

WilliamCharles
Executive Search

FOR IMMEDIATE RELEASE

DATE: March 30, 2006

AGENCY CONTACT:

Angela M. Butterfield
(616) 975-0945
abutterfield@mind-sharemedia.com

COMPANY CONTACT:

Steven D. Crandall
(616) 575-0987
steve@crandallpartners.com

IS EMPLOYEE LOYALTY A RELIC FROM THE PAST?

**HUMAN RESOURCE LEADERS FIND EMPLOYEE RETENTION AND
MOTIVATION A CHALLENGE DESPITE THE JOB MARKET**

(West Michigan Business Leaders will gather April 25th to explore these issues and more...)

GRAND RAPIDS, MI, March 30, 2006—Throughout West Michigan companies have been reducing staffs to a minimum in order to reduce costs, often placing tremendous strain on those left to run the business.

How do employers reduce this strain on existing employees, while continuing to motivate them? How do employers maintain morale during challenging times? Is employee loyalty a relic from the past? HR leaders from hundreds of area companies will gather (April 25, 2006) during a special breakfast presentation entitled, "*Achieving Employee Commitment in Uncertain Times,*" to explore and answer these questions and more.

"As companies continue to reduce head count in an effort to cut costs, they often neglect their remaining employees who may now have an even larger work burden," says Steven D. Crandall, president of Crandall/Partners, a Grand Rapids-based firm which specializes in human resource (HR) leadership and HR solutions.

Crandall will share his knowledge from more than 25 years' experience in all phases of human resource work, including specific steps employers can take to improve employee morale and improve the overall corporate culture during times of change.

Crandall will join Robert J. Chovanec, partner with Warner Norcross & Judd LLP and president of the National Association for Employee Recognition as guest speaker. Both

Crandall and Chovanec bring more than 50 years' combined expertise in specific human resource areas ranging from employee behavior, evaluation, training, executive compensation and organizational management.

“We will explore the important ingredients that employers can use to increase employee loyalty and commitment when job security is no longer a guarantee,” explained Crandall.

“*Achieving Employee Commitment in Uncertain Times*” is being sponsored by WilliamCharles Executive Search and Crandall/Partners, and is scheduled for April 25 by reservation-only at The Peninsular Club in downtown Grand Rapids. ***For registration information, Business and H.R. leaders may contact WilliamCharles Executive Search at 464-4355, or via email at christine@william-charles.com***

###

GUEST SPEAKER BIOGRAPHIES:

About Guest Speaker, Robert J. Chovanec, Partner with Warner Norcross & Judd LLP and President of the National Association for Employee Recognition:

Robert J. Chovanec is a partner with Warner Norcross & Judd LLP. His practice is focused on helping employers to design effective employment policies, including employee evaluation and motivation, training, executive compensation, affirmative action and compliance programs. He also represents employers in collective bargaining and in employment matters involving federal and state agencies. He is a member of the Labor and Employment Law Sections of the American and Michigan Bar Associations, is listed in *The Best Lawyers in America*, has served as a contributing editor to the American Bar Association's treatise *The Developing Labor Law*, is the author of the Americans With Disabilities Act chapter in the Institute of Continuing Legal Education's *Michigan Employment Law, an Employer's Guide*, and has been a frequent speaker at ICLE and other seminars. He is also a member of the Board of Directors, and currently President, of the National Association for Employee Recognition, www.recognition.org, a national association of employers whose mission is to promote employee engagement through positive reinforcement of employee behaviors that advance organizational goals. Chovanec received his undergraduate degree from Michigan State University and is a *cum laude* graduate of Wayne State University School of Law. For more information about Robert J. Chovanec, call 752.2120 or visit www.wnj.com

About Guest Speaker, Steven D. Crandall, President of Crandall/Partners:

Steven D. Crandall is President of Crandall/Partners, a Grand Rapids-based firm specializing in HR leadership and human resource solutions. His business is focused on helping business leaders achieve organizational success by offering strategic and interim/project solutions. Crandall/Partners provides HR Management Reviews, conducts Leadership Effectiveness Training, and delivers tools and resources for growing and start-up companies through its HR QuickStart program. Crandall has more than 25 years experience in all phases of human resource work, and has previously served as senior vice president of human resources for Old Kent Financial Corporation, and as senior vice president of human resources at Donnelly Corporation,

a Tier One automotive industry supplier with over \$1.2 billion in annual sales. He has served as an adjunct faculty member specializing in Organizational Management and Communications courses for Davenport University, Grand Valley State University, Aquinas College, and the University of Wisconsin Management Institute, and is a certified Leader Effectiveness Training (L.E.T.) facilitator. Crandall served on the Northview Public Schools Board of Education for eight years, including five years as Board President; and enjoys working with boards of non-profits, schools and churches in the areas of board governance, policy development and team-building. He is a frequent speaker on the subjects of motivation and leadership, sales development, self improvement, performance management and related topics. Crandall holds a Bachelor's degree in Psychology from Michigan State University and a Master's degree in Organizational Behavior from Aquinas College. For more information about Steven D. Crandall, call 575-0987, or visit www.crandallpartners.com