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Press Release

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FOR IMMEDIATE RELEASE

NAER RECOGNITION COLUMN FEATURES INDUSTRY LEADERS

Human Capital features a regular column from The National Association for Employee Recognition (NAER), which is written by the world's leading performance improvement experts: **Sandie Hodel-Runz**, NAER President and Senior Staff Representative for Recognition, United Airlines. **Beverly Kaye**, author of *Love 'Em or Lose 'Em: The Critical Role of Retention & Engagement in Today's Marketplace*. **Joseph L. Mancusi**, PhD, president of the Center for Organizational Excellence Inc. **James Kouzes**, author of the award-winning book, *The Leadership Challenge: How to Keep Getting Extraordinary Things Done in Organizations*, and *Encouraging the Heart: A Leaders Guide to Rewarding and Recognizing Others*.

Betty Hintch, editor, Human Capital, says, "The regular columns contributed by these renowned experts in performance improvement and recognition on behalf of NAER offer thought-

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provoking and innovative ideas for motivating and managing a productive and enthusiastic workforce. Our readers look forward to learning about creative ways to recognize staff in an increasingly challenging business environment."

Human Capital also sponsors NAER's Pamela Sabin Recognition Champion Awards. The awards honor recognition leaders who passionately believe in the principles of recognition and spread the message through their organizations.

Human Capital's mission is to update senior level HR professionals and top management on latest workforce strategies that impact the bottom line. The readership of *Human Capital* consists of executives in corporate management positions as well as in human resources, training, finance, information technology, sales, marketing and operations.

The National Association for Employee Recognition (NAER) is dedicated to the enhancement of employee performance through recognition, including its strategies and related initiatives. The association provides a forum for information and best practices sharing as well as education to foster the use, excitement, effectiveness, and enthusiasm of recognition. For more information on NAER, visit recognition.org.

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