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## SEABC Corporate Members Breakfast Meeting

### GEN Y RECRUITMENT AND RETENTION - A STRATEGIC APPROACH

<b>Date:</b>	Wednesday September 22, 2010
<b>Venue:</b>	Terminal City Club—President's Room 837 Hastings Street West, Vancouver
<b>Time:</b>	Registration 6:45 to 7:15 a.m.; Presentation from 7:15 a.m.
<b>Presenter:</b>	Wilma Marais, M.A., CHRP, Human Resources Consultant
<b>Cost:</b>	\$ 30 per person (plus HST)
<b>Online Registration:</b>	Please visit the SEABC website (registration deadline September 17, 2010)
<b>Offline Registration:</b>	Please see registration form attached

A new generation is entering the workplace and they are very different from any generation before them - they are go-getters, yet it seems as if their work comes second to their life experiences. They bring to the workplace unique expectations, strengths and challenges and companies need to understand the expectations, leverage the strengths and learn how to manage the challenges and expectations of this generation effectively to continue to be successful in the future. Generation Y will change the way we do business. Organizations must rethink their ways of attracting, recruiting and retaining the young talent or be ready for increased workplace conflict, increased absenteeism, and increased employee turnover. During the session we will seek to understand Generation Y, or as they are otherwise known, the Millennials. We will discover the unique expectations, strengths and challenges they bring to the workplace and how it influences the way we attract, recruit and retain these employees. You will learn about who they are, what matters most to them, and how to best attract, recruit and retain them. We will look at strategies and solutions that organizations can offer to Generation Y employees that will make them competitive so they can attract and keep exceptional young talent that will be the future leaders of their companies. As a group we will also use our collective experience with Generation Y in the workplace and share real life challenges and successes in recruiting and retaining this group of employees. Bring all your Generation Y related questions and have your colleagues and two Generation Y individuals provide you with ideas and suggestions during this interactive part of the presentation.

Wilma is a Human Resources professional with over 17 years experience in both the consulting and corporate environment. Her focus is on providing Human Resources Consulting services to companies that value their employees, see them as the companies' biggest asset and are ready to act on it. She also focuses on performance and productivity improvement within companies, using training, facilitation, coaching, performance management and other human resources processes and programs. Wilma has experience working with small to mid-size companies and some of her more recent consulting assignments have been with companies in the engineering, construction, marine, aviation and not-for-profit sector. Wilma has a Bachelor degree in Psychology, a Masters degree in Human Resources Management. Wilma is a member of the British Columbia Human Resources Management Association and holds the Canadian Human Resources Practitioner (CHRP) designation. Wilma can be reached by phone at 604.629.5370 or by e-mail at wilma\_marais@shaw.ca.



The Structural Engineering Association of British Columbia

**Mail-in Registration Form  
Inaugural Breakfast Meeting**

**6:45 am, President's Room, Terminal City Club, Vancouver  
Registration: 06:45am to 07:15am; Presentation from 07:15am**

**Contact Information:**

Name of Firm, Organization or Individual \_\_\_\_\_  
(Receipt will be issued in this name to email provided below)

Mailing Address \_\_\_\_\_  
Street Address City, Province Postal Code

Other Information Telephone Fax E-mail (receipt will be issued to this email)

**Registration Fees:**

Registration closes September 16, 2010

Name(s) of Attendees(s)	SEABC Membership Number (Required for Member discount)	SEABC Member \$30	Non-Member \$30	Fees
1. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
2. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
3. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
4. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
5. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
6. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____

Check one box per attendee

**SUBTOTAL:** \$ \_\_\_\_\_

Please indicate any special dietary requirements

**ADD 12% HST** \$ \_\_\_\_\_

HST exempt (Canadian Government Departments)

**TOTAL (PAYMENT ENCLOSED)** \$ \_\_\_\_\_  
Cheque payable to SEABC

Please make cheque payable to SEABC  
**Mail this form and payment to:**  
**SEABC SEMINARS**  
**#201-288 West 8th Avenue**  
**Vancouver, BC V5Y 1N5**

Contact: [corporate@seabc.ca](mailto:corporate@seabc.ca)

Registration will be confirmed via e-mail. Registration cannot be guaranteed if received after September 16, 2010. An administration fee of \$15 per person will apply to all cancellations received before September 16, 2010. No refunds will be given after that date.