

Let me introduce myself. I am Mrs. Pilot. I am the President of our Club. Tonight is a membership drive. See that lady of there –that is Mrs. W. Let me tell you about her while she can't hear us. She is part of the generation that went thru the Depression, Pearl Harbor, World War II, and the start of Social Security. She is so patriotic, loyal, conservative, and wants to leave a mark on the world. Oh, here she comes. Mrs. W., nice to finally meet you. Why not have a seat for the meeting.

Over there, is Mrs. X. She's a Baby Boomer(1946-1964). There are over 80M of them. Now, she's financial secure. She remembers the start of TV, Vietnam protests, Watergate, Human rights, sex, drugs, and rock n' roll.

And over there is Ms. Y. She was born 1965-1981---and there are 46M of her. She grew up with Sesame St, MTV, Title IX, divorce, AIDS, kids on milk cartons and the Challenger explosion.

And there is Cathy Z---she was born between 1982-2000. There are 76 M of her and she is called the Millennials. And she is really a whole new breed of woman. She saw the Berlin Wall fall, Technology (of which I still don't know how to use), Terrorism, Violence and Gangs as a way of life.

They can't hear us now-its just you and me. Do you want to know how to get them to join our Club? It really is easy if you know how to get each ones' interest or how to talk to each one. Let's start with Mrs. W. Hey there---(she can't hear us now). She WILL join our Club because she believes in organizations and what they do. Once she hears about brain disorders and what we do-she'll join that night or the 2nd time we bring her to our meeting. She is a joiner. Maybe one reason she doesn't join is financial but she is a "keeper and worker". We can help her by assisting her in alternative ways. It could be financial, travel, or Technology. But we can help her. Most Clubs can have conversations with her easily due to her age and life experiences.

And over there is Mrs. X---she's our Baby Boomer, remember. Again, if she is interested in what the Pilot Club does in her Community, she will join because she wants to help. But her main concern is time. She must take care of her parents AND her kids. Very little time is her problem. She still believes in an idealistic world. To convince her to become a Pilot tell her how SHE can impact her community. Advise her she can pick and choose which community projects she wants to work on----TIME not money is her problem.

Over there is Ms. Y-remember her-she's the person born between 1965-1981. This is the 'Young blood' we in Pilot are always talking about. Remember, she lived thru Challenger and missing children and because of this she is self-reliant. And Watergate has made her suspicious of everything---even Pilot and why the meeting to get them in Pilot. For her, our Club must move faster. They have things to do and places to go. But be honest with them. They already suspect what the Club stands for---so no hidden agendas with them. And show immediate results. They too have no time to waste on organizations that have to wait 6 weeks or months to get results. They want 6 hours or 6 days.

And see over there.....there is Cathy Z. She is the millennials and she will be the hardest to talk to. Most Clubs don't have women that young and that share the same experiences that she has had. She doesn't care about this little Pilot Club but how can the Pilot Club help the world-----
---She's global and environmental aware. Show her how we are International. She is Technology savvy and has it all-----plus stuff you and I don't even know about. But you need to go to her-she won't come to you-----show her how you fit into her world. When she joins, give her work IMMEDIATELY. She must be working or you will lose her. But she believes in collaboration and given time with your Club, will come to love Pilot and its good works.

Now with all this information-----Remember-----

Mrs. W-----can talk with most Pilot Club members as they have things in common.

Mrs. X-----again, can talk with most all members and working on Pilot projects.

But with Ms. Y and all Cathy Zs.....you the Pilot Club members
MUST go to them to talk or loose them. MUST you sit with them
during the meetings? NO but if you do I promise you, a whole new
world will open up for you when you talk with them. If there is another
Yer or Zer there, let them be together. They really do have more in
common to begin with than you. If they have questions, believe me they
will ask. Let them socialize together. That why I became a Pilot-for
friends and fun-----the good deeds came later.

Well, Its almost 7:00 and I've got a meeting to start. I hope you realize
that we have various types of women joining Pilot and they all join for
different reasons.

I got my information from a book entitled:

When Generations Collide...by Lynne Lancaster and David Stillman
And I'd like to share their information with you.

TRADITIONALIST---born before 1946---75 M

Traits: patriotic, loyal, conservative, leave a legacy

Hooks: recognize their contributions

help them transition

engage in crucial conversations

assist in upgrading skills

alternative schedules

BABY BOOMERS---1946-1964---80 M

Traits: idealistic competitive, “sandwiched generation,” own stamp on the world

Hooks: need to make an impact
help to juggle time
time not money

GENERATION Y---1965-1981---46 M

Traits: resourceful, self-reliant, technological, questioning institutions

Hooks: needs a fast pace and lots of work immediately
be honest
communicate immediately

MILLENNIALS---1982-2000-76 M

Traits: global, environmental concerns, realistic, technology savvy

Hooks: show the big picture
you get to know them
collaborate with them

Again, thank you and I hope this helps with members and their styles.

Presented by Rene’ Naughton, Pilot Club of St. Augustine