



*Regional Update*

*Volume 2016 Issue 4*

## Diversity Development and Engagement ...

### Millennial Messaging

Over the past two weeks, Diversity Development & Engagement Manager Seth Barnett traveled to regional associations to deliver messaging about working with the new millennial consumer market and ways to attract, engage and retain these future leaders. In his outreach, Seth spoke at the CAAMP/GAPPP Promo University and met with members of GCPA. Through these education forums, the continued message of the strength of our industry and our ability to connect with and market to the millennial generation continues to be top priority.



**Charley Mann** of Links Unlimited who attended the two education sessions conducted by Barnett in Greenville, South Carolina, said, "Seth delivered essential information to help promotional product businesses thrive and grow. Understanding the drivers of the millennial generation, who will comprise 70 percent of the market in the next 10 years, is crucial for businesses. To continue to be relevant and engaging in our industry, we must understand not only the psyche of the millennial as a potential employee, but also what drives the millennial as a consumer. Seth delivered thought-provoking and engaging content that can help each of us grasp what we need to do to ensure viability in the coming market reality."

*Continued*



Another attendee of the Greenville, South Carolina, sessions, **Anne Schmitthenner** (Total Graphics, Inc.) noted, “Seth really opened my eyes to the fact that history really does repeat itself. I can see how what I learned from my parents can help me create relatability in the younger generations. I have always been one to protect my downtime and not be a workaholic like so many people have been for the past few decades. This [being a workaholic] will obviously be something that the millennials will challenge.”



**Lynn Peterson Glover** (Twin Visions, LLC) who participated in an education session in Ft. Lauderdale, Florida, said, “Understanding the millennials from a millennial was highly insightful. I want to ensure that my organization does its very best to connect with folks like Seth and build upon the personal relationships that are key to our future success.”

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Seth Barnett will be speaking at PMANC's August 16 professional development session in San Francisco and will be presenting at the NWPMA Fall Showcase in September. For specifics on these events, or to learn more about PPAI's generational diversity programs, click [HERE](#).

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**Seth Barnett** is the newest member of the Regional Relations and Member Engagement team and is PPAI's first Diversity Development and Engagement Manager. In this role, Seth focuses on the strategic integration of demographic diversity in the industry. Previously, he spent three years as the Association's Government Relations Manager.

*It is the goal of this new Association role to establish long-term plans to address potential future industry demographic shifts so that the industry is able to meet these challenges before they become reality using continuous research, both inside and out of the industry; conversations with industry leaders; and education throughout the business community.*