“Generation Y”, the "Net Gen", “Millennials”, or the “Digital Generation”, born between 1977 and 1997, 81 million strong, comprising roughly 27% of the US population, is one of the largest and perhaps the most confounding group to hit society and the workforce in history. For compelling reasons, they view the world in a very different way than the cohorts that have preceded them. Grown up entirely in the digital era, within a close-knit family, a life of privilege and expecting – no - demanding constant reinforcement, they represent both a significant challenge and an opportunity to your company. They will arrive at your doorstep texting madly, “helicoptering” parents in tow, dressed indifferently, a tattoo peaking out, having thoroughly researched your company and with a fixed set of expectations.

Are you prepared?
Those companies which have taken the time and interest and can look beyond the first impression to the talent underneath will often discover a remarkably adept, well educated, creative, collaborative and determined contributor.

Well, ready or not.....here they come!
They are very different and there is no way to ignore their differences or work around them. And any attempt to recast them to fit your company standard may cost you the very person your company desperately needs.

Join us to discuss:

* The identifying characteristics of “Net Gen”ners
* What they seek at work from an employer
* Case studies of what several companies are doing to recruit, retain, and manage ’Net Gen”ners
* Tune into what, where, and how "Net Gen”ners share with each other
* The stunning inconsistencies of how they think
* What makes them incredibly valuable employees, well worth the effort?

Chris Fahlman has spent a lifetime recruiting and managing large and creative groups of workers, organizing concert events, creating arts and entertainment offerings to attract, satisfy and delight audiences of various ages and lifestyles -- it is imperative that he understand what makes each generation tick. As a business consultant, he is currently applying these generational insights into the fields of the arts, entertainment, education and charitable giving.

Call, fax or e-mail us today to reserve your space for our C-Suite Briefing on “Generation Y – Challenges and Opportunities” with Chris Fahlman.

Please reserve ___ spaces for this complimentary Briefing on March 18, 2010 for the following:

1. ____________________________ Company ____________________________
2. ____________________________ Address: ____________________________
3. ____________________________ Phone Number: ____________________________

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Brandi Helton or e-mail: bhelton@hrxperts.org
Employers Resource Association
1200 Edison Drive, Cincinnati, Ohio 45216
FAX 513-679-4139  Phone 513-679-4120