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Customer and Staff Retention Expert To Speak At Anaheim Convention Center

San Leandro, CA (PRWEB) August 8, 2003 – Kennette Reed, customer and employee retention expert, will speak to the American Healthcare Radiology Administrators on August 12, 2003. Her presentation, "Motivating Staff Toward Improved Performance", is for AHRA's Annual Meeting & Exposition, to be held at the Anaheim Convention Center. Ms. Reed's presentation has previously been presented to audiences throughout the country.

"Helping its members improve staff performance and retention is a key element of AHRA's member commitment. Doing more with less is essential for businesses in this changing economic climate, but profitability is critical. Significant increases in profitability can be experienced through improvements in staff performance and retention.", said Ms. Reed.

"Staff reach higher levels of performance when they are committed to an organization and its vision. The key is discovering ways to engage staff, and keep them motivated.", said Kennette Reed, founder of Kennette Reed & Associates. "Those who understand the importance of retention, and a 'people keeping environment', will experience organizational and financial success."

Ms. Reed is a consultant, trainer, nationally known speaker, and author. She is also the publisher of a popular monthly ezine, "Customer & Staff Connections". It provides practical business information and resources, delivered to subscribers email address. "It makes keeping up with customer and staff management issues easy and convenient."

Kennette Reed & Associates is located in San Leandro, CA, and assists companies to increase profitability by improving people and processes. For additional information about company services, visit the company website www.retentionexpert.com or phone (510) 888-9950.

Subscriptions to "Customer & Staff Connections" are available at

<http://www.topica.com/lists/customerconnections>.

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