

Gen Y Expert Launches Seminars for Higher Education Professionals and College Students

September 3, 2008 - San Jose, Calif.—Lisa Orrell, an in-demand Millennial (Gen Y) and Generation Relations Expert, and author of "*Millennials Incorporated*", announces two new seminars for the education market. The first, "Get A Grip On Gen Y", is for executives and faculty at colleges and trade schools wanting to better understand, attract, recruit, manage and retain students and Gen Y employees. Her second seminar, "Get Ready to Graduate", is for college seniors, MBA students, junior college students, and soon-to-be-graduates of trade schools. This seminar teaches students best practices in: Business etiquette, leadership skills, communication, creative thinking, conflict management, and understanding generation relations at work.

Recently, Lisa has been hired to conduct her "Get A Grip on Gen Y" seminar by a variety of well-known academic institutions, such as: The Marshall School of Business at the University of Southern California (USC); Paul Mitchell Schools; and Heald College.

"My inquiries from the education sector have really grown the past few months. They see that Gen Y is an extremely different generation and they are having a hard time understanding what makes them tick as students, and as employees of their institutions," says Lisa Orrell. "That's why I created special seminars for this market. Corporate clients like Cisco, Blue Cross/Blue Shield and Brocade have benefited from my expertise, so now schools can, too."

"Lisa's seminar was exactly what we needed! And now she'll be speaking at our annual corporate event this fall," said Winn Claybaugh, Dean and Co-Founder of Paul Mitchell Schools. "We have over 110 schools nationwide and Lisa's insights were incredibly beneficial for not only our school's executive team, but for the faculty and instructors of our schools, as well."

And based on the popularity of her expertise, Lisa was recently a featured expert on MSNBC, and she has been featured by a variety of other media, such as (partial list): *Human Resource Executive, Recruitment & Retention, Employee Benefit News, HR World, Diversity Business, Black Enterprise Magazine, Career Magazine, The San Jose Mercury News, Career Magazine, and NewsDay New York.*

For additional information about Lisa or media inquiries, please contact Lisa Orrell: Lisa@TheOrrellGroup.com, phone 1-888-254-LISA (5472), or visit www.TheOrrellGroup.com.

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