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News Release

For Immediate Release

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CHERRY HILL EXECUTIVE AUTHORS ARTICLE IN NAT'L MAGAZINE ABOUT RUNNING PRODUCTIVE MEETINGS

Cherry Hill, NJ- -March, 2006--- Merrick Rosenberg, MBA, director of training and development, and partner of Team Builders Plus in Cherry Hill, authored a one-page feature article appearing in the March issue of **T+D Magazine**, a national publication, produced by the ASTD, (American Society for Training & Development), the world's largest association dedicated to workplace learning and performance professionals. The article, entitled, ***60 Minutes You'll Never Get Back***, compares running a productive meeting, vs. one that leaves attendees feeling drained.

Rosenberg, who has served as a facilitator, performance coach and management consultant with line staff and senior executives in worldwide businesses for over 15 years, discusses the cost, time and energy wasted in many typical meetings. He notes, "Typical status update meetings...function like an energy vampire that literally sucks the life force from your team." Rosenberg points out the "burn rate" of a one-hour, weekly staff meeting and how it costs hundreds of dollars per meeting and tens of thousands of dollars per year, when factoring in attendees' salaries for the amount of time spent.

He wraps up the article by describing four ways to organize meetings that "engage people," to make the time valuable, energizing and rewarding. **To read the full article, logon to www.TeamBuildersPlus.com and click News.**

Founded in 1991, Team Builders Plus in Cherry Hill, NJ, conducts team building, individual, team and organizational assessments, performance coaching, and leadership training for organizations worldwide. Approximately 25 percent of Fortune 100 companies are clients of Team Builders Plus, including General Electric Company, Campbell Soup Company, JP Morgan Chase & Co., L'Oreal, GlaxoSmithKline, Ford Motor Company, and the U.S. Marines. For more information on leadership development, assessment tools, training programs or coaching processes, log on to www.TeamBuildersPlus.com or call 856-596-4196.

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