



Youngsville Chamber Luncheon – 09/10/19

-Prayer and Pledge

- Thanks to our sponsors: Trust Acadiana, Nunus, Acadiana Bottling, Watch Me Whip

-Round Table Introductions

-Mayor Ritter’s Message: Bill Bryan, Director of Tennis at the Raising Canes Tennis Center at the Youngsville Sports Complex was elected as President of Louisiana in the U.S. Tennis Professional Association. Thursday night at the City Council meeting they will discuss enhancing the Royville area (Downtown Youngsville). Coffee with the Mayor and the Chief is tomorrow morning at McDonalds. Sponsorship opportunities for the Volleyball Courts are still available.

-Chamber Fundraiser: 5k Race on Saturday, November 1<sup>st</sup> will be held in Sugar Mill Pond. More information to come.

Guest Speaker: Patricia Lanier-UL Professor of Management – New Generation Coming into the Workforce

Generation Z – born between 1995-2015

Millennials (Gen Y) - born between 1980-1994

Gen X – Born between 1965-1979

Baby Boomer – born between 1944-1964

Generation Z is what we are talking about today.

They are motivated by security, more competitive, want independence, can multitask, are entrepreneurial, want face to face communication, they are true digital natives and they still want to be catered to.

Gen Z makes up 26% of the U.S. population with \$44 billion in purchasing power.

They already have a larger credit footprint than any other group, but they believe credit should be used responsibly.

In 2026, they will be the largest generation.

The next generation will be called Alpha and they are the children of the Millennials.

How do you market to Gen Z? They want businesses with a purpose that promote entrepreneurial values, generate loyalty through meaningful interactions, communicate in a personal way and optimize the mobile experience. Sponsor charitable events or do a contest online.

Social Media-they are on 17 different platforms. Twitter is where they get news, FB is where they just browse, they don't really comment. You Tube is where they are influenced on what to buy. Influencers will market for you cheaply. Snap Chat is used for what is happening in the moment. Advertising on Snap Chat is very expensive and under used. Get a Snap Chat Filter. Create an event on FB so people can check in. Create an Instagram account and follow some local businesses. The Bayou Church, Boutiques, etc. The average attention span for Gen Z is 8 seconds. You need to do 6 sec videos to be effective.