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**Contact: Joel Allegretti**  
**(212) 596-6111**  
[jallegretti@aicpa.org](mailto:jallegretti@aicpa.org)

**AICPA DVD EXPLAINS THE INS AND OUTS  
OF EMPLOYEE RETENTION**

**NEW YORK (August 2, 2006)** – What matters to young professionals just entering the workforce? How does an employer attract and retain the best of them?

The Work/Life and Women’s Initiatives Executive Committee of the American Institute of Certified Public Accountants helps answer those questions in *Staff Retention: the New Face of the CPA Profession*, a free DVD.

The DVD features commentary by professional staffing experts and leaders of the CPA profession on workforce shortages and what it will take to attract tomorrow’s talent. Young professionals also sound off on what is important to them in their work lives.

“Organizations of all sizes are faced with retention issues,” said Linda Bergen, Chair of the Work/Life and Women’s Initiatives Executive Committee. “Effective retention strategies are key to an employer’s future success.”

The DVD may be obtained by e-mailing [educat@aicpa.org](mailto:educat@aicpa.org). Further information on workplace flexibility, women’s advancement and professional staffing may be found at [www.aicpa.org/worklife](http://www.aicpa.org/worklife).

The American Institute of Certified Public Accountants ([www.aicpa.org](http://www.aicpa.org)) is the national, professional association of CPAs, with approximately 330,000 members, including CPAs in business and industry, public practice, government, and education. It sets ethical standards for the profession and U.S. auditing standards for audits of private companies; federal, state and local governments; and non-profit organizations. It also develops and grades the Uniform CPA Examination.

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