



FOR IMMEDIATE RELEASE:

“A Tough Economy Calls for New Strategies” – Another Raleigh Wake Human Resource Management Association (RWHRMA) 2009 Master Series – HRCI Certified

Raleigh, NC, – May 26, 2009 On June 9, 2009, from 6:00 to 9:30 PM, Raleigh Wake Human Resource Management Association (RWHRMA) will host another 2009 Master Series Program, “A Tough Economy Calls for New, Sustainable Strategies.” The program will be held at Wake Technical Community College-Western Wake Campus, Room 101, 3434 Kildaire Farm Road, Cary. Speakers will be Kella Hatcher and Maryanne Perrin, partners at Balancing Professionals, LLC. Tough economic times have organizations seeking new cost cutting strategies but most organizations miss one strategy that gives them a lot of bang for very little buck: making their organization truly flexible. The benefits of a truly flexible workplace are numerous, with improvement to the bottom line and increased employee productivity and job satisfaction. This workshop will educate participants about TRUE flexibility (think way beyond flex-time) and how it can be a solution to many economic woes. Topics include up-to-date studies, statistics, and examples of what is going on in the world of workplace flexibility, and how flexibility impacts cost and productivity; provides framework to evaluate and re-think your organization’s current workforce flexibility policies and practices ; action steps to enable your organization to fully utilize flexibility to cut costs and increase productivity; and workshop materials to provide participants written tools and resources to put to use in their organizations.

Hatcher and Perrin, respectively an attorney and an engineer/MBA, founded Balancing Professionals LLC in 2004. They have helped a variety of companies capitalize on workplace flexibility including clients in the pharmaceutical, technology, manufacturing, non-profit, and professional services industries. Hatcher and Perrin have shared their expertise on workplace flexibility at numerous events and publications including: NC SHRM Statewide Conference, Carolina Parent Women at Work Event, Sustainable NC Annual Conference, National Association of Women Business Owners, Durham Chamber of Commerce, Triangle Business Journal, The News & Observer, Women’s Edge Magazine and more. To learn more, go to www.balancingprofessionals.com

Registration for this meeting will be accepted until Friday, June 5th at 5:00 p.m. Costs are \$29 for RWHRMA members, \$50 for TSHRM and SHRM members and \$99 for all others. To register please visit www.rwhrma.org. If you need to cancel, email: bettychildreth@yahoo.com by June 5th to avoid being billed. Failure to cancel will result in a charge of \$99.00 for all registrants. Registration and light dinner will begin at 6:00 pm. with the program starting at 6:30 pm. Box Lunches will be provided. If you do not want to reserve food or desire a vegetarian option, please contact Betty Hildreth at bettychildreth@yahoo.com one week in advance of the program. This program is HRCI pre-certified.

About RWHRMA: Raleigh-Wake Human Resource Management Association (RWHRMA) is a not-for-profit human resources professional association and is a local affiliate of the national [Society for Human Resource Management](http://www.shrm.org) (SHRM) organization focused on serving the HR professional and advancing the HR profession. Established in 1954 and nationally recognized for its many award-winning programs and a premier chapter of SHRM, RWHRMA provides many professional development, community service, and networking opportunities to its more than 500 members representing a variety of businesses and industries. Contact: Barb Giarelli, Press Release Coordinator, RWHRMA, 919-269-2313 or Giarelli_Barb@cat.com



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