

## Business 21 Publishing Invites Retensa to Speak on Creating a Successful Retention Plan

RETENSA  
212.545.1280

### FOR IMMEDIATE RELEASE

*Conference Will Address How to Retain Top Performers*  
**New York, NY, June, 2006** – Business 21 Publishing has invited Retensa to present in its upcoming Human Resources Audio Conference. Attendees of the event will be human resources professionals, managers and supervisors. Chason Hecht, Retensa's President and an employee retention expert, will be presenting current best practices for retaining on the best employees. The 90 minute audio conference, entitled *A Seven-Step Plan for Retaining Your Best Employees*, will be held on June 22<sup>nd</sup> at 2:00pm.

*"Success always comes when preparation meets opportunity."*

- Henry Hartman

Mr. Hecht will present on how using the *emergent employee life-cycle* creates "Retention Environment." The basis behind the life-cycle is that the today's workforce and companies have changed over the past few years. As a result the employee-company relationship has become increasingly complex such that traditional retention strategies are no longer effective. He will discuss the finite points of contact – from the attraction to resignation – shape a company's turnover rate. In discussing the seven-step plan, he will highlight how companies can measure the cost of turnover and how ignoring these points of contact can damage the employee-firm relationship costing companies time, money and productivity. The ways in which companies devote thought, resources and creativity in order to create a retention environment will be revealed. Also in light of today's diverse workforce, attendees will also learn about how their companies can resolve generational and gender turnover issues.

### About Business 21 Publishing

Business 21 Publishing is a business-to-business publisher that provides pragmatic advice to business professionals. Our expert writers are dedicated to providing accurate, reliable information and analysis that helps companies compete successfully in their industries. Their product line consists of subscription-driven newsletters, audio conferences, guides and special reports. To learn more about Business 21 Publishing, go to [www.b21pubs.com](http://www.b21pubs.com).

### About Retensa

Retensa is the leader and innovator of Employee Retention Solutions. They combine **experience** and web-based **technology** to develop, motivate, and retain a company's **best employees**. Retensa builds custom solutions to help organizations achieve significant **cost-savings** and **performance** improvements.

To create the "*Retention Environment*," Retensa provides additional expertise in **Leadership** Development, Human Capital **ROI/Metrics**, **Mentoring**, Employee **Surveys**, Exit Interviews, **Succession Planning**, and **Diversity** Initiatives, with a cutting-edge focus on workforce technology. Retensa can be reached at **212.545.1280** or visit [www.retensa.com](http://www.retensa.com) for more information about the solutions you can receive.

*To learn more about Retensa, please contact:*  
Audra Ballard  
212.545.1280  
[audra@retensa.com](mailto:audra@retensa.com)

