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FOR IMMEDIATE RELEASE

OTEC is proud to present our new brand in the form of an exciting new image and an increasingly wide array of innovative HR solutions, tools and resources.

"It has been almost two years since I began leading OTEC and it has been both exciting and challenging, says Vicki Lymburner, OTEC President and CEO. "The Board of Directors and OTEC team have assessed, re-evaluated and re-invented the organization to ensure dynamic and sustainable growth. Broad consultation and stakeholder feedback assisted us in creating a new strategic plan with a new Vision, Mission, Values, Mandate and Strategic Priorities. Now, we're excited to launch our new brand to position OTEC to reach new goals and objectives for the future!"

With the completion of the re-branding, OTEC has also launched a brand new website www.otec.org! The new site is designed to assist companies and organizations with the tools they need to attract and retain high performing employees and become Employers of Choice.

OTEC's new website reflects our client-focused approach to providing exceptional resources and HR solutions to employers, employees, educators, students, job seekers, associations, and government. Ms. Lymburner states "This exciting new web launch will introduce a dynamic, interactive, user-friendly website consistent with OTEC's vision: to be recognized as the leader and supplier of choice for the delivery of progressive and engaging training and human resource tools. We are delighted to offer the industries we serve an accessible 'one stop' resource to assist them in attracting the best people and helping them to develop, perform and succeed!"

The OTEC website is designed to be the premier source for customer service and interpersonal skills training, program development, certification and education products and services for a wide range of industry sectors including: Tourism, Hospitality, Education, Healthcare, Transportation, Financial Services, Retail, Security, Law Enforcement, Manufacturing and more.

The new website offers engaging **workshops and seminars, management development programs and performance management tools**. It also includes a Tips & Tools section where site visitors can obtain professional training advice from OTEC experts. Our interactive e-newsletter, "@ Your Service" provides up-to-date articles and information on the latest HR development and management issues and OTEC training products and services. The website also features:

- A contemporary look that highlights the new OTEC brand identity
- An easy-to-use information request and "@ Your Service" subscription forms
- A rotating training calendar on the Home page, linking directly to training product profiles and a convenient registration form
- Featured products in each major section of the site offering exceptional value on existing and exciting new product offerings
- ASP.NET and Microsoft Visual Studio advanced web application development technologies.

We invite you to visit www.otec.org today! We also welcome and encourage your feedback – please provide comments to Vicki Lymburner, President & CEO at vlymburner@otec.org; or (416)-622-1975 ext. 209

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