



CALIFORNIA MEDICAL ASSISTANT

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NEW PRESIDENT'S MESSAGE

MARCH/APRIL
2011

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CALIFORNIA
MEDICAL ASSISTANTS
ASSOCIATION, INC.

P.O. Box 5694
Petaluma, CA 94954-5694
Toll Free 1.888.464.2622
Fax 208.730.3763

www.cmaa-ca.org
Email address: cmaahq@aol.com

This has been a year of “Cruising to Success” and it is now time to “Come Home to CMAA”!

I am excited to begin my term as your new president. For those who do not know me, let me tell you a little bit about myself. I became a medical assistant in 1994 and have worked in Family Practice, ENT, Facial Plastics and Oncology. I am now working as the Administrator for the California Certifying Board for Medical Assistants. I am married to my best friend and have four great kids. Those that know me know how much I love arts and crafts. The best chance of running in to me is in a craft store!

I am also passionate about helping those in need, the homeless and especially the opportunities I have been given to serve in Mexico. My husband and I go to Mexico a few times a year to serve in an orphanage and help feed some families in a retired dump in Tijuana.

It has been a pleasure to work with the Annual Meeting Committee Chair Kris Onstine, and her team of Sue Gouig and Shannon Tinsley. This meeting is being hosted by the Executive Committee with the support of my home region – Sacramento. I appreciate all of you.

You will be seeing a lot of birds and birdhouses in my theme of “Knowledge is Power, Unity is Strength – COME HOME TO CMAA.” The education that is planned is going to be great and I hope you are planning on being there.



We hope that all of our Medical Assisting Instructors will “Come Home to CMAA” too.

In fact, we have a special event planned for you on Thursday evening. There is more information about it in this issue.

I am honored to be your next President. I am aware that the job of a Medical Assistant is so important. My theme is really what I feel. Our Motto: *Knowledge is Power, Unity is Strength* is so true. I hope that you will **Come Home to CMAA** to increase your knowledge with the educational opportunities we offer. We need to gather together to network and share experiences, for “Unity is Strength.” If you are reading this newsletter and are not yet a member of CMAA... please consider it. **Come Home to CMAA!**

Kate Logan, CCMA-AC
President

California Medical Assistants Association, Inc.

California Medical Assistant

EDITOR

VICKEY MARTINEZ, CCMA-C
Riverside Region
P.O. Box 2931
Riverside, CA 92516

Email: Vmartin1519@charter.net

PUBLICATION COMMITTEE

HARRIETT TOSE, CCMA-A
Sacramento Region

KRISTINE ONSTINE, CCMA-A
Redwood Region

KATE LOGAN, CCMA-AC
Sacramento Region
Certifying Board Administrator

COORDINATOR

JANICE SAMS, CCMA-C
Redwood Region

CMAA PRESIDENT

THERESA HENDERSON, CCMA-AC
Riverside Region
P.O. Box 2931
Riverside, CA 92516

Email: Henda@fusd.net

For Advertising contact:

**CALIFORNIA MEDICAL ASSISTANTS
ASSOCIATION, INC.**

at

CMAA, INC.

P.O. Box 5694
Petaluma, CA 94954-5694

Toll Free: 1.888.464.2622

Fax: 208.730.3763

Email: cmaahq@aol.com
www.cmaa-ca.org

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California Medical Assistant

— NEXT ISSUE —
MAY/JUNE 2011

To submit items to be published in this
newsletter, please mail or email:

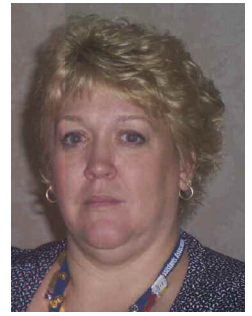
Vickey Martinez, CCMA-A
3181 Tangerine Way
Riverside, CA 92506

Email Address: vmartin1519@charter.net

DEADLINE: April 1, 2011

*All materials must be submitted by the
deadline date to be included in the next issue!*

Farewell Message From Outgoing President...



It has been an exciting year **“Cruising to Success with CMAA”**. It has been an honor and a pleasure to serve as your State President. I would also like to thank each and every member of the Executive Committee and the Committee Chairman for all their dedication, hard work and late hours. A special thank you to Shannon Tinsley; not only was she my Parliamentarian, for a time during the year she served CMAA as the Headquarters Coordinator. Shannon did a wonderful job. She is involved in so many things outside of CMAA and her dedication and commitment to CMAA is amazing.

Throughout the year, we have continued to make CMAA a wonderful organization

where medical assistants, medical assisting students and instructors can continue their educational growth. We have continued to renew relationships with fellow members and make new friendships with new members. As we transition into a new year, we will **“Come Home to CMAA”**. It is the Knowledge and Strength that keeps this organization United.

I have asked Kate to introduce herself and her theme because after this newsletter is published we will be attending the Annual Meeting and she will be installed.

Theresa Henderson, CCMA-AC, CMA (AAMA)
Immediate Past President
California Medical Assistants Association, Inc.

UPCOMING CMAA EVENT

CALIFORNIA MEDICAL ASSISTANTS ASSOCIATION, INC.

2011 ANNUAL MEETING

“Come Home to CMAA”

Sheraton Sonoma County - Petaluma

MARCH 17 – 20, 2011



CALIFORNIA MEDICAL ASSISTANTS ASSOCIATION, INC.

MISSION STATEMENT

The purpose of the California Medical Assistants Association, Incorporated, is to promote the professional and educational growth of medical assistants.



CALIFORNIA MEDICAL ASSISTANTS ASSOCIATION, INC.

East Bay Region *Education Day*

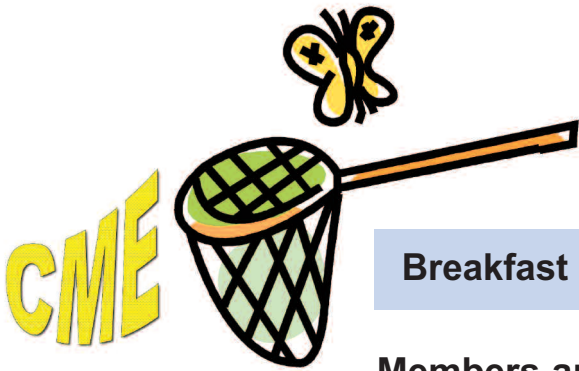
Catch some CME's at our Education Day!

Please save the date!

Saturday - April 16, 2011

Time: 8:30 a.m. to 3:30 p.m.

Location: Mertes-Feit Nursing Education Center in Livermore



We promise to fill your net with CME's and perhaps a few drawing prizes! Speaker topics and agenda will be forwarded.

Breakfast and lunch will be provided with cost of registration.

Members and Guests: \$40.00 (Registration before 3/1 - \$35.00)

Students: \$25.00

We will be collecting gently used, clean stuffed animals for the "Good News Bears Program". This program provides a cuddly experience for children and adults who have experienced trauma or illness.

To register:

Please contact Laurie Erceg, CCMA-A
(510) 305-5111 or

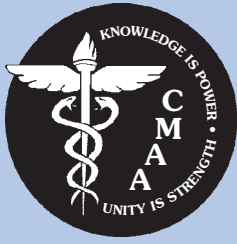
by email: laurieerceg@yahoo.com

Registration Deadline: 04/04/11

A registration form will be emailed to you.

Seating is limited, so please register early.





Are you a fan
of
CMAA
on Facebook?

Regular updates
about meeting details
and
speaker line-ups
will be posted on
Facebook.

CALIFORNIA MEDICAL ASSISTANTS ASSOCIATION, INC.

"Come Home to CMAA"

2011 ANNUAL MEETING

Agenda



Thursday, March 17, 2011

- 9:00 to 11:00 am Registration Open
- 9:45 am Depart Hotel for Tour
- 3:00 pm Approximate return time
- 4:00 to 6:00 pm Executive Committee Meeting
Kristine Onstine, CCMA-A,
"Affordable Care Act of 2010"
– ADMINISTRATIVE CME
- 7:00 pm Instructor Forum

Friday, March 18, 2011

- 7:30 am Registration Opens
- 8:00 am Breakfast
- 8:30 to 9:30 am Mark Netherda, MD – "Blood Borne Pathogens" – CLINICAL CME
- 9:45 to 10:45 am "From Home to Africa and Back" – BASIC CME
- 11:00 to 12:00 Lewis S. Blevins, Jr., MD and Robert Knutzen, MBA
"The Amazing Pituitary" – BASIC CME
- Noon Lunch with the Vendors
- 1:00 to 2:00 pm Catherine Gutfreund, MD – "Now Is The Time To Ask About Domestic Violence" – BASIC CME
- 2:15 pm All Members Register with Credentials
- 2:30 pm CMAA Business Meeting for Members and Guests
- 2:45 pm Honoring of all New CCMA's during the Business Meeting
- 3:30 to 5:00 pm John Batzdorff, CPO "Sierra Orthopedic Laboratory" – BASIC CME
- 7:00 pm Taste of Italy Dinner in Historic Downtown Petaluma

Saturday, March 19, 2011

- 8:00 am Registration Opens
- 8:00 am Breakfast
- 8:30 to 10:00 am Reference Committees (All members are encouraged to attend!)
- 10:00 to 11:00 am Bonnie Deister, EdD, MS, RN
"Have You Helped Your Doctor Get Sued Today?" – BASIC CME
- 11:00 to Noon Education Session
- Noon Lunch honoring 2010 CMAA Officers and Committee Chairmen
- 1:00 to 2:00 pm Karen Clemmer, MN, PHN "Perinatal Substance Abuse" – BASIC CME
- 2:00 to 2:30 pm Karen Clemmer, MN, PHN "Text4baby" – BASIC CME
- 2:45 pm All Members Register with Credentials
- 3:00 pm CMAA Business Meeting Continued
- 4:00 to 5:00 pm Jorge Cuadros, OD, PhD,
"Diabetic Retinopathy Detection in the Primary Care Setting"
– CLINICAL CME
- 6:30 pm No host cocktails
- 7:00 pm Installation Banquet

Sunday, March 20, 2011

- 7:00 am Combined Executive Committee Breakfast
- 8:00 am Regional Representative Forum
- 8:30 am Breakfast
- 9:00 to 10:00 am Danielle Marshall "CLIA Waived Testing" – CLINICAL CME
- 10:15 am All Members Register with Credentials
- 10:30 am Closing Business Session for Members and Guests

“Come Home to CMAA”

Are your students lucky to have you?

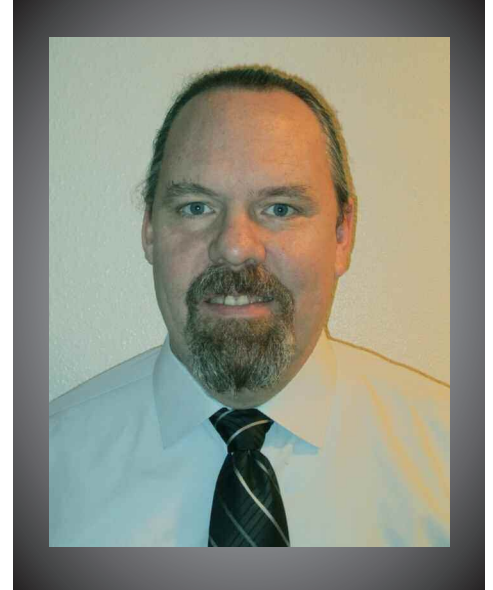
Do you make the grade? How well do you engage your students in the learning process? Are they inspired by your example? Spend the evening with us on St. Patrick's Day to learn more. This presentation will be fun and upbeat as well as thought provoking. Expect to leave with door prizes and jewels of wisdom to bring back to your classroom!

Born in Palo Alto, California, Carl graduated from San Diego State University in 1989 with a Bachelor's Degree in Economics. Immediately upon graduation, he was commissioned as an officer in the United States Army, stationed in Germany. During this time, he served in Iraq and Saudi Arabia, and he is a combat veteran of both Operation Desert Shield and Operation Desert Storm.

Carl has been an Instructor at Empire College for over ten years, teaching a variety of disciplines. While his primary specialty is Accounting and Bookkeeping, Carl also teaches classes on Personal Development, Mathematics, Human Relations, Management and various software products such as Microsoft Office and QuickBooks.

He is married to Kerri, and together they love and dote upon their two dogs and one cat.

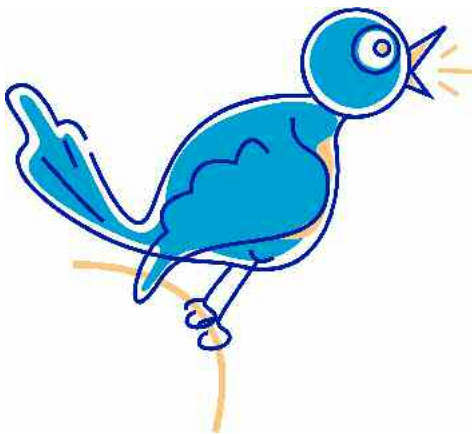
This presentation is sponsored by Pearson Publishing. Leading Representative Micaela Haidle will be on hand before and after Carl's presentation to answer your questions about the latest trends in Allied Health Classroom Materials and Technology. Pearson is the world's leading education company,



Carl J. Oeschger

providing educational materials, technologies, assessments and related services to teachers and students of all ages. Pearson's offers an array of engaging learning materials for the Medical Assisting student.

Learn more about Pearson's Medical Assisting products at <http://www.pearsonhighered.com/masolutions>



A LITTLE BIRD TOLD ME...

In keeping with the theme of the 2011 Annual Meeting, here are some facts about our feathered friends!

- A hummingbird weighs less than a penny!
- An ostrich's eye is bigger than its brain.
- The longest recorded flight of a chicken is 13 seconds.
- Bats always turn left when exiting a cave.
- Canaries can regenerate their brain cells.
- The pouch under a pelican's bill holds up to 25 pounds of fish and water.
- Hummingbirds are the only birds that can fly backwards.

Holiday Reunion for Riverside Region



CMAA Past-President Fran Mansfield hosted a holiday party in December 2010 at her home. It turned out to be a Riverside Region reunion. Pictured here is seated: Fran and Judy Henderson-Hoeff. Standing: Alma McVicker, Vickey Martinez, Theresa Henderson, Maria Friendly, and Trish Hesslink. Also attending; Betty Berg and Dixie Sterling. A great time was had by all.

Looking for employment as a **Medical Assistant?**



Representatives from Aerotek will be at the CMAA Annual Meeting in Petaluma during lunch with the vendors.

www.aerotek.com

Aerotek is a state-wide recruiting agency.

CERTIFYING BOARD UPDATE

Congratulations to the newly California Certified Medical Assistants

Certification Codes: A = Administrative C = Clinical AC = Administrative and Clinical

NAME	SPECIALTY	HOMETOWN	NAME	SPECIALTY	HOMETOWN
ALLAN, LISA MICHELLE •	AC	LAKESIDE, CA	DANTAS, JOUSE	C	SANTA ANA, CA
ALLUIS, DEBORAH J.	AC	ROSAMOND, CA	DE LEON, TALISA	C	SAN JOSE, CA
ALVARADO, JENNY •	A	SANTA ROSA, CA	ELLIS, HEATHER	AC	PEAR BLOSSOM, CA
ALVAREZ, JESSICA	C	LA QUINTA, CA	FOREMAN, LINDSAY	AC	BAKERSFIELD, CA
ALVAREZ, ALMA C.	C	INDIO, CA	FUENTES, ROSANA LOURDES	AC	CAMERON PARK, CA
ANGERER, DENISE D.	C	ARCADIA, CA	GALLIHER, JESSICA DEANN •	A	LANCASTER, CA
APASO, RELLY R.	C	MATHER, CA	GALUZ, CAROLINA ★	C	SAN DIEGO, CA
ARELLANO, JOSHUA	C	EL CENTRO, CA	GALVEZ, MICHELE ★	A	AMERICAN CANYON, CA
AVALOS, TONI MARIE	AC	OXNARD, CA	GARCIA, CAROL M.	C	PATTERSON, CA
AYALA VORN, DHESELYN	C	STOCKTON, CA	GARCIA, MARIA LOURDES ★	AC	CAPITOLA, CA
BALDAL, MEGAN	AC	SANTA CLARA, CA	GOMEZ, MARISOL	A	VISALIA, CA
BELTRAMI, ADRIANNA	C	SAN FRANCISCO, CA	GREER, DEBORAH ★	AC	SANTA CRUZ, CA
BENTLEY, MARVA DAWN •	C	REDLANDS, CA	GUERRERO, TERI LYNN	AC	PALMDALE, CA
BERNAL, PATRICIA • ++	AC	PETALUMA, CA	GUNTER, DONNA ★	AC	MODESTO, CA
BERRY, MARKITA S.	AC	MURRIETA, CA	HARDER, MARIA CRISTINA U.	C	FREMONT, CA
BIESTER, ROMA ★	AC	UKIAH, CA	HARRINGTON, RAEANN	C	BELMONT, CA
BRANSON, DIANNE M.	C	PALM DESERT, CA	HENRY, SHARON ★	AC	SANTA CRUZ, CA
CARRELL, CAROL ★	A	RED BLUFF, CA	HER, DUE	C	STOCKTON, CA
CARVALHO, CHITRA L. ★	AC	HEMET, CA	HERNANDEZ, BRENDA	C	OCEANSIDE, CA
CARVALHO, ELANA R. ★	AC	HEMET, CA	HESSLINK, PATRICIA ★	AC	RIVERSIDE, CA
CASTANEDA, LAURA MARIE	AC	SUTTER CREEK, CA	HILE, MARY ANN ★	AC	INDIO, CA
CASTRO, JOSE C.	C	FRESNO, CA	HOLLIER, NANCY	AC	CLOVIS, CA
CAWTHON, JACQUELYN ROSE	AC	MANTECA, CA	HOLMES, RANDALL A.	AC	MODESTO, CA
CAYER, SANDRA D. ★	AC	SAN JOSE, CA	HOOD, AIMEE	C	SANTA ROSA, CA
CEJA, CLAUDIA •	AC	TALMAGE, CA	HORNE, MARISA ★	A	SAN BRUNO, CA
CELIS, ANA ZULMA	C	VISTA, CA	HUANG, JUN NUO ★	C	SAN LEANDRO, CA
CHAFFIN, MARTHA F. ★	C	ARCATA, CA	HULBERT, TERESA MAURA JANE	C	SUN CITY, CA
CHAN, CATHERINE ANN T.	AC	PALMDALE, CA	HUYNH, MINHTRANG	C	SANTA ROSA, CA
CHAND, ARUN ★	C	NEWARK, CA	ICHIEEN, MELIA K.	C	HOLLISTER, CA
CHANDLER, ANNA KRISHNA	C	SAN RAFAEL, CA	JONES, KATRINA RAQUEL	AC	ELVERTS, CA
CHAVEZ, VERONICA	A	SAN LUIS OBISPO, CA	KENNY, DILLAN	C	ARROYO GRANDE, CA
CHIRRAVURI, LALITHA	C	FREMONT, CA	KHADKA, RANJITA	C	FREMONT, CA
CHOW, MIRLA	C	WATERFORD, CA	KIDD, ANDREA	A	UKIAH, CA
CHUI, SIN FI LAM	C	SAN FRANCISCO, CA	KIRBY, DARLA	C	SANTA ROSA, CA
CLARK-NEMETH, ANDREA	C	RANCHO SANTA MARGARITA, CA	KOCK, JENEANE ELISE	AC	LITTLEROCK, CA
COFFEY, STEPHANIE COLEMAN	C	PALMDALE, CA	LAGMAN, CECILIA A. ★	C	SAN JOSE, CA
COLINDRES, LINDA C.	C	DESERT HOT SPRINGS, CA	LANE, TESSA K.	A	LIVERMORE, CA
COMEAU, RENEE E	C	SANTA MARIA, CA	LIPPER, LISA	AC	CAMARILLO, CA
COOK, KAREN J.	C	LODI, CA	LIZARRAGA, SUSAN	C	VALLEJO, CA
CROKER, REBECCA	AC	UNION CITY, CA	LOPEZ, ALMA ROSA	AC	BIG BEAR LAKE, CA
DADAOS, MERRILEE	C	HEALDSBURG, CA	LOPEZ, ANTHONY D.	C	MODESTO, CA
DANIELS, VIOLETA ★	C	MOUNTAIN VIEW, CA	LU, YUE	C	MURRIETA, CA

• RECERT BY EXAM ★ RECERT BY CME ++ ADDING 2ND SPECIALTY

continued on page 8

CERTIFYING BOARD UPDATE

– continued from page 7 –

Certification Codes: A = Administrative C = Clinical AC = Administrative and Clinical

NAME	SPECIALTY	HOMETOWN	NAME	SPECIALTY	HOMETOWN
MAES, MICHAEL A.	C	SANTA ROSA, CA	SABIO, MARIE SOL R.	AC	PORT HUENEME, CA
MARES, LAURA BETH	AC	FREMONT, CA	SALCEDO, ARACELI	C	INDIO, CA
MARTIN, SUSAN M.	C	OLD SHASTA, CA	SALDANA, DANIELLA	AC	APTOS, CA
MARTINEZ, VICTORIA MARIA ++	AC	CLOVERDALE, CA	SALOMON, FABIOLA •	C	AMERICAN CANYON, CA
MC KEAN-COOK, STEPHANIE ASHLEY	AC	PLEASANTON, CA	SALVALEON-CUA, DANNA	AC	EAST PALO ALTO, CA
McALLISTER, MELANIE RENEE	AC	ANDERSON, CA	SANCHEZ, DULCE JENNIFER	C	NEWMAN, CA
McINTYRE, JEFFREY JEREMIAH	C	PETALUMA, CA	SANDOVAL, PRISCILLA PEARL	AC	LANCASTER, CA
McMORRIS, KATHLEEN	C	SCOTTS VALLEY, CA	SAUNDERS, DIANNA LYNN	AC	SAN DIEGO, CA
MEDINA, SUSANA ★	C	SAN DIEGO, CA	SCHMIDT, TODD	C	GROVER BEACH, CA
MELEGRITO, FAYE MARIE	C	MANTECA, CA	SHUMWAY, JENNIFER ★	AC	BAKERSFIELD, CA
MILLER, AMANDA	C	MARYSVILLE, CA	SHUMWAY, JENNIFER ★	AC	BAKERSFIELD, CA
MINNICK, MISTY JEAN	AC	BAKERSFIELD, CA	SIERRA, GLORIA	C	ESCONDIDO, CA
MODGLIN, KATRINA	C	ATASCADERO, CA	SINCUIR, INGRID LIZETH	AC	LANCASTER, CA
MONROY, ALEXANDRA	C	SANTA CLARA, CA	SISK, CHRISTINE ★	AC	PASO ROBLES, CA
MONTES-WALKER, MAIA I.	A	OAKLAND, CA	SOLORZANO, PAULA	C	SANTA CRUZ, CA
MORALES, IRMA	C	FRESNO, CA	SORENSEN, CATHERINE	AC	FALLBROOK, CA
MORENO, MYRA	C	NEWMAN, CA	SOSA, LIZBETH EVELYN	C	FONTANA, CA
MORFIN, INDELISA	AC	LOS MOLINOS, CA	STOCKTON, TRACI	C	WINDSOR, CA
MORITZ, DIANA THEODORA	C	LAKE FOREST, CA	STROM, SUSANNA	AC	SAN DIEGO, CA
NAVARRO, DENISE MARIE	AC	BAKERSFIELD, CA	SWEZEY, SAMANTHA	A	LIVERMORE, CA
NICHOLS, NELLY ★	C	DANVILLE, CA	TAN, CONNIE	A	OAKLAND, CA
NOHRDEN, MEREDITH ★	C	SCOTTS VALLEY, CA	TEETERS, SARA CHRYSTINE	C	SOLEDAD, CA
ONGSING, JOSEPH EMMANUEL	C	LANCASTER, CA	THOGMARTIN, PAMELA L.	AC	RAMONA, CA
OROZCO, KITZIA ★	AC	SANTA CRUZ, CA	TOLOSANO, VICKI R.	A	RED BLUFF, CA
ORTEGA, CHARLOTTE ANN	AC	VALENCIA, CA	URRUTIA, AMBER ★	C	DELHI, CA
OSUNA, MICHAELYN J.	A	SAN DIEGO, CA	VALLADOLID, STACEE	C	INDIO, CA
PALMER, LAUREN MICHELLE	AC	TEMPLETON, CA	VERDUZCO, KATELYN	C	MADERA, CA
PHUNG, JACKIE Q.	C	SAN LEANDRO, CA	VILLAGRAN, MARSELA	C	TURLOCK, CA
PIRARD-AQUINO, RICARDO	C	ROHNERT PARK, CA	WATSON, MICHELLE C.	A	SAN JOSE, CA
POMPA, KAILEY NICHOLE	AC	LANCASTER, CA	WELLING, VIRGINA L.	C	SEBASTOPOL, CA
PONCE, ADRIANA	AC	SANTA ROSA, CA	WELLS, STEFANIE GLYNN	C	ESCONDIDO, CA
QUIROZ-GUTIERREZ, CARINA •	C	WATSONVILLE, CA	WOOD, CATHERINE	C	CHULA VISTA, CA
RANGEL, TIFFANY M.	A	MANTECA, CA	WOOTEN, MATTHEW D.	AC	SONOMA, CA
REMSBERG, TERI	AC	OCEANSIDE, CA	ZELAYA, OLIVIA	C	SAN JOSE, CA
REYES, TERESA MONICA	C	WATSONVILLE, CA			
REYES, PATRICIA	C	BAKERSFIELD, CA			
REZA, MARIA ELENA	C	WESTLEY, CA			
RICE, MARLY	C	MODESTO, CA			
RIVERA, MIRNA A.	C	PALM DESERT, CA			
ROMERO, GLORIA	C	ARVIN, CA			
ROSS, SHEREE MICHELLE	C	LOS ANGELES, CA			

Congratulations to each of these medical assistants.

From the

California Certifying Board for Medical Assistants

• RECERT BY EXAM ★ RECERT BY CME ++ ADDING 2ND SPECIALTY



Generations

This is the first time in American history that we have had *four* different generations working side-by-side in the workplace. Remember, if you are old enough, when older workers were the bosses and younger workers did what was asked of them, no questions asked. There were definite rules as to how the boss was treated and how younger workers treated older workers. No longer: Roles today are all over the place and the rules are being rewritten daily.

At work, generational differences can affect everything from building teams to dealing with change. Motivating, managing and maintaining or even increasing productivity all can be affected by generational differences. Think of how generational differences relate to how people communicate or might cause misunderstandings resulting in a higher employee turnover or difficulty in attracting employees and gaining employee commitment.

Each generation has distinct attitudes, behaviors, expectations, habits and motivations. Learning how to communicate with the different generations can eliminate many major confrontations and misunderstandings.

Every generation has created its own commotion as it has entered into the working world. And every generation says the same things about other generations — “They just don’t get it” or “They have it so much easier than we did.”

GENERATION TIMELINE

1922-1945	1946-1964	1965-1980	1981-2000
<ul style="list-style-type: none"> • Veterans, Silent, • Traditionalists 	<ul style="list-style-type: none"> • Baby Boomers 	<ul style="list-style-type: none"> • Generation X, Gen X • Xers 	<ul style="list-style-type: none"> • Generation Y, Gen Y • Millennials

Traditionalists:
(born 1922 to 1945, all are over 60 years old)
These workers tend to respect authority. They have accomplished a lot and contributed to success under hierarchical systems of the past. Raised during wartime and the postwar period, they adapted to an environment of scarcity, valuing austerity. Social goals of peace and national prosperity are important to this group. As a rule they are pragmatic and disciplined.

Baby Boomers:
(1946-1964 late 40s and older)
Expect success. These are the people running the major corporations right now. They invented the workaholic, or at least a lot of them suffer from its effect. Baby Boomers created strong social change including the hippie movement, feminism, and civil rights. They are optimistic and self-motivated. Management ranks today are dominated by Boomers and the older Gen Xers. Together, they define corporate cultures and success together.

Generation X:
(1965-1980 30s and 40s)
They have the advantage of the best academic training and international experience in history. They are breaking with traditional patterns, including creating informal work environments and transforming corporate structures from hierarchical into horizontal and flexible entities. Personal initiative and a healthy

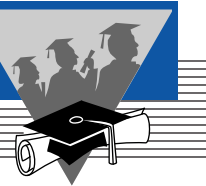
dose of skepticism toward large organizations have produced a lot of entrepreneurs from this generation. A key value of Generation X is the achievement of balance between career goals and quality of life.

Generation Y:
(1981-2000 under 30)
They have lived their entire lives with information technology and they have a hard time comprehending a world without it. Childhood was comfortable and prosperous. They tend toward individual needs in favor of community good and often demand a high level of autonomy. What Generation Y lacks in loyalty, they make up with the value they place on relationships with co-workers and supervisors.

Unlocking the Mystery

To begin to understand how individuals in different generations act and react, one must first understand one, by seeing where you fall on the “Generation Timeline” above. Since this timeline represents a conglomeration of many views, the starting and ending dates (birth years) of the generations are subjective, not scientific or fully agreed-on time spans. However, this subjectivity poses no real problems since the variation of years is not significant enough to impact the big picture of a generation’s description.

continued on page 10



Generations – continued from page 9

The first thing to consider is the individual and his or her values, or personal and lifestyle characteristics, which seem to correspond with each generation, as shown in the following table.

PERSONAL AND LIFESTYLE CHARACTERISTICS BY GENERATIONS

	Veterans	Baby Boomers	Generation X	Generation Y
Core Values	-Respect for authority -Conformers -Disciplined	-Optimism -Involvement	-Skepticism -Fun -Informal	-Realism -Confidence -Extreme fun -Social
Family	-Traditional -Nuclear	-Disintegration	-Latch-key kids	-Merged families
Education	-A dream	-A birthright	-A way to get there	-An incredible expense
Communication/ Media	-Rotary phones -One on One -Write a memo	-Touch-tone phones -Call me anytime	-Cell phones -Call me only at work	-Internet -Picture phones -Email
Dealing with Money	-Put it away -Pay cash	-Buy now, pay later	-Cautious -Conservative -Save, save, save	-Earn to spend

The characteristics listed in the table are but a very few of those that have been studied and reported by various authors. Not every person in a generation will share all of the various characteristics shown in this or the next table with others in the same generation. However, these examples are indicative of general patterns in the relationships between and among family members, friends and people in the workplace. Individuals born at one end of the date range or the other may see overlapping characteristics with the preceding or succeeding generation.

From the above table, you can easily see why Generation X cannot understand what their grandparents mean by the traditional family or what fun it was to spend Christmas together as a family. Are you worried about the possibility of your Baby Boomer children being unable to retire or having to move in with you or their children as they reach the latter years of their lives? Possibly you should be.

Do you now see why your view of education might differ from your children's views? Do you understand why your children may not want to go to a movie with you? Can you see how generational issues, like what to do for entertainment, can create friction on those

family vacations or at holiday get-togethers?

An example, based on these traits, would be to think about how words are received differently. When a Boomer says to another Boomer, "We need to get the report done," it is generally interpreted by the Boomer as an order; it must be done and done now. However, when a Boomer says to a Xer, "This needs to be done," the Xer hears an observation, not a command, and may or may not do it immediately.

Getting Back to Work

With the above observations in mind, let's look at a few work situations and how one might handle them.

- At annual appraisal time, a manager from the Veterans generation gives out a nice bonus for a project well done. The Generation X employee is ungrateful and says, "Why didn't I get this six months ago, when the project was completed?" Gen X wants instant gratification, whereas a person in the Veterans generation is happy to get money anytime. The solution here may be for the company to explore reward plans geared to

the different generations, or things like monetary rewards and recognition given at the time when it is earned.

- A Generation X manager tells a Boomer he has been working too hard and should take time off to take the family on vacation. Instead of saying thanks, the Boomer replies, "I work to get ahead, to get a promotion, not for a vacation." The next time that situation comes up; the manager might elect to give this particular employee a bonus, rather than suggest a vacation.

- A top-notch, cross-functional team with individuals from several different generations has been set up to recommend a solution to a nasty manufacturing problem. After a couple of weeks, the manager responsible for the team cannot understand why there is constant bickering and nothing is getting done. If the manager were aware of just one characteristic of each individual relating to communication needs, he or she might understand the stalemate. The Veterans on the team are looking for handwritten notes and direct, specific requests for work to be done. The Boomers do not like to work independently, and they expect to have meetings any time, any place — and it is



	Veterans	Baby Boomers	Generation X	Generation Y
Work Ethic and Values	-Hard work -Respect authority -Sacrifice -Duty before fun -Adhere to rules	-Workaholics -Work efficiently -Crusading causes -Personal fulfillment -Desires quality -Questions authority	-Eliminate the task -Want structure and direction -Skeptical	-What's next -Multitasking -Tenacity -Entrepreneurial -Tolerant -Goal oriented
Work is....	-An obligation	-An exciting adventure	-A difficult challenge -A contract	-A means to an end -Fulfillment
Leadership Style	-Directive -Command and control	-Consensual -Collegial	-Everyone is the same -Challenge others -Ask why	*TBD
Interactive Style	-Individual	-Team player -Loves to have meetings	-Entrepreneur	-Participative
Communications	-Formal -Memo	-In person	-Direct -Immediate	-Email -Voice mail
Feedback and Rewards	-No news is good news -Satisfaction in a job well done	-Don't appreciate it -Money -Title recognition	-Sorry to interrupt, but how am I doing? -Freedom is the best reward	-Whenever I want it, at the push of a button -Meaningful work
Messages That Motivate	-Your experience is respected	-You are valued -You are needed	-Do it your way -Forget the rules	-You will work with other bright, creative people
Work and Family Life	-Never the twain shall meet	-No balance -Work to live	-Balance	-Balance

fine if they are called day or night. Xers do not want to hear about the project outside of work, and don't dare call them at home. And the Yers don't want any meetings at all, they only communicate via voice mail and e-mail. Is it any wonder that the team is having trouble getting motivated toward the goal? At the beginning of any team formation, an effective leader should consider spending time learning how team members wish to communicate.

There are many more differences between the generations today than ever before. What can one expect with the dramatic changes in our world in the last 60 years? Being aware of these differences can help individuals tailor their message for maximum effect, regardless of the task or the relationship — family, friends, workplace peers. Good business is based on understanding others. The majority of us think the correct way, and the only way, is our way. In busi-

ness, as well as in personal life, that is just not true. To work effectively and efficiently, to increase productivity and quality of life, one needs to understand generational characteristics and learn how to use them effectively in dealing with each person. ❁

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Read the Continuing Medical Education Article on pages 9 - 11 **Generations** then complete the Self-Assessment Test on page 12 for CME credit.



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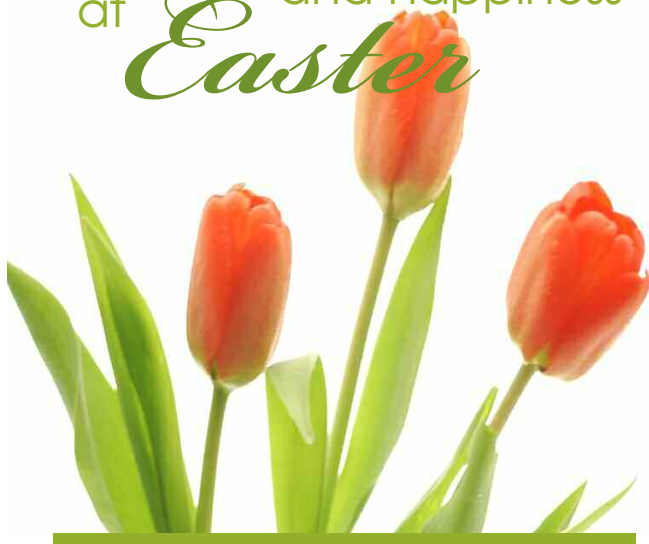
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TriWest Healthcare Alliance provides access to quality health care for 2.7 million members of America's military family in the 21-state TRICARE West Region.