

## AGC Invites Retensa to Present at Annual Construction Safety and Education

**RETENSA**  
212.545.1280

### FOR IMMEDIATE RELEASE

*Join us to learn about the industry challenge of turnover and a shrinking workforce.*

New York, NY, January, 2007 - AGC has invited President of Retensa, employee retention expert Chason Hecht to present on the current and future state of the construction workforce at Wisconsin's Annual Conference of Associated General Contractors (AGC) on January 26, 2007. Mr. Hecht's presentation "Fast Forward 2027 - Where will our Workers be?" will address current and future challenges facing the construction industry.

*"Retensa has created a session that addresses the concerns of Contractors; why employees leave and how to motivate them in intense work environments. This information is critical to the construction industry in reducing its turnover rates."*

*- Laura Cataldo  
AGC Wisconsin*

As the construction industry continues to grow, the number of skilled workers continues to shrink. Incumbents are retiring, creating an attrition problem of epidemic proportions, and hiring new employees is increasingly difficult. Therefore, retaining existing staff is a critical imperative. Having followed these trends for many years, Retensa will explain the economic forces that are driving and will continue to drive a tight construction labor market. To succeed, building contractors will need to attract and retain employees through non-traditional labor markets and innovative loyalty programs. How can this be done? The seminar will focus on getting to the source of employee turnover and establishing retention strategies to ensure unimpeded long-term growth.

### About AGC of Wisconsin

Associated General Contractors (AGC) of Wisconsin, Inc. is a nonprofit organization and a chapter of The Associated General Contractors of America, Inc. The mission of the AGC of Wisconsin is to provide services of the highest quality and value to its members to preserve and improve the skill, integrity and responsibility of the industry. The AGC of Wisconsin recognizes that its members - general contractors, specialty contractors and educational associates - are their most important assets. To learn more about AGC, go to [www.agc.org](http://www.agc.org).

### 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**. Retensa builds solutions and metrics to help firms **reduce turnover** and create a **high-performing workforce**.

To create the "*Retention Environment*," Retensa provides additional expertise in **Leadership Development**, **Cost of Turnover**, **Retention Diagnostics**, **Retention strategies for Generation X**, **Employee Surveys**, and **Exit Interviews**. For more information about the results you can achieve, visit [www.retensa.com](http://www.retensa.com) or call direct at 212.545.1280.

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

