



## PRESS RELEASE

**Contact:** Caitlin Campbell  
**Phone:** 716.632.6905  
**Fax:** 716.632.0548  
**Date:** Monday, April 26, 2010  
**Email:** [ccampbell@amherst.org](mailto:ccampbell@amherst.org)

### Strategic Advantage focus of April's Member Education Workshop

#### *FOR IMMEDIATE RELEASE*

**AMHERST, NY-** Are you a business leader interested in learning more about what's holding your business back? You're not alone. Owning and operating your own business in this rough economy can be a tough task. You and your resources are often stretched thin. The Amherst Chamber of Commerce understands and has created Educational Workshops to assist businesses just like yours.

This month join the Chamber for **"Strategic Advantage," a workshop hosted by special guest Beth Henry of Generation Works, Friday, April 30, 2010 at Bryant & Stratton College from 8:30 a.m. until 10 a.m.**

Henry's workshop is the fourth in a series of Member Education Workshops brought to you by the Chamber's Business Resource Council. The workshop will focus on how generational differences impact organizational performance. This is the first time in our history that a workplace can see five different generations working side by side, often making it difficult to get things done. This presentation will offer insight into the characteristics of each generation and strategies for optimizing team performance in your organization. Generational management strategies can be a key factor in bridging gaps between organizational and employee expectations.

**Workshops are FREE to members and \$25 for non-members.** Reserve your spot today for this informative engagement, designed to focus on providing you with the practical knowledge, information and skills that you need to ensure the success of your business. Space is limited-reserve your spot today by applying online at [www.amherst.org](http://www.amherst.org) or by calling the Amherst Chamber of Commerce at 716.632.6905.

-end-

It is the mission of the Amherst Chamber of Commerce to create and maintain a positive economic, political and social climate in Amherst, thereby making it possible for members of the community to grow and prosper. The Chamber seeks to advance human progress by fostering a climate that emphasizes individual freedom, incentive and responsibility. Working in conjunction with the more than 2,600 businesses associated with the organization, we are committed to making Amherst a better place to live and work.