



For Immediate Release
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Understanding The Different Generations Of Workers In The Workforce

SPENCER, IOWA - The Lakes Area Employers' Council (ECI) will be meeting on Thursday, April 04, 2013 from 1:30 p.m. to 4:30 p.m. at Iowa Lakes Community College, 1900 N Grand Ave, Spencer, Iowa 51301. All employers, human resource personnel, accounting, payroll, and other staff members are invited to attend. Featured speaker will be Kathy Peterson on "Understanding The Different Generations Of Workers In The Workforce."

Prior to founding PeopleWorks, Inc. in 1998, Kathy Peterson was a management trainer for a Fortune 500 company. Kathy started PeopleWorks because she realized that there are many organizations (*not just big ones*) that can benefit from great training – without a full time training staff and from an “outsider” looking in. Over the last 12 years, she has had the opportunity to work with many different clients and thousands of people throughout the U.S. No matter where Kathy goes, her focus has been and continues to be helping her clients work more effectively with and through people. Organizations don't manufacture, make decisions, serve customers, sell, or retain employees. People do! Long after her programs, you will remember Kathy because of her energetic and enthusiastic style and her interactive programs. Kathy received a BA in Communication Studies from Iowa State University and an MS in Adult Education, Performance, and Development from Drake University. She earned her Senior Professional in Human Resources (SPHR) designation in 2001. In addition to being a successful business owner, Kathy is a wife and mother of four children (2 boys and 2 girls). Kathy and her husband are the 5th generation to live/work on the family farm outside of Storm Lake, Iowa.

Over 60% of organizations said they are seeing conflicts between generations. Why? Because for the first time in American history, we have four different generations “mixing” side-by-side in our workplaces. It is essential to your success to understand what each generation looks like and what it means for your future. We won't stereotype, but we will provide you with some research based understanding of each generation. Today's organizations require you to relate well to different generations--each at different life stages, each with different perspectives, expectations, and needs. Come to this program to learn the best practices for dealing with other generations by fostering understanding, leveraging strengths, avoiding clashes, improving productivity, and maximizing teamwork. Turn generational differences into a strategic advantage for you!

Participants are encouraged to register as early as possible, or at least one week prior to the program by calling Iowa Lakes at (800) 252-5664 or by e-mailing communityed@iowalakes.edu. Cost of the workshop is \$79.00, which includes refreshments and light snack, and the course number is 48046. If you register, but do not attend, you will be billed. Class is limited to the first 40 participants and eligible for 3 hours of HRCI credit.

The Lakes Area Employers' Council is a local employer group supported by Iowa Workforce Development Region 3 and 4, and is part of the statewide Employers' Council of Iowa system. This employer's group addresses workforce issues, and provides both educational and networking opportunities for employers and human resource professionals. Contact Bob Becker at Robert.Becker@iwd.iowa.gov if you have questions about this training session or about the Lakes Area Employers' Council.

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