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For Immediate Release

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WMPRSA Program: Communicating Across the Generational Divide

West Michigan PRSA Hosts Talk with Ginny Baxter from Herman Miller for Monthly Program

GRAND RAPIDS, Mich., December 15, 2008- Did you finish your homework in front of the TV? Can't leave the house without your iPod? Are you still on the social networking fence? Pen and paper or PDA? The West Michigan Chapter of the Public Relations Society of America (WMPRSA) is exploring "**Communicating Across the Generational Divide**" with a special lunchtime program on **Thursday, Jan. 15**. The event will feature guest speaker Ginny Baxter, IIDA, a Workplace Knowledge Consultant for Herman Miller, Inc.

Baxter has more than 30 years of experience in identifying and enabling workplace influences, needs, and solutions. Her presentation will identify the differences and similarities of generations in the workplace and highlight influences that shape the way we communicate.

Event details

Date: Thursday, January 15, 2009
Location: The University Club, 10th Floor, 111 Lyon NW, Grand Rapids
Time: 11:30 a.m.-Registration
Noon-Program starts
Cost: \$25 members AND non-members* for special January program promotion! \$20 students.
Cost includes lunch.

***Non-members** must register by contacting Lisa Hern, WMPRSA Chapter Administrator, at alea_va@earthlink.net or call (616) 308-5433 to ensure they receive the member cost of \$25 for the event.

About WMPRSA

The West Michigan Chapter is comprised of nearly 150 PRSA members living within the western half of the lower peninsula of Michigan, from Benton Harbor to Traverse City. Its mission is to help public relations professionals develop and sustain the essential knowledge, skills and standards that will reinforce their integral role in the effective management of organizations. Learn more by contacting WMPRSA at (616) 308-5433 or by visiting www.wmprsa.org.

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