

# Microsoft Association invites Retensa to present on Managing Organizational Change

**RETENSA**  
212.545.1280

## FOR IMMEDIATE RELEASE

*How to manage organizational change at IT companies.*

New York, NY, September, 2007 -The International Association of Microsoft Certified Partners invites Retensa President and employee retention expert Chason Hecht to present on managing organizational change within IT firms. Mr. Hecht will provide insight on implementing new employee compensation and reward & recognition programs after restructuring a company's business model.

*"Retensa is experienced in workforce and staffing related issues that will provide the audience with an understanding of how the changing service and technology delivery models are affecting key business practices and the bottom line."*

- Mark Simony  
IAMCP-NJ President

The event, titled "Dark Side of the SAAS," will address how to manage and implement business changes within Microsoft's new Service Provider Licensing Agreement (SAAS - Software As A Service). Today, a shift in the relationship of the Microsoft Partner is, if adopted, forcing dramatic competition among sales professionals. The era of outsourcing is yielding to an internally generated, customer centric multi-sourcing model. This will impact every member of an IT organization, but no one more substantially than your sales force. The event will provide IT companies with best practices to manage and ensure successful change in the workplace as new rewards models and compensation models are developed. Mr. Hecht will specifically discuss compensation changes, reward and recognition programs, employee loyalty, incentive compensation and retention. This event will provide insight on how moving from perpetual licensing sales to incremental monthly sales may disenfranchise your top producers (and what to do about it). It will take place on Wednesday, September 12, from 8am-11am EST.

## About the International Association of Microsoft Certified Partners (IAMCP)

IAMCP was formed in 1994 to provide Partners a greater voice into Microsoft and to facilitate mutual growth and business development. They have members and chapters worldwide which are organized and led by member volunteers in different cities. Chapter membership fosters personal relationships that lead to mutual business opportunities. The large number of member companies provides a rich array of non-competing service providers with whom you can offer an expanded portfolio to your clients. IAMCP has 4 main missions. Their mission is to maximize the business potential of their members by: 1) Peer to Peer networking 2) Member Advocacy 3) Community Outreach 4) Growth and Education

## 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**, **Human Capital ROI**, **Mentoring**, **On-line Employee Surveys**, **On-line Exit Interviews**, **Executive Coaching**, and **Succession Planning**. For more information about the results you can achieve visit [www.retensa.com](http://www.retensa.com) or call 212.545.1280.

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

