



N19 W24400 Riverwood Drive, Waukesha, WI 53188 262-523-9090 800-488-4845 Fax: 262-523-9091 www.mranet.org

Media Contact:

George Blomgren

Tel: 262-696-3636

Fax: 262-696-3644

E-mail: georgeb@mranet.org

FOR IMMEDIATE RELEASE

Liz Ryan, *Business Week* Columnist, to Keynote MRA's HR Conference

Ryan to kick-off April 28, 29 talent management conference discussing HR as Minister of Culture

March 11, 2008, Waukesha, WI – With a growing shortage of top talent and greater demands for innovative production, today's HR professionals play a critical role in talent management and business success. Liz Ryan, *Business Week* columnist and internationally recognized speaker and author, will kick off MRA's 2008 HR Conference: *Be Agile Not Fragile! Strategies to Recruit, Develop, and Retain Top Talent*. Ryan will speak on "HR: Minister of Culture", and discuss HR's expanded role in driving a culture that better engages employees and enhances productivity. Ryan will join a slate of other high profile speakers at the event which will be held at the Wilderness Resort in the Wisconsin Dells on April 28 – 29, 2008.

"We are thrilled to have Liz lead off our exciting array of speakers and topics, and see great merit in her message," says Pat Staaden, Vice President of MRA. "HR leaders who take on the *Minister of Culture* role look beyond policies and processes to the behaviors, stories, and beliefs that create an 'organizational personality' for their workplace. This new role represents a highly strategic approach to achieving traditional human resources goals: increased retention, engagement, productivity and morale."

Ryan joins a host of other respected speakers and intriguing topics for MRA's two-day annual conference. Other topics include online recruiting, using assessments for career development, retaining the experienced worker, and creating effective performance management systems. Best practices will also be highlighted by Beth Nighbor, Vice President of Human Resources, Badger Mining, a company that has twice won "Best Small Company to Work For"; and by a panel of winners from this year's *Milwaukee Magazine/MRA Best Places to Work* in Southeastern Wisconsin.

The full line-up and registration information is available online at MRA's website, www.mranet.org.

Founded in 1901, MRA is a not-for-profit employers' organization serving more than 4,000 employers throughout Wisconsin, Illinois, and Iowa, covering close to a half million employees. An expert in the optimization of human resources, MRA applies its talent, tools and training to help organizations achieve their business objectives. For more information on MRA visit www.mranet.org or call 800.488.4845.

##