with considerable success managing health benefits and wellness programs (<http://www.reynos.com/bio.htm>).

PROPOSED: Targeted specifically at overweight and obese adult minority women between 30 and 59 years of age, and at no cost to OHA or to its residents, the 82% Fitness Club (82FC) will be a proprietary organization focused to aggressively improve the health and fitness of members while concurrently reducing their health care costs. Through financial support from sponsoring organizations, members will regularly train and participate in local, regional and national fitness events and activities. 82FC would like to target and solicit OHA residents in this regard.

Regretfully, for months now, my preliminary telephone calls and messages to discuss this matter with OHA Director of Human Resources, Gale Sayers-Proby have not been returned. *Would you please meet with me in this regard?*

Sincerely,

Trip Reynolds
402-517-5112
Reynos.com