

NL Employers' Council Announces
Fall Conference 2009
THE DISAPPEARING WORK ETHIC: Fact or Fiction?
November 24th & 25th Holiday Inn St. John's

--FOR IMMEDIATE RELEASE

September 3, 2009, St. John's, NL – Has traditional work ethic disappeared or is the concept of work ethic simply changing?

The NL Employers' Council (NLEC) will attempt to answer this question through a series of sessions and workshops at the organization's Fall Conference, "The Disappearing Work Ethic: Fact or Fiction?", November 24th & 25th at the Holiday Inn St. John's.

Who has a better work ethic, generation X, Y or the baby boomers? Does a unionized work environment stifle or enhance work ethic? What can the local business community learn from international HR strategies to improve work ethic within our own organizations? This two-day conference will address these and many other questions, helping managers, HR professionals and business owners determine what work ethic means for their organization and how to motivate and manage their employees.

"Work ethic is defined by a set of values that differs from person to person depending on their generation, societal influences and the culture they work in," says Richard Alexander, the NLEC's Executive Director. "There has been much discussion among the business community in recent years around changes to traditional work ethic. Some local business owners feel that traditional work ethic has disappeared altogether while others feel it is stronger than ever. This year's fall conference will be an opportunity for these folks to come together to discuss this topic, and learn something in the process."

The conference's first day will focus on defining work ethic, while the second day will offer practical solutions to employee motivation and engagement challenges. Topics to be discussed include:

- Defining Work Ethic
- Social Networking: Balancing employee morale and workplace privacy
- Social programs and their effect on absenteeism
- Work ethic across generations
- Work ethic in union and non-union environments
- How to Improve Work Ethic: Engaging and motivating staff
- Work ethic across borders: Exploring successful HR strategies from other countries
- Discipline and Discharge for poor work ethic

For more information and to register for the Fall Conference businesses can visit <http://www.nlec.nf.ca>.

-more-

The NLEC provides advocacy, communication and training for employers in Newfoundland & Labrador in matters affecting the employment relationship. Its members include employers and employer associations from the public and private sectors in all regions of the province.

-30-

For this and all other media inquiries, contact: *Jaelyn Sullivan*, 368-6573 or jsullivan@nlec.nf.ca.