

NEWS RELEASE

For Regional Distribution



For Immediate Release
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Contacts: Bob Becker
Telephone: (712) 262-1971

“Love ‘Em or Lose ‘Em: Getting Good People to Stay”

SPENCER, IOWA - The Lakes Area Employers' Council (ECI) will be meeting on Thursday, February 8, 2007 from 1:30 – 4:30 p.m. at Iowa Lakes Community College at 1900 N. Grand Ave., Spencer, Iowa. All employers, human resource personnel, and other staff members are invited to attend. Featured speaker will be Kathy Peterson the founder and President of PeopleWorks, Inc. Please register ahead of time as soon as possible by calling (800) 252-5664 or by email: communityed@iowalakes.edu. Cost of the workshop is \$69.00 and course number is 10050.

Kathy will speak on the topic of “Love ‘Em or Lose ‘Em: Getting Good People to Stay.” She will include information on:

- Discover WHAT motivates employees
- Learn HOW to motivate each employee and different generations of employees
- Create a motivational workplace environment
- Inspire employees to “go the extra mile”

Kathy Peterson the Founder and President of PeopleWorks, Inc. is a much sought after speaker because of her energetic and enthusiastic style and her interactive workshops. Prior to starting PeopleWorks, Kathy was a member of the global management training and development team at Gateway, a Fortune 500 computer marketer and manufacturer. Kathy has also served as an adjunct instructor in the areas of business and communication. She is also an active member of several professional organizations; including, the National Speakers Association, the American Society for Training and Development, the Alta Chamber of Commerce, and the Iowa Association of Lifelong Learning. Kathy has a Bachelor's degree in Communication Studies from Iowa State University and a Master's degree in Adult Learning, Performance, and Development from Drake University. In 2001, Kathy earned certification as a Senior Professional in Human Resources (SPHR) from the Society of Human Resources Management.

The Iowa Lakes Employers' Council is a local employer group supported by Iowa Workforce Development Region 3, and is part of the statewide Employers' Council of Iowa system. This employer's group addresses workforce issues, and provides both educational and networking opportunities for employers and human resource professionals. Contact Bob Becker at robert.becker@iwd.iowa.gov if you have questions about this training session or about the Iowa Lakes Employers' Council.

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