

Lisa Orrell, Gen Y & Generation Relations Expert, To Speak at Annual PBWC Event Where Madeleine Albright and Cokie Roberts Are Keynotes

San Jose, CA --- April 21, 2008 --- In her latest book, [*Millennials Incorporated*](#), seasoned businesswoman and Millennial (Gen Y) 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 based on this expertise, she will be a featured session speaker at the 19th Annual Professional Businesswomen of California (PBWC) Conference on April 29, 2008 in San Francisco, where keynote headliners, such as Madeleine Albright and Cokie Roberts, will also be appearing.

“I have attended the annual PBWC events before, but to now be going as a speaker is almost surreal,” explains Orrell. “Luckily the conference theme, ‘Across the Generations’, works well with my expertise and that’s why they contacted. I’m co-presenting with Dr. Nanette Gartrell and our topic is *Speak Easy: Communicating Effectively Across All Generations*. I can’t wait!”

This year’s complete keynote line-up includes: Madeleine Albright, the first female Secretary of State in the U.S.; Cokie Roberts, Political Commentator for ABC News; Martha Beck, Ph.D., Life Coach & Monthly Columnist for Oprah’s *O Magazine*; and Meagan Johnson, Generational Humorist & founder of the Johnson Training Group.

The event will also feature a variety of television personalities and politicians as hosts, such as: Emmy Award-winning television host, Jan Yanehiro; Emmy Award-winning co-anchor of ABC7 News, Cheryl Jennings; popular KGO radio personality, Rosie Allen; and Congresswoman, Jackie Speier, U.S. House of Representatives.

To register and read more about this full-day event for women in business and leadership, visit: [PBWC.org](#)

To reach Lisa Orrell, author and speaker, for a media interview or speaking opportunity, please contact her directly at: Lisa@TheOrrellGroup.com or phone 1-888-254-LISA (5472) or visit [TheOrrellGroup.com](#). Click here to access [Lisa’s Generation Relations Blog](#)

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