

**For Immediate Release**

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**BEST-SELLING AUTHOR TO DISCUSS TROPHY KIDS AT BUSINESS PLUS LUNCHEON  
GREELEY, Colo.(2009-10-13 00:00:00.0)**

**GREELEY, Colo.**– Ask best-selling author Ron Alsop about the Millennial Generation, born between 1980 and 2001, and he'll describe them in two words: Trophy Kids. They're 92 million strong, and are preparing to enter the workforce. "And they represent the biggest management challenge to the business world," Alsop says.

"Trophy Kids Go To Work" is Alsop's topic as the keynote speaker for the Business Plus Speakers Series luncheon on November 10 from 11:30 a.m.- 1 p.m. The event takes place at the University of Northern Colorado's University Center Ballroom in Greeley.

Alsop is a former reporter and editor for the Wall Street Journal and author of eight books, including the new *The Trophy Kids Grow Up: How the Millennial Generation Is Shaking Up the Workplace*.

Alsop describes Trophy Kids as a complex generation with conflicting characteristics. They want the freedom and flexibility of a virtual office, but they also want rules and responsibilities. While hard working and achievement oriented, this generation doesn't seem to excel at leadership and independent problem solving.

"The Millennials represent a new breed of employee, and Ron Alsop will shed light on how we can maximize their potential as employees at this luncheon," said Professor Lynn Karowsky, director of the Monfort Executive Professor Program at the University of Northern Colorado's Monfort College of Business. Monfort College of Business, the University of Northern Colorado Foundation and Northern Colorado Business Report sponsor the luncheon series.

Other Business Plus Speaker Series events include the Monfort College of Business Entrepreneurial Challenge and Luncheon on March 25 and the Women in Business Forum: Money, Management, Marketing & Me on April 14. The cost of the luncheons are \$20. For more information visit [www.uncalumni.org/events](http://www.uncalumni.org/events).

**About the Monfort College of Business**

The Kenneth W. Monfort College of Business at the University of Northern Colorado focuses exclusively on excellence in undergraduate business education. This unique focus has led to national and international recognition for the College including becoming the first and only business program to receive the Malcolm Baldrige National Quality Award from the Office of the President of the United States, and the only undergraduate-only program worldwide to be accredited by AACSB International in both business and accounting. Over six successive years Monfort's graduating seniors have scored in the top 5 to 10 percent on nationwide standardized exit exams. Students earn a degree in Business Administration with emphasis options in accounting, computer information systems, finance, general business, management, or marketing.

For more information, visit Monfort's Web site at [mcb.unco.edu](http://mcb.unco.edu).