

Retensa Announces Annual Executive Survey

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Survey will serve to identify trends and topics for the Retensa Seminar Series.

New York, NY, August 15th, 2002 - Retensa, a leader in Human Capital Research and Management, will be launching their annual on-line survey of Leading Executives on September 1st.

The survey will focus on the Return On Investment (ROI) of organizational investments of employees in the current market. Five hundred executives from a cross-section of economically impacted industries will be invited to participate.

The data collected will be used to pinpoint the relevant, human capital concerns of executives. Based on the results, Retensa will provide strategically planned material for discussion at its next Executive Breakfast Seminar scheduled for December 2002. For more information e-mail us at surveys@retensa.com.

Real world, Human Capital issues and solutions

All participants in the survey will be invited to the 2002 Retensa Executive Breakfast Seminar.

The breakfast will begin with a discussion of the human capital issues identified by the survey and provide suggestions for organizations to diagnose the status of their human capital ROI. This will be followed by a description of techniques designed to link human capital to corporate strategy.

The Seminar will conclude with a mind-share on sources of value creation in today's knowledge-based economy.

Understanding your People is what Our People Do.

Retensa is the 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 customizes solutions to help organizations achieve significant **cost-savings** and **performance** improvements.

Through the creation of a "*Retention Environment*," Retensa provides additional expertise in **Leadership** Development, Human Capital **ROI**, **HR Metrics**, Employee **Surveys**, Exit Interviews, and **Succession** Planning, with a cutting-edge focus on workforce technology. Retensa can be reached at **212.545.1280** or visit www.retensa.com for more information about the solutions you can receive.

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