



## ERA Issues Forum Generation "Y" Challenges and Opportunities

Watch out – they're on the way! Prepare for the onslaught of 81 million employees of "Gen Y". Also known as "Net Gen", "Millennials" or the "Digital Generation", they're headed your way, ready or not, representing one of the largest and most confounding groups to ever hit your workplace. Get ready for a significant challenge to the status quo, but also prepare for a great opportunity for the savvy company to snare top talent.

Are you ready to embrace the employee who arrives at your door, texting madly, "helicoptering" parents in tow, dressed indifferently, with a tattoo peaking out, who has thoroughly researched your company and comes with a fixed set of expectations? Admittedly, this generation is very different and there is no way to ignore their differences or work around them without some "education." Get ahead of the curve and your competition. Join us to learn:

- What characteristics identify "net Gen'ers"
- What they really want at work from an employer
- What several companies are doing to recruit, retain and manage these employees
- The secrets of how these employees tune into one another
- The stunning inconsistencies of how they think
- And what makes them incredibly valuable employees, well worth the effort.

Business consultant Chris Fahlman has spent a lifetime recruiting and managing large and creative groups of workers, organizing events, creating arts and entertainment offerings to attract, that must satisfy and delight audiences of various ages and lifestyles. He will share his special insights into the "Millennial" Generation and what makes them tick at our Issues Forum.

Due to space restrictions, reservations are required. Cost of participation is \$25.00 for ERA members and \$35.00 (pre-payment only) for non-members. Members choosing not to prepay with your registration, will be invoiced. "No shows" and late cancellations (less than 48 hours) will be charged.

**Please reserve \_\_\_\_\_ spaces for the Issues Forum on March 19, 2010 for the following:**

1. \_\_\_\_\_ 3. \_\_\_\_\_

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**Cincinnati:** 1200 Edison Dr., Cincinnati, OH 45216-2276  
Phone: 513.679.4120 | Toll free: 888.237.9554 | Fax: 513.679.4139

**Columbus:** 921 Chatham Lane, Suite 111, Columbus, OH 43221-2418  
Phone: 614.538.9410 | Toll free: 888.237.9554 | Fax: 614.538.9420

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Date:  
Friday, March 19, 2010

Time: 8:30 – 10:00 a.m.  
Speaker/Q&A

Members: \$25.00

Nonmembers: \$35.00

ERA Cincinnati Office

Please Fax, mail or  
e-mail your registration to:  
Brandi Helton  
513.679.4120  
513.679.4139 (Fax)  
[bhelton@hrxperts.org](mailto:bhelton@hrxperts.org)