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FOR IMMEDIATE RELEASE

Chico Young Professionals Organization Launches Millennial Survey to General Public

June 8, 2015 CHICO, CA: The Chico Chamber's Young Professionals Organization (YPO) was created in April 2010 in an effort to bring together the region's young business people for networking and socializing. This organization has grown and thrived throughout the past five years and now recognizes a need to survey our local millennial population for input on how this generation of "technology natives" is driving change in the business world and in our workplaces.

Toni Scott, Chair Elect of the Chico Chamber of Commerce Board of Directors and Consultant with Morrison & Company, says, "The vision we have to build and maintain Chico as safe and prosperous city to live and work in will be built and largely experienced by our city's millennial population. They are the ones who are in the midst of building their careers and their livelihoods here and unfortunately, we don't hear as much from this group as we need to and that voice isn't being engaged as much as it can be. The Chamber has been a leader in serving as a home for Chico millennials, mostly through our Young Professionals Organization, and this survey allows us to broaden that reach and truly hear and represent the voices of all generations as we serve as the 'voice of business.'"

Natasha Beehner, President of the Young Professionals Organization says, "The Millennial Generation will change the face of business and personal interaction. We need to understand this generation to continue to grow our local businesses and bring in new organizations filled with opportunities. The purpose of our survey, which will be distributed widely in Chico, has three main components. The first is that the Chamber and our society has long been focused on Gen X and generations above. It is time to start shaping and shifting our workplaces, community norms and vision for our future. Secondly, we want to prepare businesses for adaptation to changing attitudes in our society and environment. Third, we want to integrate the millennial voice into current city conversations and outcomes as this is the generation who will make these ideas happen in the near future. The Chamber and the Young Professionals Organization are ready to take on the challenge of understanding this generation with the community's help."

Katie Simmons, President & CEO of the Chico Chamber of Commerce, says, "The topic of Millennial impact is a source of study throughout the world, but we want to drill down locally to understand how this generation perceives Chico and what their vision for the future of our community is. In the workplace, every employer I've talked with recently has acknowledged the tremendous generational changes underway, and we want to help businesses adapt and evolve. Personally, I'm fascinated by the growing need for blending work and life

rather than 'balancing' it, and I want to learn more so that we as an organization are ready for these changes and can continue to make sure these voices are heard."

Danie Schwartz, Marketing Director for LRT Graphics and Chamber Ambassador Chair, says, "As millennials continue to grow and evolve, so does their impact in the business community. It's imperative to understand how millennials think, how they work, their perceptions of the professional arena and what their goals are in order to continue to keep the business community in Chico alive and thriving. For the first time in a while, we have a generation that is challenging the way the traditional business world thinks, acts and functions – there's no better time than now to think about the impact we can have on helping businesses connect with millennials and help grow the local economy and community for our current and future generations."

The Millennial Survey is launching this week and can be accessed from www.chicochamber.com or on the Chico Chamber and YPO Facebook pages online. We encourage you to help share the survey link with millennials in your circles to help us reach our goal of 500 local responses.

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