



## NEWS RELEASE

February 7, 2007

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### **INTERNATIONAL EMPLOYEE RECOGNITION EXPERT REVEALS HOW TO KEEP, MOTIVATE & INSPIRE STAFF IN A HOT ECONOMY**

**FEB 9. 8:15-9:45 A.M. FANTASYLAND HOTEL.  
MEDIA MAY ATTEND SESSION. AVAILABILITY TO FOLLOW.**

Edmonton –In Alberta’s hot economy, employers - under pressure to recruit and retain talent – can distinguish themselves by creating “Carrot Cultures” - workplaces where employees are valued and appreciated for their contributions - creating passion and performance, employee recognition expert and “Carrot Guy” Max Brown will tell delegates to the 21<sup>st</sup> annual People and Progress Conference.

Around the globe, for the last 15 years, the Carrot Guys have worked with some of the world's most successful companies - building stronger client satisfaction, improved employee engagement and lower turnover. With his experience in leadership training, speaking, and facilitating around the world, Max brings a global perspective to the challenge of motivating people. His presentation, “Recognition: Communicating What Matters Most,” shows managers how to successfully transform their organizations into “carrot cultures” – creating workplaces where employees are committed and retention is among the best in the industries.

Max laces his presentations with stories and examples that inspire people to act. Audiences at companies such as Coca-Cola, e-Bay China, MARS, and Hewlett-Packard have raved about his interactive, engaging style. He has a master's degree in social & organizational learning from George Mason University and a certificate in leadership coaching from Georgetown University.

The 21<sup>st</sup> annual People and Progress Conference is presented by *The CAPITAL CARE Foundation* and supported by *The CAPITAL CARE Group* and is the longest-running continuing care conference in Canada. It brings caregivers and families together with experts to share knowledge and advances in continuing care. This year’s theme, “Who’s Speaking? Who’s Listening? Connecting and Communicating in Continuing Care,” explores how effective communication can help to avoid misunderstandings, build relationships, and improve quality of life for residents in continuing care.

**Media are also invited to attend the conference’s closing keynote address by author William Thomas (10:15-11:45 a.m.)** whose presentation is based on his book *Margaret and Me*, the real-life story of his experience dealing with his mother’s Alzheimer’s disease. Thomas shows how humour, as a means of communicating, is the natural cure for stress and how laughter is life’s ultimate healer.

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**Complete program details at [www.capitalcare.net/](http://www.capitalcare.net/) Conference.**

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*The CAPITAL CARE Group, a wholly owned subsidiary of Capital Health, is the largest public continuing care organization in Canada, with 2,700 staff caring for 1,400 residents and over 300 community clients through 11 centres in the Capital Health region. Please visit [www.capitalcare.net](http://www.capitalcare.net) for more information.*