ONLINE MEDIA KIT

DR. RICK CHROMEY

Keynote Speaker
Bestselling Author
Trainer
Podcast Host

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Introduction

A look into the life and work of Dr. Rick Chromey and the journey to GenTech

The story of GenTech is an idea that Dr. Chromey noodled for over three decades. It started with his fascination as a 20-something youth pastor in generational theory--particularly the writings of Neil Howe and William Strauss. He yearned to help parents and leaders in his church and community understand why the kids were the way they were, and what could be done to better nurture, teach and lead them. As his research of generations deepened, Rick began speaking and writing on the topic. Later, as an education professor, he taught youth ministry and human development courses. It was in the classroom--and the conversations they created--that Rick's own unique generational ideas gelled.

Throughout his life Dr. Chromey has always been a technology nerd and cultural history nut. He grew up watching television (*Gilligan's Island, Bonanza, Brady Bunch, Happy Days*, M*A*S*H) and listening to music (his music collection is around 15,000 albums). Rick loves stories, biographies and docudramas. He enjoys yard sales, thrifts, fleas and pawns. Consequently, he collects unique cultural memorabilia, from Top 40 songs (between 1955 and 1990), season one television shows (since 1950), baseball history, and antique technology, books, periodicals, newspapers and media. In another life, he'd probably be a picker (collector, or gatherer of antiques or other memorabilia), but for now he's content to write, vlog and podcast about his discoveries. He has a story for every piece in his collection.

Cultural Language Theory

In the mid-2000s, Chromey pursued a doctoral degree in emerging culture and leadership. In this epic journey of the mind, he first conceived and expanded an idea he called "Cultural Language Theory." This theory proposes that culture changes when their cultural languages shift and cultural languages shift when certain, unique "mega-techs"--which emerge approximately every 500 years--rise and find cultural traction (or a tipping point). He noted how a half millennium ago, the technologies of the printing press, mechanized clock and the scopes (microscope and telescope) transformed a "Dark Ages" culture into Renaissance, Reformation, Enlightenment, Industrial and Print ages. This epoch of history is commonly known as "modernity."

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However, he also observed how 20th century post-modern "mega-tech" technologies like television, cell phones and the Internet were flattening culture into a new F-A-T (fluid/fast, accessible, temporary/transparent) world. These "mega-tech" technologies were transforming culture and creating new cultural languages that subsequently produced digital, cyber and visual classrooms, workspaces, entertainment venues, churches and businesses.

Generations formed by emerging technology

When he mixed his thoughts on cultural languages, technology, generational theory and human development, a new captivating idea emerged. What if we weren't Boomers, Xers, Millennials or Gen Z at all? Since these monikers made little sense and only created confusion, there had to be a better perspective. And that's when it all came together into one cohesive thought: every generation is framed by an emerging technology that had its tipping point during their "coming of age" years (ages 10-25). Furthermore, these technology generations are more fluid. We are naturally part of two technological generations. Consequently, we are:

NOT Boomers. Rather, those born in the 1940s and 1950s comprise the late Vinyl Record (1930-1950), Television (1940-1960) and early Space (1950-1970) generations.

NOT Gen Xers. Rather, those born in the 1960s and 1970s comprise the late Space (1950-1970), Gamer (1960-1980) and early Cable Television (1970-1990) generations.

NOT Millennials. Rather, those born in the 1980s and 1990s comprise the late Cable Television (1970-1990), Personal Computer-Cell Phone (1980-2000) and early Net (1990-2010) generations.

NOT Gen Z. Rather, those born in the 2000s and 2010s comprise the late Net (1990-2010), iTech (2000-2020) and early Robotic (2010-2030) generations.

In *GenTech: An American Story of Technology, Change and Who We Really Are*, Dr. Rick Chromey's most recent bestselling book, (Morgan James Publishing, 2019) he charts these technological generations back to 1900. However, there's emerging evidence that transportation and communication technology--like railroads, telegraph, photography--shaped American generations even further back, to the very founding of our country.

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So stay tuned. The story of America's love affair with technology is what names and frames our generational personality. It makes perfect sense.

We are generations of technology.

We are GenTech!

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Dr. Rick Chromey – Biography

Dr. Rick Chromey is a popular speaker on topics related to cultural analysis, leadership, teaching, parenting, motivational theory and faith, penning twelve books, including three best-selling titles.

He has written for leading periodicals on children, youth and family and travels internationally to speak at conferences, conventions and other leadership events as "the Original Edu-trainer!" It is a title that fits him perfectly because audiences rave about his ability to create smiles while blending in powerful insights and amazing ideas.

Besides a master's in education, Dr. Chromey also holds an earned doctorate in Leadership and the Emerging Culture from George Fox University and is an award-winning Toastmaster. He's taught full-time and served as an adjunct for several colleges and universities. Rick's ability to translate topics and re-imagine information into memorable nuggets of insight has made him a popular instructor and trainer. Dr. Chromey's holds special expertise in emerging culture, leadership contexts, motivational theory and creative communication.

Rick is at his best when training people to be highly-motivated, productive and creative. His fast-paced, interactive and fun workshops are guaranteed to spark fresh insights and ideas in your team, staff or group. He also speaks to children and teens about overcoming adversity, living their dreams and enjoying life "hakuna matata" (based upon his training work in Africa).

On a personal level, Dr. Chromey is a small-town Montana native who understands unique challenges in life--whether in school, home or work. He has learned to rise above conflict, navigate change and encourage optimism.

"Every obstacle holds opportunity and every problem is pregnant with possibility! After all, anyone can play a good hand but few get dealt such fortune. Most of us draw deuces not diamonds, jokers not jacks. The secret (and joy) to a full life is to take the hand you're dealt and turn it into a winner!"

— Dr. Rick Chromey

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In his spare time, Rick enjoys exploring the Great Northwest with his wife Linda, riding his Harley, watching baseball, writing and listening to his very large vinyl record collection. He lives with his wife Linda in Star, Idaho.

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Quotes from Dr. Rick Chromey

Changes in Technology

"Technology not only changes...it changes us. Every culture speaks out of its technology."

"Roughly every 500 years we experience a technological shift that rearranges and reinvents a culture...we are currently experiencing such a shift."

"Every generation has it's 'comfort tech.' Like 'comfort food,' this tech is what defines us, empowers us, personifies us."

"Technology is neutral but its power to influence and change is not. Indeed, every great cultural shift has been due to a technological advancement. Technology is how we view our world, understand our culture, enjoy our hobbies, interact with our family and friends. It's how we learn, shop, entertain, work and worship."

Covid-19 and Technology

"Covid-19 is our 'blue screen moment'--a moment when everything we thought to be certain no longer is. This tiny virus has rearranged how we shop, dine, school, connect and worship."

"For the iTech Generation (born 2000-2020), this cohort of kids will be defined by America's two greatest economic tragedies: the September 11, 2001 terrorist attacks and the 2020 Covid-19 pandemic. This bunch of kids have grown up in a mostly recessive economic world."

Future Generations

"The Robo Generation, born since 2010, is America's newest generation. They will cut their teeth on emerging H.A.I.R. (holograms, artificial intelligence, robots) technologies that will find their tipping point in wider American culture during the 2020s."

"The year 2055 will be the last year the Robo generation comes of age. Now in their mid-20s to 40s, the technologies that framed their youth--holograms, artificial intelligence and robots--will dominate America. It's a world that we cannot even imagine."

"If you think things have changed drastically and quickly since 1990, the next 30 years will blow your mind. Imagine a world of self-driving vehicles, robot first responders,

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drones the size of taxis and ants, holographic vacations and concerts, and a world where everything is "smart" and digital--your clothes, home, library, entertainment and workplace."

"The Net, iTech and Robo Generations (all born since 1990) will lead the way in reinvention and reimagination. As an old modern, analog and print culture crumbles and disappears, a new postmodern, digital and cyber world will emerge. It'll fully be present by 2035...just as the last modern generation (born pre-1960) slips into history."

Generations and the Workplace

"Every generation communicates differently--and largely out of their pet technologies. It's why a 60-something prefers snail mail while a 30-something likes to text. It's why a 40-something will email and a 20-something will use Snapchat or Marco Polo."

"When we view certain cohorts through technology, we gain better insight and application for generational interaction (via their “coming of age” technology). It’s why a Boomer raised on vinyl records, television and space travel is vastly different than a Millennial who matured on personal computers, cellphones and Internet. These older tech generations are naturally more analog, boxy, aural and print driven while younger tech generations are intuitively more digital, fluid, visual and cyber driven. Technology is the driver."

“Every working generation matures through three predictable phases: in our youth there's inexperience (requiring validation), in young adulthood there's competence (needing empowerment) and in middle adulthood there's expertise (demanding respect). This is why new, inexperienced “need to be heard” young employees spark fireworks when they interact with a tenured, skilled older worker or manager (wanting respect). One wants validation and the other desires respect."

"Too often generations, particularly in the workplace, view different generations through negative views rooted to their own insecurities. The young employee doubts their understanding and skill sets...and wants *freedom,* while the older worker is anxious about their future and relevance...and desire *control*."

"Change happens at any age. We spend our whole lives changing. *Jobs. Careers. Marriages. Kids. Homes. Vehicles.* In fact, the body changes quickly after 50. We wrinkle, gray, bald and ache more...and some die. Its why older workers begin to consider options. Young people can adapt and adopt because it’s less painful. They have less history (tradition) to battle. They have less to lose. Youthfulness blinds us to reality. It emboldens tendencies to risk, fight or flee."

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Generations, Culture and Society

"We aren't Boomers, Xers, Millennials or Gen Z... those labels carry little to no meaning. But when I say you're part of the Television or Space or Net or ITech Generations, you know what I mean. When I connect you to the technology that guided your coming of age years, you remember! We are generations of technology. We are GenTech!"

"Every generation comes of age. Between our 10th and 25th birthday, we mature biologically, emotionally, spiritually and cognitively. And the technology that's predominant in that coming of age will mark us for life. It will give us a generational personality."

"Every technology that changes us had a cultural tipping point. It's that moment when more of us were using that technology than weren't. Radio tipped in the 1930s. Television tipped in the 1960s. The personal computer and cell phone in the 1990s. And the smartphone in the 2010s."

"I'm fascinated with obsolete technology. This was technology that used to be familiar and vital but now no longer works for us. Film cameras. Fax machines. Rotary landline phones. VCRs. Cassettes. 8-Tracks. Our culture is littered with technology that tells the story of who we really are. We just have to look and listen."

"We've been led to believe the generation gap is the problem, but it's not. Most differences are rooted more to our place in life than cultural preferences. The Beatles and Johnny Cash remain popular among kids while older folk enjoy Facebook, Netflix and Zoom. Our hair style, fashion and tastes in music, movies and art reflect a moment in time. It's why nostalgia sells."

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Story Ideas for the Media

- How to transform your Covid mindset from fear to opportunity
- How Covid-19 has transformed how we educate
- Why the labels we give generations don't work
- How to explore generations with an open mind
- Why clarity is important to moving into the new tech era
- 10 tips on how to teach the iTech Generation
- Why the coming of age years determine our generation not our birth date
- 10 tips for teaching your kids about generations
- How to choose your generation: look back

Business Story Ideas (and many more can be tailored to the industry you cover)

- How to transform your business mindset from "victim" to "abundance" with Covid-19
- How Covid-19 is pushing our technology use forward and its effect on generations
- Dr. Chromey's story of overcoming business loss from Covid-19
- The top three challenges people face when exploring generations at work
- The generational myths debunked
- How to increase productivity at work through rethinking generations

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Interview Questions and Answers for Dr. Rick Chromey

Q: How was the passion and purpose of GenTech created?

A: GenTech" didn't happen overnight. Like all great ideas, it spent years germinating, distilling, cooking and growing. In the early 1990s, as a professor of Christian education, I taught courses on youth culture and human development. As part of these classes I introduced generational theory, particularly the ideas of Neil Howe and William Strauss (*Generations* [1991]). I also began to speak, train and consult on an emerging generation, known at the time as Gen Y and later, the Millennials. In the late 2000s I noticed how a new generation (called by many as Gen Z) was particularly wired by the "i" technologies: iPod, iTunes, iPad, iPhone. It's why I nicknamed them the iTech Generation. In my doctoral studies I focused on how technology influenced cultural languages--how we interacted through play, work, worship and learning. I then started to loosely formulate how technology seemed to guide generations, particularly the technology that we "come of age" experiencing (between the ages of 10 and 25 years old). A few years ago, I laid down a working theory on GenTech and posted it to Facebook. The response was phenomenal, and I learned that I was on to something fresh, something better, than naming generations by the alphabet.

And GenTech was born.

Q: What and who inspires you?

A: This is a bit hard to answer because I draw inspiration for life and work through many different windows. My life has always been grounded to faith and so I've always found wisdom, blessing and hope through God's Word. I love the stories of the Bible, in particular, but also enjoy all great works of wisdom. I'm also inspired by beauty, agility, design, grace and love. I even find some inspiration in failure, trial and darkness. You can't paint a beautiful picture without the blacks and blues and reds. We need the shadows to know there is a light that still shines. Some of my best writing bubbles from my pain, angst and fear.

Q: Who are your mentors and resources that have supported you on your journey?

A: Most of my mentors have come through either the church or school. I had early teachers (like Ann Rapkoch, Mike Ovenell, LaVonne Simonfry and Dee Chadwick) who pushed my writing and speaking skills. I've had religious mentors like Ron McConkey, Donna Ferdinand, Dan Cravatt and Jack Cottrell who've shaped my faith. Probably the person who forged this path to GenTech the most was my doctoral mentor: Dr. Leonard Sweet.

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I have many other thought leaders who inspire me. I read widely and deeply on history, technology, religion, culture and education. I'm a naturally curious person. I want to know WHY and HOW. It's probably why I have a theory for just about everything under the sun. I enjoy PBS, the History and Discovery channels, particularly shows like *American Pickers, Pawn Stars* and *Antique Roadshow.* GenTech was helped a lot by these shows.

Obviously, the work of Jean Twenge (*Generation Me, iGen*), Neil Howe and William Strauss (*Generations, 13th Gen, Fourth Turning, Millennials Rising*) have been influential, but so has the deft cultural exegesis of people like Seth Godin, Malcolm Gladwell and, again, Leonard Sweet.

Q: What have been your biggest obstacles and challenges

A: I was born into a lower middle-class family from a small town in central Montana. I was average-looking, horribly unfashionable, and short from the start. Consequently, I was bullied, ignored, forgotten and ridiculed as a kid. I learned quickly that nothing comes for free. If I wanted something--especially an education or opportunity--I had to act bigger than who I was. I had to also work harder than others to get it. I faced obstacles (like being abandoned by my mother) and challenges (like poverty) that could have crippled me, but I chose instead to be creative, optimistic and persistent.

As a result, I found people open to my gifts to communicate (writing, speaking, art, photography). I learned to network and leverage relationships. I remained committed to becoming the best version of me that I could be. It's why I went to college, then grad school and eventually doctoral work. It's why I wrote my first nationally published book at 25 years of age. It's why, even at 57, I still believe my BEST days are ahead of me. I don't have time to look back, let up or give in. Life is too short, troubles too brief and stuff too temporary to miss the brass ring looking back or around at my circumstances. Today is always a NEW day. Do something. *Anything*.

Q: What has been the 'one thing' you have learned that has made a difference in your journey?

A: Grace. I've learned how to live a life of Grace. That means owning my junk, accepting my faults and living with my mistakes and failures. The Greek word for "grace" is "*chari*." It's the root to words like *character* and *charismatic*. I guess I just want to leave this world better than I found it...with a bit of flavor and a smile.

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Q: What are the top 3 things that you would like (listeners/viewers) to take away from today's chat?

A: That we need a national conversation on how we frame and name generations. That technology is a primary driver for who we are, collectively, and how we interact. That we all have a story. This one is mine.

Q: How can our audience get in touch with you, and where can we find the book?

A: The link to purchase the book is: https://rickchromey.com/the-book-gentech/ and I can be reached through my website at: https://rickchromey.com/ or email Rick@RickChromey.com and my phone number is (208) 914-1404 for speaking, training or interview requests.

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On Air Introductions - :30, :60

:30

Dr. Rick Chromey has been acknowledged as an expert in generational theory. An influential thought leader, he is an international keynote speaker, virtual and in-person trainer and workshop provider. Rick is the author of seven books, including his newest bestseller, *GenTech: An American Story of Technology, Change, and Who We Really Are* (Morgan James Publishing, 2020). He has been interviewed on network television across the country, on top podcasts like The Jeff Bullas Show and has been featured in national publications.

In 2017, he founded MANNA! Educational Services International to inspire and equip leaders, teachers, pastors, and parents. Rick holds a doctorate in leadership and emerging culture; and travels the U.S. and world to speak on culture, faith, history, education, and leadership.

:60

Dr. Rick Chromey is a cultural explorer, social historian, generational futurist and international keynote speaker. A best-selling author, he has penned over a dozen books on leadership, natural motivation, creative communication, and classroom management. His most recent work, *GenTech: An American Story of Technology, Change, and Who We REALLY Are* is now available online and in bookstores everywhere. His book is an engaging romp exploring why labeling people by when they are born, like “Baby Boomers” and “Millennials” just doesn’t work!

Instead, Dr. Chromey explores the technology we use during our “coming of age” years between 10 and 25 years-old. Learning where people fit and the assets they bring through technology that changes lives, whether in the boardroom or classroom.

Rick has served as a pastor, professor, speaker/trainer, and consultant, working in the nonprofit and corporate sectors. In 2017, he founded MANNA! Educational Services International to inspire and equip leaders, teachers, pastors, and parents. Rick holds a doctorate in leadership and emerging culture; and travels the U.S. and world to speak on culture, faith, history, education, and leadership topics. He has been interviewed on network television across the country, on top podcasts like The Jeff Bullas Show and has been featured in national publications.

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Speaker Information

Education and Leadership

"AN ENTERTAINING ENERGETIC, GIFTED AND POWERFUL SPEAKER!"

Dr. Rick Chromey speaks all over the world on a variety of topics covering education and leadership, in a variety of ways. From keynote speeches created just for your group, to a generations workshop designed exclusively for you – the experience will leave your attendees wanting more. He has new topics surrounding his newest bestselling book, *GenTech An American Story About Technology, Change and Who We Really Are* (Morgan James Publishing, 2020) designed to bring insight and education around how we teach in the classroom, the boardroom, and how we can create strong teams in the workplace by rethinking generations.

Newest keynote keeps it fresh

Newest keynote speech for Dr. Chromey introduces a fresh way to look at generations taking the audience on a fun, historical review of the technologies that made us who we are, and how by changing how we look at generations, we might just change everything.

Key takeaways are:

- Why generations based on the year we are born don't work
- How to leverage tech consumed between the "coming of age" years of 10 to 25 years old
- Messaging to employ to reach certain generations based on consumed technology

(more)

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New workshops – read on!

New "GenTech" workshops to further teach on the unique nuances of certain generations include:

- *Generations: Understanding Who We Really Are****
- *GenTech: How Tech Shapes Generations****
- *GenBoom! Understanding the Boom & Gen X Generations*
- *Generation NExT: Understanding Millennials*
- *Reaching the iTech Family: Understanding Millennial Parents*
- *Rise of the iTechs (Born 2000-2020)*
- *Meet the Robos (Born 2010-2030)*
- *Teaching in an Environment of Change*

***Keynote address or workshop title

Learn more about these workshops by clicking here.

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Speaking Testimonials

> *No place for typical sleepiness or boredom...people are encouraged and changed. Rick had them wanting more. He was informative, relevant and entertaining. The conference attendees were lined up in the hallway trying to get into his workshop."*
>
> *— Michelle Asous, Preschool Teacher Adventure Conference, Houston, TX*

> *What a great time of laughter and tears as we grew together as a team....He was able to share powerful and relevant information to encourage and train us to better serve the children and parents...I would highly recommend Rick!"*
>
> *— Linda Byron, event planner, Bakersfield, CA*

> *It was a delight...and an asset...to have [Rick] at our events..."*
>
> *— Dr. Deborah J. Miller, Association of Christian Schools International*

> *Dr. Chromey is a person of great initiative, industry, integrity, and innovativeness. He is especially gifted in cultural exegesis, and brailles the culture for new trends and movements with savvy and skill."*
>
> *— Dr. Leonard Sweet, author/speaker and historian*

> *Rick's presentations are interesting, insightful and packed full of information...quite honestly, he's a one-man show! I highly recommend Rick as a consultant and trainer."*
>
> *— Diana Papili, owner/trainer, Results From The Inside Out, Boise, ID*

> *Rick has a way of weaving humor and soulfulness into his stories of success, achievement and living a better life."*
>
> *— Jason Romrell, Toastmasters International*

> *[Rick] absolutely hit a home run with [his] cultured discussion...[he] reinvigorated my passion to work with those who have made poor decisions leading to addiction, homelessness and prisons..."*
>
> *— David Paul, counselor at Centennial Job Corps, Nampa, ID*

> *Without a doubt, Dr. Chromey is an entertaining, energetic, gifted and powerful speaker. His teaching style is refreshing, motivating and fun! He had over 100 of us on the edge of our seats wanting more for two days. You know he is a good speaker when people are still discussing the message, he gave three or four weeks later...I'm pleased to recommend Rick for any speaking engagement or leadership coaching role."*
>
> *— Nathan T. Wyatt, Business Consultant and Strategist, Boise, ID*

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> *Rick has the engaging style of a well-trained professional, an experienced leader...his teaching style hists home since he speaks in practical, easily understood terms...his workshops are always well attended."*
>
> *— Dr. Franklin Dumond, Mission and Ministry Summit*

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Book Overview for GenTech (One Sheet)

Description of the book: Every twenty years a new generation rises, but who and what defines these generations? And could current generational tags mislead and miss the point? In this insightful and engaging analysis of technology history since 1900, Dr. Rick Chromey offers a fresh perspective for understanding what makes a generation tick and differ from others.

Within *GenTech*, readers learn how every generation uniquely interacts with particular technologies that define historical temperament and personality and why current generational labels are more fluid than fixed, and more loopy than linear. Consequently, there are generational constellations that emerge, each containing four, twenty-year generations that overlap, merge, and blend: The Audio Generations (1900-1950) Transportation-Telephone Generation (1900-1920), Motion Picture Generation (1910-1930), Radio Generation (1920-1940), Vinyl Record Generation (1930-1950) The Visual Generations (1940-1990) Television Generation (1940-1960), Space Generation (1950-1970), Gamer Generation (1960-1980) and Cable Television Generation (1970-1990) The Digital Generations (1980-2000) Personal Computer-Cell Phone Generation (1980-2000), Net Generation (1990-2010), iTech Generation (2000-2020), and Robotics Generation (2010-2030). Dive in and revel in this exciting, compelling, and novel perspective to understanding recent American generations with *GenTech*.

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Distribution: Printed books produced by Morgan James Publishing, and will be distributed by Ingram, Baker and Taylor and other distributers to be determined for independent retailers. The book is available across the country in various independent retailers and online everywhere.
ISBN: 978-1-64279-671-1 paperback (Perfect Bound Soft Cover $19.95)
ISBN: 978-1-64279-672-8 (e-Book now available, launched February 4, 2020, and a best-seller campaign will launch in March)
Library of Congress Control Number: 2019907495

Marketing: A full marketing and public relations campaign is ongoing for *GenTech*, including social media channels and a website: www.mygentech.us now re-directing to www.rickchromey.com. A book tour online and in-person is ongoing for retailers, clubs and more. The author has created an 18-minute speech (TEDx-style) for the book with visuals for all appearances and a media campaign began booking in January 2020 for media interviews that will be ongoing.

Praise for GenTech

> *In GenTech: An American Story of Technology, Change and Who We Really Are, Rick Chromey does far more than remap generational categories bequeathed to us by conventional theorists. He gives us a new way to think about generational identity as a whole, demonstrating the shaping influence of technology on age-related cohorts. He rightly argues that generational identity and personality are guided as much by the technologies we use as by key historical events. The book is poignantly insightful and richly illustrative…a must-read for those who wish to deepen their understanding of our time and place in history."*
>
> *— Dr. Charles J. Conniry, Jr., Vice President of Academic Affairs, Western Seminary*

> *The generational labels provided in many books and articles have always confused me. Rick Chromey's more dynamic view of generations makes much more sense to me and better explains who I am, how I see the world, how I communicate, and, more significantly, how all of us relate to others from different technological generations. GenTech is especially valuable for leaders of churches, groups, ministries, and businesses."*
>
> — Michael C. Mack, author, *Christian Standard* editor, and founder of SmallGroupLeadership.com

> *Whether you're a technology nerd or wizard, this intriguing book will help you connect the digital dots. You'll see how technology is profoundly shaping our culture—and you, like it or not. Plus you'll discover how technology affects each generation differently, for better or worse."*
>
> — Thom Schultz, Founder and president, Group Publishing, Author, *Why Nobody Wants to Go to Church Anymore* and Filmmaker, *When God Left the Building*

> *GenTech presents a fresh way to define the different generations and the major influences that have framed their personalities. Dr. Chromey identifies the various technological changes that have shaped the generations and shows why "overlap" and "fluidity" is important to truly understanding who they are. It is well documented and filled with personal stories that will engage the reader."*
>
> — Dr. Gary B. Zustiak, Director of Counseling and Pastoral Care for Ozark Christian College

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> *Rick Chromey is a gifted writer and communicator! His study of 'generations' and how they interact with the culture of today and societal change is quite interesting. He writes with passion, deep study and humor."*
>
> — Jason Romrell, Toastmasters International

> *Rick Chromey is a gifted writer and communicator! His study of 'generations' and how they interact with the culture of today and societal change is quite interesting. He writes with passion, deep study and humor.*
>
> — Sherri Uhrig, Children's Ministry Director (North American Division of Seventh-day Adventist Church

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