

# Retensa to Sponsor NYNMA Retention Strategy Seminar

RETENSA  
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## FOR IMMEDIATE RELEASE

*Join HR leaders in a panel discussion on Retention*

**New York, NY, March 4<sup>th</sup>, 2002** - Retensa, a leader in Human Capital Research and Management, will be sponsoring the New York New Media Association (NYNMA) HR SIG event, "Here today...Here tomorrow: Employee Retention in a Down Economy."

The event will feature prominent speakers from the HR community in technology, entertainment, publishing and health services. Registration is at 6:00 pm followed by a panel discussion from 6:30 - 8:00 pm, and a catered Wine and Cheese reception from 8:00 - 9:00 pm.

The down economy of 2001 brought on massive lay offs and left remaining employees disengaged. Predictably, in a rebounding economy, employees who perceive that they are devalued by their employers and feel insecure, will likely search for a new job. High levels of turnover can have critical consequences for the organization: the organization infrastructure will not be able to support that type of upheaval. Implementing retention strategies now will provide employees the opportunity to become an integral part of a firm's future success. This discussion will revolve around the targeted methods that can be used to not just for a retention strategy, but to create a retention environment.

NYNMA and Retensa have partnered to bring this valuable business acumen to decision-making Executives and Human Resource Management. This is the first venture of the organizations working together, but the timing was right and the fit for the New York market was evident. For more information e-mail us at [questions@retensa.com](mailto:questions@retensa.com).

## 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](http://www.retensa.com) for more information about the solutions you can receive.

*"We are pleased that Retensa is addressing the issues behind retention of the talent that is New York's number one competitive advantage"*

Alice O'Rourke  
Executive Director, NYNMA

*To discover more about Retensa's innovative solutions contact:*  
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