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NEWS RELEASE
For Immediate Release

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How to Effectively Work Across the Generational Divide
Employee Assistance Professionals Association Annual World EAP Conference to
feature timely workshop

MILWAUKEE — Sept. 29, 2010 — During the Employee Assistance Professionals Association Annual World EAP Conference in Tampa, Fla., Oct. 6-9, 2010, attendees will have the opportunity to better understand how their younger and older co-workers think and work, as well as how to capitalize on those unique characteristics.

Dan Potterton, COO for FEI Behavioral Health, a leading Milwaukee-based EAP, crisis management, and work-life services company, will present **Coaching Across the Generational Divide: Tips, Techniques, and Tools**, Thursday, Oct. 7 at 1:15 p.m. EST.

This interactive and engaging presentation will offer attendees of the World EAP Conference training techniques developed especially for EAP counselors that address how co-workers from different generations work best together, and how this can translate into drawing new supervisors from the Gen X and Millennial generations to utilize EAP services.

Today's new supervisors from the Gen X and Millennial generations are technically savvy and confident. They are self-reliant and bolder than other generations as it relates to expectations of early and frequent promotions. As new supervisors, they can be puzzled by the work habits and value systems of older workers they interact with and supervise. They also are less likely to be familiar with the benefit of utilizing consulting services offered by EAPs and not attracted to traditional methods of promoting these services.

Using the latest generational research, this interactive workshop will review the characteristics of today's Gen X and Millennial generation supervisors, demonstrate new ways to engage them in EAPs, and present tools that help them evaluate the performance and work behavior of the people they manage.

Dan Potterton is the COO for FEI Behavioral Health. He has more than 25 years of leadership experience in the crisis management healthcare and EAP/managed care industry.

For more than 30 years, FEI Behavioral Health has been delivering peace of mind to the workforce and their families through EAP, crisis management, and work-life services. FEI, which established the first national network EAP program, today offers its clients' employees and their family members with professional, user-friendly, 24-hour access to problem solving resources that result in better workplace productivity. In addition, FEI is an industry leader in crisis management. Its support for organizations confronted by catastrophes and workplace trauma includes a communications center that responds quickly to inquiries, as well as specially-trained mental health professionals who provide immediate information, intervention, and support. More information about FEI Behavioral Health is available at feinet.com.

To learn more about the Employee Assistance Professionals Association Annual World EAP Conference, go to eapassn.org.

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