



Rota-Briefs



Rotary Club of Cohoes - A Subsidiary of Rotary International

October 1, 2008

Invocation: Al Pasinella
Song: Harry McDonald – Home on the Range

Anniversaries: Colin Demers
Birthdays: Jake Robert
Visiting Rotarians: None
Guests: Ken Moore

Big Bucks

Mystery Raffle: Al Pasinella
Powerball: Al Pasinella tried for the prize but was unsuccessful.
Sawbuck Raffle: Colin Demers

Rotarians Present: Barrett, Brooks, Dedrick, Demers, Farrell, Hull, McDonald, Pasinella, Signoracci, Speidel, Tremblay E., Tremblay L., R. W. Van Alstine, R. T. Van Alstine.

Good News/Bad News: The following members paid happy/ sad dollars:
Al Pasinella because the lamb we had for lunch was delicious; Linda Tremblay because she forgot her Rotary pin; Walter Speidel to help with the bailout; Ed Tremblay for missed meetings and for getting the early shift taking care of his grandchild; Mike Brooks to help with the bailout; Colin Demers for attending the 50th class reunion at CBA; and Janet (Century House staff) because she made it here.

Club Business:
The October board meeting will be held on Tuesday, October 7th at 5:30 at the Century House.

Program:

Ken Moore of Ken Moore Associates Discussed 'Four Generations Working Together'. This is the first time in our history that we have four generations working at the same time and possibly for the same company. In order to work together more effectively we must understand: what each generation is, what factors influenced them, what they accomplished and what their core values are.

A more detailed discussion is included as an attachment to this week's newsletter.

Colin Demers responded on behalf on the club.

Rotary Club Officers

Colin Demers -President
Marshall Barrett -Vice President/Program Chair
Robert W. Van Alstine -Secretary/Bulletin Editor
Michael Brooks-Treasurer
Beverly Signoracci-Sergeant At Arms
Mike Popolizio-District Governor

Cohoes Rotary Web Site

www.timesunion.com./communities/rotary/Cohoes

Next Week's Program:

Kathy Leonard from St. Peters Hospital. She will be discussing Life Line.

When and Where Other Rotary Clubs Meet:

Monday	
Corinth	7:15PM
Agape Bed and Breakfast, Rt. 9N, Corinth	
Hudson Falls	12:10 PM
Pizza Hut. Rt.4, Fort Edward	
Racing City Rotary	5:30 PM
Olde Gaslight Restaurant, 12 Ballston Avenue, Saratoga Springs	
Burnt Hills/Ballston Lake	6:15 PM
Bill Sewell Community Room, Town of Ballston Town Hall	
Lake George	6:15 PM
Holiday Inn Rt. 2223 State Rt. 9	
Tuesday	
Northern Lake George	7:30 AM
Watson Arts Center, Silver Bay	
Wilton	7:30 AM
Friendly's Restaurant, Route 50, Wilton	
Latham	12:00 PM
Century House, Latham	
Watervliet	12:10 PM
First Presbyterian Church, 819 23 rd Street, Watervliet Meets 2 nd and 4 th weeks only)	
Ballston Spa	12:15 PM
Manna's Restaurant, 17 Low St, Ballston Spa	
Glove Cities	12:15 PM
Holiday Inn, Rt. 30A, Johnstown	
Menands	12:15 PM
The Corner Well Restaurant, 698 North Pearl St.	
Scotia	6:00 PM
Turf Tavern, 40 Mohawk Avenue, Scotia	
South Glens Falls	5:45 PM
Humbuggs, Corner Bluebird Rd. and Rt. 32, South Glens Falls	
Chestertown	6:15 PM
O.P. Frederick's Restaurant, Rt. 8., Chestertown	
Lansingburgh	6:15 PM
Paradise Lounge, 630 2 nd and 117 th Streets, Troy	
Northville	6:30 PM
(Call for locations and directions)	
Schoharie	6:30 PM
Parrot House - Rt. 30 Main St. Schoharie	

Wednesday	
Niskayuna	7:15 AM
Route 7 Diner, 1090 Troy-Schenectady Road	
Delmar	7:30 AM
Normanside Country Club, 150 Salisbury Rd., Delmar	
Mohawk Valley	7:30 AM
Senior Center, 204 Canal St., Fort Plain	
Schenectady East	7:30 AM
Old Country Buffet, Crosstown Plaza, Rt. 7, Schenectady	
Turning Point	7:30 AM
General Schuyler Pantry 166 Broad St., Schuylerville	
Champlain Canal	8:00 PM
Community Room, Mid-Rise Senior Apts, 180 N. Main Street Mechanicville	
Albany	12:15 PM
Wolferts Roost Country Club, 1230 Van Rensselaer Blvd., Albany	
Amsterdam	12:15 PM
Raindancer Steak Parlor, Rt. 30N, Amstgerdam	
Cohoes	12:15 PM
Century House, Rt. 9, Latham	
Colonie-Guilderland	12:15 PM
Western Turnpike Golf Course Rt. 20, Guilderland	
Saratoga Springs	12:15 PM
Longfellows Restaurant, Rt. 9P	
Cobleskill	6:10 PM
Best Western Inn of Cobleskill Rt. 7, Main Street, Cobleskill.	
Granville	6:15 PM
AJ's Restaruent, Quaker Street, Granville	

Thursday	
Malta Sunrise	7:15 AM
Malta Diner Rts. 9 & 67, Malta (Exit 12 off I87)	
Rotterdam Sunrise	7:15 AM
McLanes Restaurant, 2717 Broadway, Rotterdam	
Shenendehowa	7:15 AM
Coburg Village Retirement Facility, Grooms Rd., Clifton Park	
North Creek	7:30 AM
Marsha's Restaurant, Main St., North Creek	
Schenectady	12:00 PM
Stockade Inn, 1 North Church St., Schenectady	
Twin Bridges	12:00 PM
Salty's, Northway Exit 8A, East of Rt. 9, Halfmoon	
Glens Falls	12:10 PM
Queensbury Hotel, 88 Ridge Street, glens Falls	
Troy	12:15 PM
The Red Front Restaurant, 71 Division Street, Troy	
Middleburgh	6:05 PM
Middleburgh United Methodist Church, Rt. 145 Middleburgh Main St. & Bush Rd.)	
Salem	6:15 PM
Bunker Hill B&B on Bunker Hill Rd. Salem (5.5 mi. NW of Salem)	
Southern Rensselaer	6:15 PM
Holiday Inn Express,US 4 East Greenbush (Exit 9 off I 90)	
Broadalbin	6:30 PM
The White Holland House, 1520 Ste Highway 29, Gloversville	
Fort Ann	6:30 PM
Mountain View Java, Rt 4, Fort Ann	
Sharon Springs	6:30 PM
Pit Stop BBQ, Rts. 10 & 20, Sharon Springs	
Friday	
Glenville	7:15 AM
Turf Tavern, Rt. 50, Scotia	

Rotary Club of Cohoes
PO Box 81
Cohoes, NY 12047



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October 1, 2008

Attachment to October 1, 2008 Rota-Briefs

Four Generations Working Together

The following is a summary of a presentation given by Ken Moore of Ken Moore Associates to the Cohoes Rotary Club on October 1, 2008.

Introduction

This is the first time in our history that we have four generations working at the same time and possibly for the same company. In order to work together more effectively we must understand: what each generation is, what factors influenced them, what they accomplished and what their core values are.

The Four Generations

Veterans:

Definition: Born prior to 1946.

Influences:

Great Depression, the New Deal, WWII, Post War era in which the U.S. was the dominant country in the world, the GI Bill, and the 'American Dream' to own your own home – Levittown; also beginning of quick foods, e.g. TV dinners. Today they are affected by: age discrimination, pensions, business forecasts, changes in work emphasis.

Accomplishments:

National infrastructure, e.g. highway and aviation systems, eradication of Polio and Diphtheria.

Core Values:

Loyalty, clearly defined gender rolls; also conservative finances - little reliance on credit.

Baby Boomers:

Definition: Born from 1946 to 1964.

Influences:

Television, drugs, sex revolution, Vietnam, Watergate, Nixon resignation, JFK and RFK assassinations, Woodstock. Their heroes included: JFK, RFK and Elvis.

Accomplishments:

Civil rights, social growth, technology.

Core Values:

Optimistic, immediate gratification, looking out for #1, focus on material things, importance of career, dislike of authority, 'Want It All'.

Generation X:

Definition: Born from 1964 to 1985

Influences:

Globalization (competition in a market between countries, rather than just between companies in the same country), AIDS, changing society (industrial to information), mass layoffs, the demise of defined benefit pension plans, disintegration of loyalty between worker and company, excess dependence on foreign oil.

Accomplishments:

Jump start Internet (iPods, blogs, Google), ethnic integration and more comfortable with people of different cultures, corporate social responsibility.

Core Values:

Better understanding of global picture but lack of understanding of local picture, informality, balance between work and home life, skeptical, questions authority.

Other:

When attempting to recruit Generation X people, Rotary clubs need to realize that many younger members were latch-key kids while they were growing up. They are looking for a surrogate family.

Generation Y:

Definition: Born from 1985 to 2000

Influences:

Technology, diversity, exposed to 911 (September 11, 2001 terrorist attack on U. S.), Columbine (April 20, 1999 high school massacre), metal detectors in high school, globalization and international economy, burst of dot com (.com) bubble.

Core Values:

Give me a job and a deadline and I will decide when it gets done, optimistic, realistic, civil duty, technology savvy, nomadic (move to where to job is), transparency of government regulation.

What Does All This Mean?

Today there are 70 - 80 million Baby Boomers, 45 million people in Generation X and 38 million people in Generation Y. Therefore, companies must take advantage of all four generations. Since nobody knows where our value system is heading, we must seek opportunities to understand what people in each generation have to offer, so that we can all work together more effectively.