

## NEWS RELEASE

***FOR IMMEDIATE RELEASE***  
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### **Next Chamber University Seminar to Focus on Millennial Retention**

**LUBBOCK, Texas** – The Lubbock Chamber of Commerce will host a Chamber University seminar on “Millennial Retention” on Tues., Sept. 27, from 8-11:30 a.m. at FirstBank & Trust Operations Center conference room.

Rich Jones, Hillside Christian Executive Pastor, and Christy Reeves, CEO of Identify Corporate Solutions, will be the featured speakers.

This is the first time in American history that there have been four different generations in the same workplace. People may encounter Traditionalists, Baby Boomers, Generation X or Millennials within the same company, or even the same department. Each new generation has unique strengths and weaknesses. As these differences are encountered, people can either be frustrated by their lack of understanding and appreciation or they can recognize the value in each generation and use that to their advantage.

This session will help to identify and understand the unique characteristics of each generation. The featured speakers will examine social traits, workplace attitudes and strategies for effectively managing each of these groups. This is an interactive session with case studies and a generational self-examination.

Chamber University is designed to address critical business topics and offer tools to navigate and thrive in the ever-changing demands of the 21st century workplace.

The cost of the seminar is \$50. Chamber members get a discounted price of \$35. Breakfast and check-in will be from 8-8:30 a.m.

Registration is open and reservations can be made by visiting [LubbockChamber.com](http://LubbockChamber.com) or by calling (806) 761-7000. Changes to reservations may be made until 5 p.m. on Fri., Sept. 23.

For more information on Chamber University, please contact Allison Cottrell at (806) 761-7000 or [allison.cottrell@lubbockbiz.org](mailto:allison.cottrell@lubbockbiz.org).



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[www.lubbockchamber.com](http://www.lubbockchamber.com)

The Lubbock Chamber of Commerce represents over 2,000 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. The Chamber has twice earned the distinguished 5-Star Accreditation from the U.S. Chamber of Commerce and is a two-time Chamber of the Year recognized by the Association of Chamber of Commerce Executives.

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