

**Award-Winning Businesswoman Publishes Book About the  
Unique Challenges Millennials (aka Gen Y) Are Creating For Human Resource  
Executives, Recruiters and Management Teams Nationwide**

**Campbell, CA --- November 1, 2007 ---** The Millennial Generation (aka Generation Y) is now graduating from college en masse and entering the professional workforce. Competition to recruit them is fierce and companies across the country are spending millions to attract and retain them. In her new book, *Millennials Incorporated*, seasoned businesswoman and marketing agency owner of M7 Inc., Lisa Orrell, explains what this sea-change demographic shift means for Human Resource professionals, recruiters and corporate managers throughout the U.S.

“The Millennial Generation is the biggest and most unique generation our country has ever seen,” explains Orrell. “And with a typical large company slated to lose 30-40% of their workers over the next 5-10 years due to (Boomer) retirement, the Millennial Professionals are in high demand to be groomed as our country’s future managers, executives, and leaders.”

*Millennials Incorporated* will be available on Amazon in December, yet Orrell is already being contacted by companies to conduct her seminars about recruiting, managing and retaining them.

“To most Gen X and Boomer professionals, this new generation is a mystery. The Millennials have been kids and teens their whole lives so corporate wasn’t paying much attention to them,” says Orrell. “But the oldest ones are now in their mid-20s, graduating college, and entering work environments filled with Gen X and Boomer professionals. This is making for some very interesting inner office dynamics and substantial corporate culture shifts.”

Aside from owning M7 Inc., Lisa Orrell is a professional speaker and author. You can learn more about this aspect of her professional life, and read about her Millennial speaking and seminar topics, at [www.Chickonomics.com](http://www.Chickonomics.com).

For information about M7 Inc. and their marketing, design, direct marketing, and branding services, contact Lisa at: [LOrrell@M7Design.com](mailto:LOrrell@M7Design.com) or call her at 866-906-M7M7, x: 701, or visit their website at [www.M7Design.com](http://www.M7Design.com).

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