

## UNH CEO Forum on Hiring, Retaining Employees

**"Why would anyone want to work for you,  
anyway?"**

*By [Janet Lathrop](#)  
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DURHAM, N.H. -- In this era when businesses may compete intensely for qualified workers, employers who can successfully attract, train and keep valuable workers have a chance of avoiding the stress and lost productivity that come with turnover.

At the University of New Hampshire's CEO Forum on Thursday, November 9, from 9-10:30 a.m. at the New England Conference Center on the UNH campus, two experts will offer tips on attracting, hiring and retaining employees. Forum facilitator Bruce A. Mast, Mast & Associates, with guest speaker Judy Ronalter, director of human resources, Phillips Exeter Academy, will discuss a systematic approach to hiring, training and retaining key workers. The program is titled, "Why Would Anyone Want to Work for You, Anyway?"

Mast has been an organizational change and transition management facilitator for the past 12 years in healthcare, manufacturing and education. He developed the program, "The New Employer/Employee Social Contract in The New Economy," to help organizations change both employer and employee behavior. Such change enhances overall performance while eliminating conflicts that traditionally hinder organizational growth, Mast notes.

Ronalter points out that the new economy has changed the way organizations need to think to attract and retain employees. She will share some of the challenges and rewards of facilitating change and successful transitions within a 219-year-old traditional education environment.

A breakfast buffet at 8:30 a.m. precedes the program. Registration is requested by Monday, Nov. 6, by calling Sue Smith at (603) 862-1190.

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