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CMA/ACM

CHAPITRE OTTAWA  
OTTAWA CHAPTER



**CMA Ottawa**  
**Invites you to a luncheon on**  
**Tuesday, September 29, 2009**

**Jeff Walker – VP Harris/Decima**  
**The Changing Face of YOUTH AND YOUNG**  
**ADULTS in Canada**

Jeff will explore the practical and psychological dimensions of work for Generation Y, drawing upon the results of a series of comprehensive studies into beliefs, values, and expectations of young Canadians

Young people today enter the workforce with not only different skills and capacities than their predecessors, but different expectations, of their work, their workplace, and their employers. Some of these expectations differ widely from previous generations, while others are very similar. Many have important implications for marketers in reaching this next generation and for employers seeking to recruit young Canadian graduates. Coupled with these new expectations, there are social trends that have emerged very recently, including the rise of President Obama and the changing economic climate that are having particular impact on perceptions of the value and virtue of work.

**Jeff Walker – Vice President Harris/Decima**

Jeff Walker is currently senior vice president of public affairs and policy at Harris/Decima, one of Canada's largest research and communications agencies. Over the past 15 years, he has done extensive work on research and strategy for clients in the public and private sector, with an emphasis on the economy, the environment, and health related issues. He is also media spokesperson for the firm, frequently commenting in the public domain on contemporary issues.

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**When:** Tuesday, September 29th, 2009 from 11:45 a.m. to 2:15 p.m.

**Where:** Hampton Inn and Conference Centre, 100 Coventry Rd, Ottawa

**Cost:** \$ 35.00 for CMA members, \$ 50.00 for non-members

**Plenty of free parking** (Includes lunch, coffee, dessert, and a great opportunity to network with many other local marketing professionals.)

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Presented by Canadian Marketing Association – Ottawa Chapter. The CMA hosts monthly networking and educational luncheons and seminars throughout the year. The CMA is a place of dynamic exchange among direct, interactive and customer contact marketing users, creators, managers and suppliers.

***Please see reverse for registration form***

*Please register me for:*  
**The Changing Face of YOUTH AND YOUNG ADULTS in Canada**  
**Jeff Walker – Decima/Harris**

Tuesday, September 29, 2009 – 11:45 a.m. to 2:15 p.m. @  
Hampton Inn & Conference Centre, 100 Coventry Rd, Ottawa, Ontario

Name: \_\_\_\_\_

Co. Name: \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_

E-mail \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Please list all attendees in your party:

\_\_\_\_\_

I heard about this event:    OBJ Ad    CMA Website    Mail    Email

<b>CMA Members: \$ 35.00</b>	<b>Non - Members: \$ 50.00</b>
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Please reserve:    \_\_\_\_\_ seats    \_\_\_\_\_ member(s)    \_\_\_\_\_ non-member(s)

Total \$ \_\_\_\_\_

VISA    Mastercard

Card # \_\_\_\_\_ Expiry date \_\_\_\_\_

Signature \_\_\_\_\_

Become a member of the CMA Ottawa Chapter and take advantage of the many benefits of membership, including reduced luncheon costs.  
If you are interested, please check the box below and someone will contact you.  
***I am interested in becoming a member of the CMA Ottawa Chapter.***

Please RSVP to FAX (613) (613) 248-4667  
EMAIL: [info@cmaottawa.com](mailto:info@cmaottawa.com)

Limited attendance: Registration is on a first come-first served basis.  
If you are unable to attend please send someone else in your place.  
No shows will be invoiced.



For a list of upcoming events visit: [www.cmaottawa.com](http://www.cmaottawa.com)