



Rototeller - Rotary Club of Forest Grove

FGRotary.org

Club Leaders

Claudia Yakos

President

Tom Raabe

President-Elect

Julia Kollar

Executive Secretary

Ken S. Cunningham

Treasurer

Alex Doyle

Membership Chair

Blake Timm

Vice President, Program
Chair

Jeannine Murrell

Past President

Todd Kelley

Rotary Foundation Chair

Duties

Program

May 10 Race Across
America - Rob DeCou

May 17 Concours
d'Elegance - Allen
Stephens

May 24 Rotary Jackpot!

May 31 Tom Meier, His
Trip to Cuba

Rototeller Article

May 10 Ryan Garcia

May 17 Paul Minor

May 24 Sharon Olmstead

May 31 Cecilia Giron

Greeting Partners

May 10 Joe Post &

Chuck Pritchard

May 17 Stan Reasoner &

David Recek

May 24 Tim

Schauermann & Julie

Schmidtkofer

May 31 John Schrag &

Gail Sheelar

Thought For The Day

May 10 Mary Welch

May 17 Joe Post

May 24 Jerry Frye

May 31 David Recek

We Are Back In The MPR At Pacific University This Week!

May 10, 2017

Generation Z

The millennial generation is slowly becoming old news, and it is giving way to *Generation Z*. This new generation consists of people born from 2000 to the present. The most important element of a Gen Z-er's life has been the Economic Recession. This has made much of the generation financially aware, and their parents have pushed the importance of financial knowledge. This is largely why they are the least likely of any generation to believe in the traditional "American Dream".

As *Generation Z* begins college we are seeing how they are encouraging a shift in higher education. Nearly 50% of Gen Z parents saying they are only willing to help pay for college if their student studies a major with a higher likelihood of employment. This has driven universities to place a stronger emphasis on business, health professions, and engineering than the traditional humanities. Additionally, at a time when PSU and U of O are in the news for proposing a nearly 10 percent tuition increase, 48 percent of Gen Z parents are planning to limit the college their student attends based on price—a 5 percent increase from two years ago.

Generation Z is also beginning to influence communication. They have had easy access to internet their whole lives which is a large reason that their attention span is only 2.8 seconds—compared to 8 of the average person. This is why they prefer dynamic videos 30 seconds long, and never over 2 minutes. They view emails like millennials view phone calls, it all takes too much time. That is why their preferred communication is texting, Direct Messaging, or group messaging platforms. The group messages with their friends are more important to them than larger social media platforms that their families are on, largely due to not being motivated by public recognition.

The generation is beginning to shape marketing as well. The generation checks their social media & group messages on average 100 times a day. This is driven by their fear of missing out on something and being highly motivated to not let others down. The most important factors influencing product desire are, in order: if their friends are talking about it, if they see advertising about it, and if the product can be personalized to them. This is a complete change from the millennial generation who views personalization as the most important.

Raffle Prize

May 10 Tim Pearson
May 17 Janet Peters
May 24 Joe Post
May 31 Chuck Pritchard

Meeting Place

May 10 MPR Pacific University
May 17 MPR Pacific University
May 24 MPR Pacific University
May 31 MPR Pacific University

Events

Concours Board Meeting

May 10, 2017

Rotary Spring Social

May 12, 2017

Rotary Board Meeting

May 18, 2017

District Conference

May 25 - 28, 2017

Rotary Steak Feed

June 9, 2017

Forest Grove Concours d'Elegance

July 16, 2017

Board Members

Director 2014 - 2017

Howard Sullivan

Director 2014 - 2017

Jeff Duyck

Director 2014 - 2017

Geoff Faris

Director 2015 - 2018

Lucas Welliver

Director 2015 - 2018

Samantha Swindler

Director 2015 - 2018

Stan Reasoner

Director 2016 - 2019

Pete Van Dyke

Director 2016 - 2019

Lorrie Hutchins

Director 2016 - 2019

Tim Pearson

Community Outreach Chair

Mike Hundley

Fund Raising Treasurer

Jim Crisp

Club Services Group Chair

Geoff Faris

New Generations Chair

Jeannine Murrell

Generation Z will soon be entering the workforce, driving product development, and influencing a renewal of mass media advertising. Just as every generation before them, as the generation matures they will change much of the current normal.

Ryan Garcia

Number of Wild Poliovirus Cases Globally as of May 3, 2017

New Cases Last 7 Days	0
YTD - 2017	5
YTD - 2016	13
Total - 2016	37
Total - 2015	74
Total - 2014	359
Total - 2013	416
Total - 2012	223
Total - 2011	650
Total - 2010	1,352
Total - 2009	1,604
Total - 2008	1,651

Source: <http://polioeradication.org/polio-today/polio-now/this-week/>