

# HRGPC: JANUARY 11<sup>TH</sup>, 2018 PROGRAM AND NETWORKING RECEPTION

## **Generational Differences in Giving** **Guest Speaker** **John W. Martin, CEO and Managing Partner** **SIR's Institute for Tomorrow**

*Sponsored by:*  
*Tidewater Jewish Foundation*

### **PROGRAM TIME**

3:45pm – 4:00pm: Networking/Beverages

4:00pm – 5:00pm: Seminar

5:00pm – 6:00pm: Networking/Beverages

### **PROGRAM DESCRIPTION**

Philanthropy and gift giving will change more in the next 5 years than it has in the last 50. To understand these changes, we need to first understand the two incoming generations driving it. The Millennials and GenZ. In this entertaining and thought-provoking presentation, John Martin will explore both generations and how they will redefine philanthropy forever. John Martin is professional speaker, futurist, generational expert, award-winning author and managing partner of SIR's Institute for Tomorrow. For industry leaders, John's presentation is a must-see, and attendees will leave with actionable insights they can put in place today to be more successful tomorrow.

### **ABOUT THE SPEAKER**

Search Google for "intellectually curious" and you're bound to find John W. Martin. He is one curious guy. It's no surprise that he's well-informed, thoughtful, insightful, and a natural leader. In the early 2000s, John left corporate marketing — after almost 20 years in the advertising agency business — to take over SIR from its founders.

In the years since, John has built SIR into the most well-respected research and consulting firm in the region. Clients frequently tell us they would hire no one else, now that they have benefited from engaging SIR on a project. Most of that is due to John's ability to identify the core issue and direct his band of inquisitive minds to dig hard for solutions. Clients say he's smart. His co-workers know he's kind.

John is also a gifted keynote presenter (visit the [Institute of Tomorrow](#) to see) and a remarkable leader of SIR. He is on several nonprofit and community boards and, when he's not in front of a whiteboard mapping something out, he spends time making both RVA and Norfolk better places for everyone.

### **LOCATION**

Cavalier Golf and Yacht Club (off Laskin Road and Birdneck), 1052 Cardinal Road, Virginia Beach, VA

### **RSVP**

RSVP by 5pm on January 10<sup>th</sup>, 2018 to Sandi Ayres, HRGPC Administrator, at [sayres@hrGPC.org](mailto:sayres@hrGPC.org)

### **REGISTRATION FEE**

There is no charge to attend for current HRGPC members. The registration fee for HREPC and AFP members is \$20. The non-member charge is \$30 – checks or cash only please. Checks are payable to HRGPC.

**Hampton Roads Gift Planning Council**