

DESCRIPTION

The workshop will explore the unique core values of “America’s 5 Living Generations” and the influences that affect our attitudes towards our lives, workplace, career choices, decisions, behavior, morals and values.

GI Generation	Born 1901-1926
Silent Generation	Born 1927-1945
Boomers	Born 1946-1964
Generation X	Born 1965-1981
Millennials	Born 1982-2009

CHUCK UNDERWOOD

An Ohio University School of Business graduate, Chuck began his career in mass media. Later he formally trained in qualitative research methodology and focus-group moderating at The Burke Institute. Researching generational dynamics for more that two decades, he is one of the seminal scholars and elite consultants in generational strategy, with clients in business, government, media and entertainment, education, religion, politics, counseling, philanthropy, and virtually every other industry-type. Chuck hosts a television series, travels coast-to-coast and overseas for seminars, consulting assignments, research and keynotes as well as authoring newspaper and national magazine columns on generational dynamics. He is widely viewed as an eminent authority in generational study.

Hamilton Center Inc.
Human Resources Department
P. O. Box 4323
Terre Haute, IN 47804

HAMILTON CENTER, INC
AND
INDIANA STATE UNIVERSITY
DEPARTMENT OF SOCIAL WORK
PRESENT

UNDERSTANDING GENERATIONAL DIFFERENCES

Morning Session: Generational Marketing,
Business and Human Resource Strategy

Afternoon Session: Generational Differences
for the Behavioral Service Professional

by
Chuck Underwood
Founder/Principal
The Generational Imperative, Inc.

January 28, 2010
(Thursday)
8:30 A.M.– 4:30 P.M

Location
Maryland Community Church
4700 S. State Road 46
Terre Haute, Indiana 47802

GOALS

- 1) To introduce participants to the concept of “America’s 5 Living Generations”.
- 2) To understand the unique formative years, times and teachings that molded each generation’s unique core values and attitudes towards the workplace, marketplace and their lives.
- 3) To enable participants to apply Generational Strategy to the specific challenges and opportunities facing your organization in the provision of service to consumers.
- 4) To offer participants specific tactics, tips and guidelines for serving the various generations in areas such as marketing, counseling, education and employment.
- 5) To identify three or four distinct generations that are active in your organization.

CEU CREDIT– PM SESSION

Attendance for the entire afternoon session and a completed evaluation form are necessary to receive continuing education credit.

You must arrive on time and stay for the entire session to receive a certificate.

3 CE Credit Hours Category I, is approved for:

⇒ L.S.W., L.C.S.W., L.M.F.T., L.M.H.C.

⇒ Psychologists

***Partial credit will not be issued!**

DIRECTIONS

From I-70 and Hwy 41 get on I-70 East. Take Exit 11 off of I-70 (intersection of Hwy 46). At the end of the exit is a stop light. Turn left (south) after stopping. Go South on Hwy 46 approximately 1.5 miles to Maryland Community Church. There are two parking areas, one at the front of the building and the other in the rear.

SCHEDULE

8:00 - 8:30 a.m. Registration
8:30 - 11:45 a.m. Morning Session
11:45 - 1:15 Lunch on your own
12:00 - 1:00 Social Work Field Instructor Luncheon
1:15 - 4:30 p.m. Afternoon Session

It is difficult to control room air temperature so please dress accordingly.

REGISTRATION

Registrant (Circle one)	Rate
Attendee (am session).....	\$40.00
Attendee (pm session).....	\$ 40.00
Attendee (both sessions)....	\$ 80.00
Student with ID	\$10.00
ISU Student with ID	Free
ISU Dept. of Social Work Field Instructor	Free
Hamilton Center Employee.	Free

Name: _____

Address/Business Name: _____

E-mail: _____

Telephone: _____

Method of Payment: Cash Check
Payable to: Hamilton Center Inc.

R.S.V.P. by January 22, 2010 to
Hamilton Center Inc.

Human Resources Department

P. O. Box 4323

Terre Haute, IN 47804

Phone: 812-231-8280

Fax: 812-231-8235

E-mail: vroehr@hamiltoncenter.org

Subject line: “Conference”