

Millennial (Generation Y) Expert, Lisa Orrell, Launches New Generation Relations Blog for Human Resource-Related Professionals and Front Line Managers

San Jose, CA --- March 19, 2008 --- In her latest book, [*Millennials Incorporated*](#), seasoned businesswoman and Millennial and Generation Relations expert, [Lisa Orrell](#), explains how the influx of Millennials are drastically changing the recruitment, management, and retention strategies of companies throughout the U.S. And now she has launched her new blog, Lisa's Generation Relations Blog, to inform Human Resource, Recruitment, Diversity, and front line Management teams about current tips and trends related to the multi-generational workforce.

“My blog is a natural extension of my book and seminar offerings,” explains Orrell. “I keep it loaded with free tips from my speaking engagements, my book, and share interesting info that I find during my on-going research. My subscriber numbers keep growing so it is obviously a blog that many HR-related professionals, and managers from any department, are finding worthwhile.”

Most recently, Lisa was hired by Blue Cross/Blue Shield of Michigan to present her Millennial Seminars focused on recruiting, managing and retention, and requests from other well-known corporations continue to come in. And after presenting her Global Millennial Seminar for Cisco Systems' Global Diversity executive team, the interest in her knowledge about Millennials from a global perspective have also attracted inquiries.

In April, you can see Lisa speaking live at the 19th Annual Professional BusinessWomen of California (PBWC) conference where this year's theme is “Across the Generations”. She will also be speaking at the 2008 NCHRA Conference, where the theme is “Meet the Millennials: Generation Y in the Workforce”. Both events are in San Francisco, CA.

To learn more about Lisa Orrell, her book and her speaking topics, and to see her upcoming speaking calendar, you can visit: www.TheOrrellGroup.com

To book Lisa for a media interview or speaking opportunity, please contact Lisa Orrell directly at: Lisa@TheOrrellGroup.com or phone 1-888-254-LISA (5472).

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