

### **SOB Working for Millennials**

Mark Zinder, economic forecaster and nationally known speaker, points out that although Millennials only control a small percentage of the nation's wealth, they are poised to inherit trillions of dollars as members of the baby boomer generation begin distributing their wealth to their children. His theory is predicated on prior writings of famed author Harry Dent, who as a demographer depicted "The Great Boom Ahead". Interestingly enough that was around the same time I began my profession as a life insurance agent and now fully evolved wealth management advisor. Part of the challenges we all face today is similar to what **Dean David Martin** postulated in his visit to OW this week. How to engage Millennials and attract them to programs, events and curriculum that we deem important. Zinder suggests that in order to create early victories with this demographic we need to consider doing the following:

- 1) Gather Millennials together in a **group setting** to help bridge any gaps and to introduce them to your culture.
- 2) **Be accessible.** Millennials are always "plugged in" and communicating with them in real time is essential.
- 3) Have a **social media** presence. This group does a lot of research before making a decision. We need to talk to them and have them cross-communicate

with your followers on Twitter, Face Book and LinkedIn.

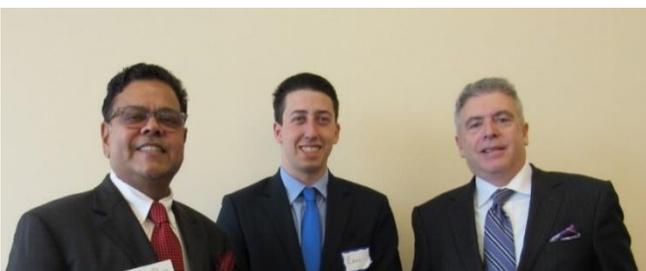
4) Be an **educator.** They like to learn and look to us for content. Teaching simple concepts or re-defining complex concepts into easily transferable action steps is what they are looking for.

5) **"Personalize"** their experience. They want to feel like they are understood on a personal basis.

In summary, what I gleaned from the piece is that we each in our own industries have to construct methodologies and techniques that acknowledge personality traits of the Millennials. We just have to learn how to adapt our habits and attitudes so that we can continue to build bridges and create partnerships as without them our programs, events, services and curriculum will appear moribund and uninteresting.

**Steven D. Lichtenstein CLU, ChFC**

Member, Business Advisory Board, SOB



## Announcements

- **Free** copies of *Long Island Business News* are available to all students, faculty and visitors. Pick up a weekly copy at the main entrance of the new academic building. Benefits include access to potential employers; current long island's business news, market and industry trends and our challenges and opportunities; familiarity to long island's businesses and their leaders; resource for vital business information.

For more information call, **Joe Giametta**, publisher of long island business news, **631-913-4233**.

This initiative is made possible due to the generous financial support of the **Office of Public and Media Relations** and **Mr. Michael Kinane, Vice President for Communications & Chief Communications Officer** at SUNY Old Westbury.



- The **Women in Science & Engineering (WiSE)** club is holding a networking event geared at getting undergraduate students into research programs on campus. Many students are unaware of the remarkable research opportunities that are available on our campus and as part of WiSE's initiative to push SUNY College at Old Westbury towards a more research-oriented campus, hope that this event will be the connection for such opportunities. Professors from the **School of Business** and the **School of Arts and Sciences** will interact and share their research with prospective research students. "**Off the Clock**" will take place on **December 6th from 7:00 PM- 9:00 PM**.
- April 16<sup>th</sup>, 2019 is the 2019 Student Research Day. This annual event celebrates the student's academic and creative accomplishments at SUNY College at Old Westbury. The theme this year is *Research for Change*. If a student is interested in participating in this year's Student Research Day, the student will need to be sponsored by a faculty sponsor who will work closely with the student to best prepare the student for the presentation. It is an honor to be invited to participate in the Student Research Day, as only the strongest student work is selected. Please note that all abstracts must be approved by a faculty mentor before it is submitted. Abstracts not approved by a faculty sponsor will not be accepted. Applications and abstracts are due March 8, 2019. Visit the [Research Day website](#) for the [2019 application](#).
- Friday, **November 30** at 5 P.M. is the deadline for **Faculty Development Grants (FDG)** for Academic Year 2018-19. Funded by the Office of Academic Affairs, [FDG grants](#) provide awards of up to \$3,000 each for faculty research and scholarly endeavors, with awards of up to \$5,000 available for collaborations among Old Westbury faculty.

## Celebrations

- It is with extreme excitement and pride that the **OWWR** family is sharing some wonderful news. For the first time in the history of OWWR, a visually impaired student of Old Westbury will be executing her first radio show. **Keila Alequin** will be the engineer operating the mixing console on her own accord. **Professor Joseph Manfredi** said, "I cannot describe the heartfelt emotions that radio has provided for so many here at Old Westbury, and throughout my career. I continue to be fortunate to work with so many fabulous students from all disciplines, and I continue to be amazed how the medium of radio continues to prove to me the never-ending powerful impact that teaching and radio combined can truly provide."

Designed and edited by Raul Zevallos – Assistant to the Dean  
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If you have any information for future newsletter please send it to [zevallosr@oldwestbury.edu](mailto:zevallosr@oldwestbury.edu)

