

## SADC

Gatineau Valley Société d'aide au développement des collectivités

RELEASE

For immediate distribution

### LE CHOC DES GÉNÉRATIONS: MAJOR TREMOR HITS THE CHATEAU LOGUE

Maniwaki, November 30, 2009 – Last Wednesday, November 25, the Gatineau Valley SADC, the Gatineau Local Development Centre and the Maniwaki Local Employment Centre arranged a get-together with business persons and managers of various organizations so that they could attend two conferences on **Le choc des générations** (the Generational Shock), as part of a thematic day on entrepreneurship. This day of activities took place at the Robert Coulombe room at the Chateau Logue.

Two formats were proposed – a working breakfast from 7:30 a.m. to 9 a.m. where customer service was the topic of discussion, and a working lunch on the theme of labour relations and human resources management, which awaited guests from 11:30 a.m. to 1 p.m. The purpose of these conferences was to have participants give thought to the generational shock phenomenon for the purpose of ultimately influencing business persons and managers to take new approaches. In total, some 156 people attended either or both of the conferences.

Thanks to generous financial contributions from each of the partners, i.e., the LDC, the LEC and SADC, the conferences were made available to participants free of charge. The latter were able to attend top-flight conferences presented by author Carol Allain, M.Sc., M.Ed. “Mr. Allain really is a director. He interpreted the various generations from the silent generation, to the baby boomers, to the Generation Xers, the Generation Ys and the new digital generation to illustrate the relation-based dynamics,” noted Josée Nault, the project manager.

Much to the satisfaction of participants, Mr. Allain held a draw for five copies per conference of his book entitled, “Génération Y – Qui sont-ils? Comment les aborder?” (Generation Y – Who are they? How does one deal with them?) In short, the event was worth repeating, judging from the comments of those present. Videotron subscribers can see film clips of the conference on the VOX channel during the Nord Express program produced by Steve Ross, to be aired on Wednesday at 8 p.m., Saturday at 10 p.m., Sunday at midnight and Sunday at 6 p.m.

From left to right: Josée Nault, project manager; Marc Dupuis, Director General, Gatineau Valley LDC; Carol Allain, speaker; Pierre Monette, Gatineau Valley SADC. Absent: Maniwaki Local Employment Centre.

-30-

Josée Nault, Communications Manager  
Gatineau Valley SADC  
100 Principale Sud, Suite 210  
Maniwaki, Quebec J9E 3L4  
Telephone: (819) 449-1551  
Fax: (819) 449-7431  
[joseenault@reseau.com](mailto:joseenault@reseau.com)