



Board and Staff

Michael Vander Molen.

Pastor Steven Stroup

Leah Bruxvoort

Pastor Adam Goetzke

Jeanetta Nieuwsma

Medical Directors

Dr. Dave Fredrickson

Jill Konfrst ARNP

Director

Marilyn Van Mersbergen

Office Manager

Chris Van Kooten

Volunteers

Sandy Veenstra

Gloria Van Zee

Emma Van Wyngarden

Helen Poortinga

Kimmy Van Zee

Kelly Martin—intern

Understanding the Millennial's

By Marilyn Van Mersbergen and Kelly Martin

The Millennial Generation: what is it, who are they, and how do we deal with them? According to information received at a recent conference I attended this fall, they are those born between the years of 1982-2002, making them nine to twenty-nine years of age. As of today, there are an estimated ninety-two million individuals represented in this age group in the United States. As you may guess, the majority of the clients we see Pathways fall into this generation. Being part of the Baby Boomer generation, I need all of the help I can get to connect with this generation.

So what makes the Millennial Generation unique? The Millennials have experienced

an entirely different culture than those of us born before their time. They have been exposed to a technological and digital culture that has offered them opportunities such as computers, internet, social networking, cell phones, Ipods, etc. that those of us in the older generations were never exposed to at such young ages. They can instantly communicate with friends, family, teachers, and employers in a moment's notice. They have had the ability not only to watch television on many portable devices but, also, to pause and record shows that they can have at their own convenience.

Convenience. I

think that convenience is a very large factor affecting the Millennial Generation today. They have different people to talk to and different activities to do at their figure tips, at almost all times of the day. From my conference, I learned about studies that show that Millennials are quick to decide that they are bored. They rely heavily on first impressions and



are quick to judge individuals and activities on whether or not they will like them. Let's relate this back to watching

television. If one show does not interest them, they can change the channel in a matter of seconds. So here at Pathways, we are hoping to focus on grabbing their attention and keeping it, so they don't want to change the channel on us.

This generation also tends to be impatient and believe that they always deserve the best. With technology becoming ever faster and more accurate, Millennials are no longer wired to handle anything less. This makes it hard for them to not become frustrated when something doesn't go their way. Society today focuses on the individual. Just turn on the television and watch a few commercials. Every form of advertising, from commercials, to billboards and radio ads, consists of making the product be what is the "best for you," and promises nothing less than perfection for the customer. But what, you may be wondering, could the effects of these parts of society have on our Mil-



lennial Generation? It has been found that the Millennial Generation automatically believes that they have the right to things when and however they may want them. And, that they deserve the best of everything and feel that almost all situations should be focused on them. While all this may sound a bit harsh, it is definitely true. Millennials have been raised in a culture of creating ways to please, entertain, and pacify the individual in the fastest, most personalized ways possible.

Alright, so far in this article we have talked about many of the more negative aspects of the Millennial Generation and what we need to realize while working with them. But, there are many positive characteristics that they also obtain. First off, Millennials are very diverse thinkers. They are interested in investigating multiple ideas and different ways of thinking. This makes them much more open to

new ideas and to looking for what it is that they feel is truly right in the world. They are accustomed to the current education systems and prefer discovering, constructing, and customizing new knowledge. Millennials are still in the learning stage of their lives and their minds have been programmed to soak up all kinds of new ideas, when presented. By learning this information, it gives us hope that we can teach and make an impact on Millennials coming into Pathways.

From all of these findings about the Millennial Generation, we here at Pathways are looking at how to adapt our services to best support our Millennial cliental. We are aiming to find more ways to keep the attention of the Millennials and to keep them coming in for more help.



We have moved to 703 Main St.

Donations

We have been extremely busy with clients these last few months needing baby items and we are in the need of the following clothing:

Girls–

- 3-24 month winter,
- NB, 9-24 mo. sleepers
- 9-12 mo. blanket sleepers

Boys–

- 0-3 mo. 9-12 mo. winter,
- NB-3 mo. & 18 mo. sleepers
- 12 mo. blanket sleepers

Other items that we are in need of:

- Baby washes
- Shampoos
- Lotions

When a client is in need of an infant car seat or crib they have 3 education meetings with us and we give them a gift card from Wal-mart towards that item due to recalls and expiration dates. We would appreciate money to buy gift cards or gift cards themselves.

Thank you!

Donate Online

As we come to the end of the year, one of our greatest challenges is meeting budget. During this time of economic challenges we are grateful for the financial support we have received.

To date we are \$25,000 short of what we projected for our budget this year. If you would feel led to support us with a financial gift you can do so by:

- Donating online at www.pathwayspella.org

Simply click on the donation button and follow the simple instructions.

- Sending us a check at:
Pathways of Pella, 703 Main St. Pella, Iowa 50219
- Or sign up to be a monthly donor through automatic withdrawal from your specified account. To do this email:

chris@pathwayspella.org

Thank you and have a blessed Thanksgiving and Christmas.

See you next year.

Thank you.... Sponsors and walkers 2011

A big thank you to all of the walkers and the following businesses that supported our 5K Walk/Run. Because of your generosity we were able to raise over \$10,000 to use for the work of Pathways of Pella.

Precision Inc.

Lanser Home Services

Work Systems

Bruxvoorts Decorating

Branches Christian Store

Pella Regional Health

Vanden Bergs

Recker Dental Care

Salon Essence

Weiler



Pathways of Pella

703 Main
Pella, Iowa 50219

Phone: 641-628-4827
E-mail: pathwayspella@pathwayspella.org
www.pathwayspella.org



PATHWAYS
FALL FUNDRAISER
Friday, November 11,
2011
At Grace Fellowship
6:30 PM- appetizers, meal at 7:00 PM

Guest speaker is Pastor Roger Grandia, chalk artist with
Master Creation: Motivational Messages through Art.

For reservations please call Pathways at
641-628-4827 or email us at
pathwayspella@pathwayspella.org.
Deadline for reservations is November 3.

Pathways of Pella