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Employer of Choice Forum to start Friday

By: North County Times -

CARLSBAD -- "Got Culture," the first of four seminars in the 2007 Employer of Choice Forum, will be held Friday. The event runs from 8:30 a.m. to 12 p.m. at Modern Postcard, 1675 Faraday Ave. in Carlsbad.

Presented by the Alliance for Organizational Excellence and co-sponsored by John Burnham Insurance Services and Modern Postcard, "Got Culture" will showcase Modern Postcard's approach to attracting and retaining Gen X workers.

Modern Postcard's vice president of human resources, Sarai Rodgers, will discuss the firm's hiring practices, employee benefits, employee incentives and management practices designed to appeal to tech-savvy 20- to 30-something-year-olds.

Additional seminars in the 2007 Employer of Choice Forum will include "Engage 'Em or Lose 'Em," hosted by Cox Communications and Biogen

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Idec on July 27; "People are your Business," hosted by the San Diego Zoo on Sept. 28; and "Bland to Brand," hosted by Petco on Nov. 16.

For more information or to register for the Friday seminar, contact the Alliance for Organizational Excellence at (858) 481-7742 or sandy@uexcel.com.

Registration for all four seminars in the 2007 Employer of Choice Forum, which also includes two hours of one-on-one consulting, is \$795. Single seminars are \$175. Participants will receive a complimentary copy of Sandy Asch's book "Excellence at Work: The Six Keys to Inspire Passion in the Workplace."



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