

## AICPA Invites Retensa to Speak at the Summit on Professional Development

**RETENSA**  
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### FOR IMMEDIATE RELEASE

*Employee Retention Expert will speak to Managing Partners on women careers, advancement, and turnover.*

**New York, NY, September, 2005** – At the Summit of The American Institute of Certified Public Accountants (AICPA) on Tuesday, October 11 in Chicago, Carol Ann Caccioppoli, Director at Retensa, will explain how to provide alternative career paths to high potential women in the workplace and its impact on employee morale and turnover.

Women who are offered alternative career paths, defined as either a path leading somewhere other than partnership or an untraditional path to partnership, choose to take these paths twice as often as men do, according to AICPA Manager of Work/Life and Women's Initiatives, Barbara Vigilante. Ms. Caccioppoli will talk about common reasons that women choose these career paths and what may make the more ambitious path easier or change women's minds about not wanting to aspire to partner. She will follow a "Problem/Action/Result" format, analyzing the history of and symptoms of indifference toward aspiring, revealing some successful motivation techniques, and comparing and contrasting the accounting industry's situation to those in other industries. She says: "I believe younger women have learned 'you can have anything you want, just not everything you want.' Priorities have shifted and career paths in many cases have slipped in priority. This may be good for the individual, but tough on industries that have come to rely on total dedication, time, and loyalty."

### Turnover is "Huge," but Lack of Drive is equally Damaging.

"Turnover is HUGE," said Ms. Vigilante when asked what clued her in to the importance of retention and motivation. The very unbalanced proportions of females to males in partner positions in Accounting caused her to include the issues of women professionals as a big part of the Summit. Her concern is that the over 50% of new Accounting hires that are female do not have enough role models in high positions to motivate and mentor them. She said Retensa, a company that specializes in talent management and development, was the logical party to choose for the topic because "Retensa's whole focus is on a major issue that the Accounting industry is faced with today, and by working with Retensa I have access to expertise that I wouldn't normally have." (Addendum: A recent Wall Street Journal article [found here](#) provides a list of suggestions for women networking for advancement.)

### About AICPA

The American Institute of Certified Public Accountants is the national, professional organization for all Certified Public Accountants. Its mission is to provide members with the resources that enable them to provide valuable services in the highest professional manner to benefit the public as well as employers and clients.

### About Retensa

Retensa is a leader and innovator of Employee Retention Strategies. They combine **experience** and web-based **technology** to develop, motivate, and retain a company's **best employees**. For more information visit [www.retensa.com](http://www.retensa.com) or call direct at **212.545.1280**.

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*-Barbara Vigilante,  
Manager of Work/Life and Women's  
Initiatives, AICPA*

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