

# PRISM

Public Relations Individuals of Southern Maryland

Media Contact

Robin Kendall

Phone: 240.895.4191

rnkendall@smcm.edu

FOR IMMEDIATE RELEASE

## Public Relations Pros to Examine How to Effectively Communicate Across Generations

July 28, 2006 (St. Mary's City)—Public Relations Individuals in Southern Maryland (PRISM) is hosting a luncheon meeting on Thursday, Aug. 17 at the Solomon's Pier restaurant in Solomons Island at noon. The program will feature Katie Zabriskie, a national speaker on how to effectively communicate with a multi-generational audience. Known for her engaging, high-energy style, sense of humor and ability to make learning fun, Zabriskie is the founder of the firm Business Training Works, Inc., headquartered in Port Republic.

More pronounced differences in communication styles exist between the generations today than ever before, said Zabriskie, and each generation uses a different language to communicate. "The term 'communication skills,' for example, might mean formal writing and speaking abilities to an older worker—but it might mean e-mail and instant-messenger savvy to a twentysomething," she said. "Being aware of generational differences can help you anticipate miscommunications and tailor your message for maximum effect."

Zabriskie formed Business Training Works, Inc. after years of related experience in sales and consulting. She holds a B.A. in art history from George Mason University and an M.B.A. from the University of Texas at Austin. Her firm's training topics range from customer service skills to management training. More information is available at [www.businessstrainingworks.com](http://www.businessstrainingworks.com).

Those interested in this topic are invited to attend. To RSVP, contact Membership Chair Cis Smail at [csmail@ccnrc.com](mailto:csmail@ccnrc.com). The restaurant is located at 1575 Solomons Island Road in Solomons. A limited sandwich and salad menu will be offered. Networking begins at noon with the program to follow at 12:30 p.m. Non-members will be charged \$5 to attend the meeting.

PRISM is the organization of public relations and marketing professionals in Southern Maryland. It holds bi-monthly luncheon meetings and occasional workshops to foster professional development and networking opportunities for its members. The meetings rotate between venues in Calvert, Charles and St. Mary counties. Membership is \$20 per year. To join, download an application from the PRISM Web site at [www.prisonline.info](http://www.prisonline.info) and send it, along with a check made payable to PRISM, to Don Thieme, APR, Thieme Creative Media, 221 Driftwood Lane, Solomons, Md., 20688.

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