



The CapitalCare Foundation presents the 23rd annual
People and Progress Continuing Care Conference
February 4, 5 & 6, 2009
Fantasyland Hotel, Edmonton

January 30, 2009

WestJet “culture guru” Don Bell discusses corporate culture at conference

Edmonton – On **February 6**, the CapitalCare Foundation, as part of its annual People and Progress Continuing Care Conference, presents two speakers of interest to the business community.

Don Bell is co-founder of Calgary-based **WestJet**, and is widely considered the company’s “culture guru.” He will provide insight into WestJet’s unparalleled corporate culture and customer experience and offer some great take-away advice about how to engage people and create a culture that can help any organization.

Adwoa Buahene is managing partner of Toronto-based **n-gen**, a leading human resource consulting company focusing on people performance from a generational perspective. Adwoa is a co-author of *Loyalty Unplugged: How to Get, Keep and Grow All Four Generations*. She will give an interactive presentation on managing an intergenerational workforce.

Media are invited to attend this half-day session, starting with Adwoa Buahene at 8:15 a.m. and Don Bell at 10:00 a.m. Please RSVP your attendance in advance by contacting the person below.

In September 2008, the Conference Board of Canada identified corporate culture as the number one issue on the minds of today’s CEOs. At a time when many organizations are struggling with staffing challenges and unstable market conditions, a unique corporate culture can be critical to sustaining long-term growth. An essential part of that culture is how a company treats its employees. At the same time, globalization and demographic realities mean the issue of diversity, including managing a multigenerational workforce, is top of mind with many corporate leaders.

The People and Progress Continuing Care Conference enables elder care providers to share knowledge and advances in continuing (long-term) care. This year’s theme, *Linking Culture to Care*, emphasizes the importance of creating a workplace culture that supports the mental, physical and spiritual health of the people who live, work, volunteer and visit at continuing care centres. The conference speakers will give ideas and practical knowledge on how, as individuals and team members, we can create and keep a culture of care.

For more information, media may contact:

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