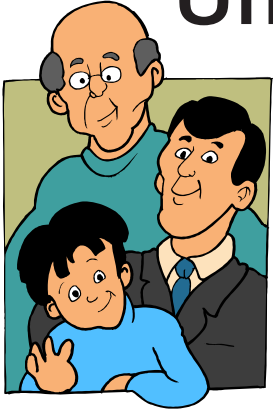


## Understanding Generational Differences



How did you receive graduation invitations this year? Your answer may be influenced by the year you were born. If you're a member of Generation Y (1978–2003) & X (1961–1980), your answer may be through "Facebook," an online social networking site or e-mail. Builders (1922–1943) and Baby Boomers (1943–1964) may prefer to get a personally addressed graduation invitation in the mail.

This is just one of many examples of ways people communicate differently based on their generation. In order to understand why different generations act the way they do, identify where you fit into the "Generation Timeline" on this page. Timelines vary slightly from research study to research study and specific cut-off dates are not absolute.

Generations take on specific personalities. The way we think and approach situations is influenced by what we have experienced during our place in history. Embracing what each generation contributes, improves relationships at home, work and in the community.

*Resources:*  
• *Generations at Work: Managing the Clash of Veterans, Boomers, Xers and Nexters in Your Workplace;* Ron Zemke, Claire Raines, Bob Filipczak, 2000, American Management Association  
• *Suzanne Drew, Director of Staff Development and Management Facilities Management and Planning, University of Nebraska-Lincoln; Presentation at Fall Conference*

	<b>BUILDERS</b> 1922–1945 1922–1943	<b>BABY BOOMERS</b> 1943–1964	<b>GENERATION X</b> 1961–1983 1960–1980	<b>GENERATION Y</b> 1978–2003 1980–2000
<b>Also known as</b>	<ul style="list-style-type: none"> <li>Traditionalists</li> <li>Veterans</li> <li>Mature</li> <li>WW II Gen.</li> <li>Silent Generation</li> <li>Seniors</li> <li>Loyalists</li> <li>"Greatest Generation" (Brokaw)</li> </ul>	<ul style="list-style-type: none"> <li>Boomers</li> </ul>	<ul style="list-style-type: none"> <li>Xers</li> <li>Twenty-somethings</li> <li>Post Boomers</li> <li>Busters</li> <li>Gen X</li> </ul>	<ul style="list-style-type: none"> <li>Millennials</li> <li>Bridgers</li> <li>Nexters</li> <li>Generation Y</li> <li>Generation 2001</li> <li>Nintendo Generation</li> <li>Generation Net</li> <li>Internet Generation</li> </ul>
<b>Formative Experiences Defining events and trends</b>	<ul style="list-style-type: none"> <li>WW I &amp; WW II</li> <li>Roaring Twenties</li> <li>Great Depression</li> <li>Pearl Harbor</li> <li>Rationing</li> <li>Korean War</li> <li>Atomic Bomb</li> <li>FDR Years</li> <li>Golden years of radio</li> <li>Silver screen</li> <li>Rise of unions</li> </ul>	<ul style="list-style-type: none"> <li>Cold War</li> <li>Civil Rights</li> <li>Space Race</li> <li>Vietnam War</li> <li>Energy Crisis</li> <li>Watergate/ Nixon</li> <li>TV in every home</li> <li>Rock &amp; Roll</li> <li>Polio vaccine</li> <li>Prosperity</li> <li>Children in the spotlight</li> <li>Suburbia</li> <li>Women's Lib</li> <li>Sexual revolution (pill)</li> </ul>	<ul style="list-style-type: none"> <li>Roe vs Wade</li> <li>Challenger disaster</li> <li>Fall of Berlin Wall</li> <li>Persian Gulf War</li> <li>Clinton Admin</li> <li>Kennedy/King Assassination</li> <li>Moon landing</li> <li>Woodstock</li> <li>Water Gate/ Nixon</li> <li>Single moms</li> <li>Latch key kids</li> <li>MTV</li> <li>AIDS</li> <li>Computers - Information explosion</li> <li>Mc Jobs</li> </ul>	<ul style="list-style-type: none"> <li>9/11</li> <li>Oklahoma bombings</li> <li>Internet access</li> <li>Kids shooting kids</li> <li>Princess Diana death</li> <li>Globalization</li> <li>Desert Storm</li> <li>It takes a village</li> <li>TV talk shows</li> <li>Multiculturalism</li> <li>Girls movement</li> <li>McGuire &amp; Sosa</li> <li>Iraq War</li> <li>Downsizing</li> <li>Living at home longer</li> </ul>
<b>Education</b>	• A dream	• A birthright	• Way to get there	• Incredible experience
<b>Role of career</b>	• Means for a living	• Central focus	• Irritant	• Always changing
<b>Technology</b>	• Hope to outlive it	• Master it	• Enjoy it	• Employ it
<b>Defining idea</b>	• Duty	• Individuality	• Diversity	• Relationship & family
<b>Leisure is a</b>	• Reward for hard work	• Point of life	• Relief	• Interwoven with work
<b>On the job assets</b>	<ul style="list-style-type: none"> <li>Stable</li> <li>Detail oriented</li> <li>Thorough</li> <li>Loyal</li> <li>Hardworking</li> </ul>	<ul style="list-style-type: none"> <li>Service oriented</li> <li>Willing to go the extra mile</li> <li>Good at relationships</li> <li>Good team players</li> </ul>	<ul style="list-style-type: none"> <li>Adaptable</li> <li>Techno-literate</li> <li>Independent</li> <li>Not intimidated by authority</li> <li>Creative</li> </ul>	<ul style="list-style-type: none"> <li>Collective action</li> <li>Optimism; tenacity</li> <li>Heroic spirits</li> <li>Multi-tasking capabilities</li> <li>Technological savvy</li> <li>Quick decision making</li> </ul>
<b>On the job liabilities</b>	<ul style="list-style-type: none"> <li>Inept with ambiguity and change</li> <li>Reluctant to buck the system</li> <li>Uncomfortable with conflict</li> </ul>	<ul style="list-style-type: none"> <li>Not budget minded</li> <li>Uncomfortable with conflict-reluctant to go against peers</li> <li>May put process ahead of result</li> <li>Overly sensitive to feedback</li> <li>Judgemental of those who see things differently</li> </ul>	<ul style="list-style-type: none"> <li>Impatient</li> <li>Poor people skills</li> <li>Inexperienced</li> <li>Cynical</li> </ul>	<ul style="list-style-type: none"> <li>Need for supervision and structure</li> <li>Inexperienced – particularly with handling difficult people issues</li> </ul>
<b>Family</b>	<ul style="list-style-type: none"> <li>Close family</li> <li>Marriage honored</li> </ul>	<ul style="list-style-type: none"> <li>Divorce increases</li> <li>Dispersed family</li> </ul>	<ul style="list-style-type: none"> <li>Latch key kids</li> <li>Non-existent</li> <li>Dysfunctional</li> </ul>	<ul style="list-style-type: none"> <li>Comfortable with loose family structure</li> <li>New respect for family</li> </ul>
<b>Mother</b>	• Homemaker	• Working mother	• Single mother	• Single mother/single father
<b>Marriage</b>	• Married once	• Divorced/ remarried	• Single parent/blended families	• Undetermined
<b>Major influences</b>	• Family & church	• Family & education	• The media	<ul style="list-style-type: none"> <li>Friends</li> <li>Simpson's</li> <li>Media &amp; super stars</li> </ul>
<b>Entertain</b>	• Radio - no TV	• TV - 3 channels	<ul style="list-style-type: none"> <li>30+ channels TV</li> <li>VCR</li> <li>Nintendo</li> </ul>	<ul style="list-style-type: none"> <li>Surfing the net</li> <li>DVD</li> <li>Play Station &amp; X Box</li> </ul>
<b>Purchasing</b>	• With cash	• Credit card	• Struggling to purchase	• Purchase online
<b>Work is</b>	• Inevitable obligation	• Exciting adventure	• Difficult challenge	• Means to an end
<b>Teams</b>	<ul style="list-style-type: none"> <li>Large teams with command &amp; control (like the military)</li> <li>Like football &amp; baseball - big teams with specialized roles</li> </ul>	<ul style="list-style-type: none"> <li>"It takes a village" – interconnected like a commune shared leadership</li> <li>Smaller teams – like basketball – the person with the ball is in charge</li> </ul>	<ul style="list-style-type: none"> <li>Small teams – can be virtual – no leadership</li> <li>Solitary sports – like rock climbing &amp; roller blading</li> </ul>	<ul style="list-style-type: none"> <li>Probably will be large and civic minded like Veterans</li> <li>Teams that include everyone – expect to see a resurgence of big teams again</li> </ul>
<b>View of future</b>	<ul style="list-style-type: none"> <li>Rainy day to work for</li> <li>Seek to stabilize</li> </ul>	<ul style="list-style-type: none"> <li>Now is more important</li> <li>Create it</li> </ul>	<ul style="list-style-type: none"> <li>Uncertain but manageable</li> <li>Hopeless</li> </ul>	<ul style="list-style-type: none"> <li>Ambivalent</li> <li>Optimistic</li> <li>Hopeful</li> </ul>

## Energy Vampires: Are Electrical Appliances Sucking Energy From Your Home?

**Michael McKinney**  
UNL Partners in Pollution Prevention (P3) Intern

As I turn off the lights to go to sleep, my room is filled with an eerie blue-green glow. Cell phone charger and standby lights flicker, while the whir of electronics adds dull white noise to the scene. These sights and sounds are the calling cards of energy vampires.

Energy vampires are electrical devices that use energy even when not in use. Because these devices are always ready to operate or receive a signal, they constantly pull energy, even when turned "off."

Like vampires, they silently suck energy from your home, wasting energy and adding to your electric bill.

According to the EPA, an average American household spends about \$100 per year on this wasted energy. Sometimes called 'phantom' or 'standby' energy loss, this energy waste represents a small percentage of a household's electrical use, but nationwide, the effect of energy vampires is adding up.

The EPA estimates in the United States, phantom energy loss results in 100 billion kilo-watt hours of energy waste annually. This waste costs consumers more than \$10 billion and releases over 70

million metric tons of carbon dioxide into the atmosphere annually.

The major energy wasting culprits in most homes are chargers for electronic devices which contain rechargeable batteries; things like cell phones, digital cameras, MP3 players and laptops. Most of these chargers pull the same amount of energy at all time—even when the device is not connected. Other places to look for energy wasters would be the home entertainment system, the computer desk and the night stand. Any electronic device with a standby or an energy saving mode is an energy vampire.

There is only one way to kill a vampire — unplug it. The simplest solution to phantom energy loss is to unplug all chargers and electronic devices. To save yourself the trouble of crawling under your desk and behind your entertainment system every day, simply plug all energy vampires into a surge suppressor power strip that has an on/off switch. Flip the switch before you go to work or before you go to bed and your house will be vampire free.

Eliminating energy wasters in your home is one small step towards energy conservation. It is a simple way to both prevent energy waste and save money.

