



April 14th, 2022

the SPILLWAY express



Rotary Club of Redding
District 5160 | Club Number 456

Joe Ayer
Club President

Kathy Suvia
District Governor



The Generation Shift

By Katherine Jeffery, PhD

**THE
GEN
SHIFT**

Katherine's main objective is to bridge the generational gap among employees of different organizations and businesses. She does this by establishing care, curiosity and collaboration across the generations. Today there are five major generational categories, Traditionalists, Baby Boomers, GenX, Millennials and GenZ. It is the first time in history that five generations are working side by side. This is no doubt the result of people living longer.

Katherine gave an example of what could be the generations gap. A corporation hires a 28 year old advertising specialist. Shortly after the hiring the CEO schedules a meeting of executives to hear the new employees ideas. It is time for the meeting to start but our new specialist is no where to be seen. Someone calls his cell phone reminding him of the meeting. The response was it is such a beautiful day I thought it best to go to the park for some sun and fun. That would elicit three responses, outrage (fire the jerk) from the Traditionalist, understanding from the Millennial and from GenX and the Baby Boomers, wanting to understand his decision to miss the meeting. This could cause chaos if there wasn't an understanding of generational differences.

During the Covid-19 epidemic where there was a generational issue production was at about 15%. Where there was no generational issue and all generations work for the common good, production was at 75%. Millennials want to learn from all other generations. The worst thing that can happen within a business is the isolation of the generations. Production could come to a standstill.

An example was given showing an island with a specific culture. This culture most likely is different than any other culture in the world. The question was asked, "what would one need to know before visiting such a place"? First and foremost would be understanding the language. The second could be understanding the customs and traditions. Most important would be understanding the generations that live there.

For Traditionalists retiring from a job they have had for 30 years, are expected to get a gold watch and pension. This kind of thinking doesn't exist for the Millennial. They don't know if the world will exist tomorrow. They live for today. An example your editor has experienced was when my Millennial employees left the job, they cashed in their IRA taking the penalty. They were not thinking about retirement or anything in the future. Millennials will usually work at a job for a year but look for greener pastures for something different. Some will even come back after educating about the job.

GenZ is the work force of the Covid-19 years. Curiosity is at an all time high. Many worry about the future. Some even become depressed and consider suicide. Some actually commit suicide.

The Generational Shift Continued

Millennials are the first generation to call their parents friends. Traditionalist and Baby Boomers would move to where the work was. Making a big move would not even be questioned. In the Millennial environment where the parents are also close friends, the parent would ask the children what do you think about moving to a new city for a job opportunity. The children would most likely say “heck no we don’t want to move. We have our friends and everything else here.”

Today 46% of the work force are Millennials and GenZ. There exists three major avenues of thinking, do I feel safe sharing my opinions, feelings, and ideas, are they heard, and is my company encouraging me to be curious about my future.

When there is CURIOSITY, productivity is 62% greater, efficiency is 62% improved, thinking is 58% stronger, and there is 58% greater employee engagement and job satisfaction.

In the area of Professional Development Baby Boomers are ready to equip the next generation with skill and know how. GenX think of skills as something that creates opinions. Millennials have a feeling of holistic professional and personal. GenZ would study and find practice extremely important.

GenZ has 87% wanting a job where they can learn. 76% see learning as the key to advancement. 83% want skill development to perform better in a role.

For all of us, especially the younger generation there is a lifetime of learning. The world is changing fast. With instant communication, learning and expression can occur in an instant. The younger people of today are teaching the older generations how the world works. With all generations working together for the common good, productivity will increase. This would also result in better emotional stability for all.

Craft Talk by Colin Duffy



Colin joined Rotary in October of last year. His first career was in manufacture engineering. While working as an engineer he got a calling and went to South Africa. Somewhere along the way he became a pastor. He is now the Pastor of the First Nazarene Church.

He has been the pastor of churches in Llay, Wales, San Luis Obispo, CA, San Diego, CA, West Yorkshire, England, Lakewood, WA, and Redding, CA.

He has a love for fly fishing and soccer. He is a big fan of the Manchester United soccer team.

He has been married to Corrie for 14 years. They have four wonderful children.

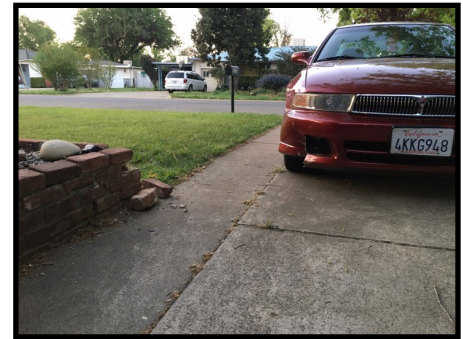
Colin has a message, “hope for everyone.”



President Elect Mark's Recognitions

First was Steve Clark and Cheryl bought their first new car. Looks to be a real beauty and red also. Somehow the red of the car was attracted to the red of the bricks in the picture. Cheryl told Steve after the purchase, he may be driving the car from time to time. Fortunately for Steve he wasn't driving when the car met the bricks.


Steve donated \$100.00 to the club and another \$100.00 for Cheryl.



Brian Scarr's daughter has a great performing talent. During Covid-19 her abilities were put on hold but now she is doing what she loves, acting and performing. She is seen in the image performing in Grant School's Music Man.


Brian donated \$100.00 to his Paul Harris Fellow.

Gary Burks Blue Collar Scholarship May 7th



GARY BURKS
MEMORIAL SCHOLARSHIP

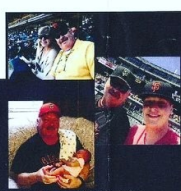
Blue Collar
— scholar —
GARY BURKS
MEMORIAL SCHOLARSHIP



Saturday, May 7th
4:15pm
Oracle Park

Join us to celebrate CB's favorite baseball team and help raise funds for the Blue Collar Scholar/GB Memorial Scholarship!

Tickets: \$150/person (price includes entrance to the game and a pre-game tailgate party)



**Day @
the
park!**

Rotary

TAX ID# 68-0285638456

Calendar April - May 2022

April 21st	Academic Scholarships
April 28th	Community Connect (SCOE)
May 5th	Shasta County Update
May 12th	Athletic Scholarships
May 19th	Teacher of the Year



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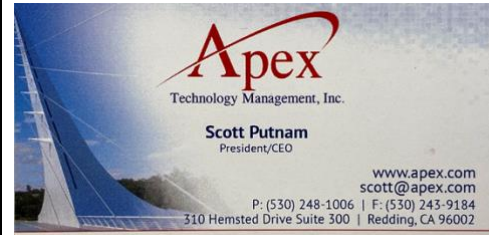
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