



## NEWS RELEASE

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### The National Conference Center Produces white paper: Understanding Generational Differences: The Key to Attracting, Motivating and Retaining Your Workforce

(Leesburg, Va) – July 2011 - Eric Whitson, Director of Sales & Marketing at [The National Conference Center](#) (NCC) announced the release of the second white paper in the quarterly series *Meeting Discoveries* on topics relating to meeting industry trends and helping meeting planners develop more productive meetings.

Written and compiled by Sarah Vining, Marketing Manager at The National Conference Center, “Understanding Generational Differences: The Key to Attracting, Motivating and Retaining Your Workforce” examines generational difference in the workplace and how it plays a key role in training. According to Vining, “this white paper helps companies discover the real reason behind understanding generational differences and how training can result in happier employees, a more successful company and in turn, happier customers.”

The white paper includes in-depth look at topics that include:

- How can trainers and key personnel understand the different generations?
- How do different generations learn and train compared to one another?
- What are some of the challenges of these generational differences?
- How do generational differences play a role in the future of training?

The entire white paper, “Understanding Generational Differences: The Key to Attracting, Motivating and Retaining Your Workforce” is available at <http://bit.ly/ozXugi>

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### **More about The National Conference Center**

Just 12 miles from Dulles International Airport and 45 minutes from Washington, DC, The National Conference Center, operated by ARAMARK Conference Centers, features a secure, distraction-free setting with self-contained buildings surrounded by 100 scenic acres in Leesburg, Virginia. One of the largest conference centers in the United States, the entire facility was purpose designed to accommodate larger meetings and conferences that concentrate on training.

Each of the 250 meeting rooms – representing 265,000 square feet of flexible meeting space -- features high-speed Internet access, individual climate control, advanced conference technology, and sophisticated presentation technology with on-site audio/visual and IT support. The 917-room facility (including 78 suites) can accommodate meetings and events up to 1,800 people. Dining options include the popular Black Olive Sports Bar, and the 800-seat dining facility which features a wide variety of healthful buffet selections as well as specialty selections. Recreational options include a fully equipped fitness center along with volleyball, basketball, racquetball, tennis, and more. A fully staffed Business Center is conveniently located to provide administrative support service throughout the course of each meeting and a professional conference support team is available. Free onsite parking is provided.

*ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 260,000 employees serving clients in 22 countries. Learn more at the company's Web site, [www.aramark.com](http://www.aramark.com).*