



# The Generational **Divide** Summit

## Millennials and Gen Z: New Research and Solutions for Your Business

### Learn How to Harness the Potential of Generational Diversity

For the first time ever, five different generations are living and working side-by-side in the greater Houston area. Be part of an exclusive leadership group learning to:

- Solve the costly Millennial and Gen Z recruiting and retention challenge
- Rapidly improve your marketing across all generations
- Separate myth from truth to innovate faster



### KEYNOTE SPEAKER

A leading expert on Millennial and Gen Z research, **Jason Dorsey** is the co-founder and president of The Center for Generational Kinetics. Delivering his breakthrough research with heart and humor, he is a best-selling author who also won the Austin Under 40 Entrepreneur of the Year award at the young age of 25. He has been featured on 60 Minutes, 20/20, and The Today Show. His passion is solving tough generational challenges for organizations and leaders.



**Boyd William Nash-Stacey**, senior economist at BBVA, will speak on the Millennial economic opportunity in a rapidly changing U.S. economy. His work has been featured in publications such as *Bloomberg*,

*Dallas Morning News*, *Business Weekly*, *Houston Chronicle*, *American Banker*, and *Texas Monthly*.

# The Generational **Divide** Summit

April 24, 2018

8:00 AM - 11:30 AM

Hilton Houston Westchase

9999 Westheimer, Houston, Texas 77042

Online Price: \$59.00 (includes breakfast and parking)

Register today at: [www.sbdc.uh.edu/summit](http://www.sbdc.uh.edu/summit)

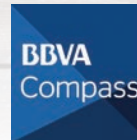
The first 100 registrants will receive, *Leading Clarity - The Breakthrough Strategy to Unleash People, Profit, and Performance* by Brad Deutser.

**Special thanks to our event sponsors.**



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