

BGN & Retensa Help Growing Firms Avoid Hurdles to Success

RETENSA
212.545.1280

FOR IMMEDIATE RELEASE

Growing your Business beyond You: the New Way to Hire and Motivate Great People

"We work with companies that are sensitive toward the whole picture of issues that a growing company faces."

- Ira Krause, President
Business Growth Network

New York, NY, May, 2005 - BGN, an association of interactive companies working together to compete in today's competitive global market, and Retensa, a leader in Employee Retention Strategies, will be addressing how businesses release the potential of their workforces at a valuable event on Monday, May 9, 2005 in Long Island City. The workshop, which will focus on service-based businesses, will help attendees achieve growth and prepare for the obstacles associated with growth.

The invitation-only event will help the participants understand why hiring right the first time can save hundreds of thousands of dollars long-term allowing the business leaders to keep looking forward. The best practices of retention strategies in several industries will also be discussed. Finally, ways to adapt new strategies to apply to the emerging employee-firm relationship will be presented.

Retensa's and BGN's Presidents Understand Growth.

Since Retensa "communicates well" and is "sensitive toward the whole picture of issues that a growing company faces," BGN President Ira Krause feels this is a strong partnership. The audience can expect to be "exposed to ideas they can implement in their businesses immediately," as well as prepared for tasks they will need to perform in the future. Chason Hecht, Retensa's President, comments: "If business owners know how to hire top employees and motivate the middle, maneuvering through growth gets a lot easier."

Presenting Organizations

Business Growth Network is the network of interactive companies working together to achieve success for their businesses in the modern marketplace; find new solutions and techniques for enhancing operations; obtain sound, reliable advice from their peers; and exchange ideas with other executives who face the same challenges.

Understanding your People is what Our People Do.

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 for more information about the solutions you can receive.

To learn more about Retensa, please contact:
Audra Ballard
212.545.1280
audra@retensa.com

