

December 28, 2009

**EDITORS:** The following information is for immediate release. If you have any questions, please contact Patti Van Cleave, program coordinator of the Chester County Economic Development Council, at 610 458-5700.

**“Managing the Generation Gap”  
is subject Of ITAG quarterly meeting**  
*Event takes place Thursday, January 21, 2010*

**EXTON** \_ The quarterly meeting of the Innovative Technology Action Group will feature a presentation on “Managing the Generation Gap.”

Marian Ward, senior training and development consultant for MidAtlantic Employers’ Association, will conduct the seminar. She has worked across a wide range of industries including pharmaceutical, food, health, retail, and manufacturing in both the profit and not-for-profit sectors. Her expertise is in partnering with senior management to develop in-house talent, strategically affect corporate culture, and improve business results.

The event takes place on Thursday, January 21, 2010, at the Chester County Economic Development Council, 737 Constitution Drive, Exton. A networking session begins at 5:30 p.m., a business meeting will take place at 6:30 p.m. and the program begins at 7:00 p.m. There is no charge for the event. To register, go to <http://www.cceconomicdevelopment.com/register/1-21-10/>. Registrations must be completed by January 19 to receive seminar materials. Contact Patti Van Cleave at [pvanclleave@cceconomicdevelopment.com](mailto:pvanclleave@cceconomicdevelopment.com) with any questions.

The session will discuss how to manage a multi-generational workforce. Participants will be exposed to values and needs of multi-generations. What motivates individuals from different generations will be explored. Participants will gain valuable insights and walk away with practical skills for addressing the issues that can arise in a multi-generational workforce.

The Chester County Economic Development Council is a private, non-profit economic development organization that has been nurturing economic growth in Chester County and the surrounding region for nearly 50 years. The Council’s portfolio of business growth services includes: low-interest financing, small business lending, workforce training, retention and expansion, customized international business assistance, land and building site selection, brownfields consultation and remediation, urban redevelopment, and agricultural economic development. The Council also offers state-of-the art conference and training facilities at its facility in Eagleview. For more information, see [www.cceconomicdevelopment.com](http://www.cceconomicdevelopment.com).