

# AGC Welcomes Retensa

**RETENSA**  
212.545.1280

## FOR IMMEDIATE RELEASE

*A Day of HR Info for Association of Graphic Communications.*

*"I feel very comfortable with Retensa even though I haven't seen them speak because they come with a good recommendation."*

**New York, NY, April, 2005** - At a workshop on April 8, 2005 at their headquarters, The Association of Graphic Communications, an organization that promotes the economic well-being and public perception of printing and graphic communications, will enjoy talks by Retensa Director Tim Shea and President Chason Hecht on employee retention and avoiding wrongful termination liability. Deborah Morris, the Labor Program Administrator for The New York State Department of Labor, arranged for Retensa to speak because the company came highly recommended and she was impressed with the way Mr. Shea described it.

*Deborah Morris,  
Labor Program Administrator  
New York State Department of Labor*

## Retensa Makes a Great Impression.

Ms. Morris says she is very comfortable with the workforce portion of the program being in the hands of Retensa. She says, "I've never before asked someone to speak at one of our programs without having heard them speak first," but she made an exception for Retensa because of how well she felt they presented themselves. The Department of Labor is a tremendous resource for New York State businesses, and the programs they hold are top of the line. This one will consist of talks about health insurance, tax law, hiring policies, and Retensa's specialty: workforce issues. Mr. Shea will discuss workplace practices that are popular among today's employees and how to identify unhappy employees, particularly those who are seeking new jobs. Mr. Hecht will speak about wrongful termination liability. Employers must avoid ambiguity, breach of contract, allowing discrimination or harassment, favoritism, and unclear disciplinary policies in order to avoid wrongful termination liability. AGC's value to clients, especially those seeking education and training, will be enhanced as a result of this workshop, since the company will be able to provide them with guidance on these largely unexplored topics.

## About AGC

AGC is an \$18 billion network for industry information and idea exchange; a provider of graphic arts education and training; a vehicle for industry promotion and marketing; an advocate on legislative and environmental issues; and a source for bottom line savings for the benefit of its NY/NJ/CT membership (print/prepress providers, new media services, ad agencies, publishers, corporate communications departments, designers, industry suppliers and professional organizations).

## 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**. To create the "Retention Environment," call **212.545.1280** or visit [www.retensa.com](http://www.retensa.com).

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

