



**Eagle Council XLVIII**

**Friday, 9/20/19**

**11:00 am**

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**PANELISTS: McKay, Glyn** - Glyn (Wright) McKay joined the Club for Growth in July of 2016 as a field director. From 2011 to 2016, she served in Eagle Forum's national office as legislative director and then executive director. She is a graduate of Baylor University. Glyn resides in Arlington, Texas, with her husband, and her two sons.

**Jarrell, Bethany** - Bethany is the former Legislative Director for Texas Eagle Forum and was an intern for TEF during the 2017 Legislative Session. Bethany received her Bachelor's in Communication from Thomas Edison State University and will graduate with a Master's in Strategic Communication in December 2019. Bethany is Business Director of her family-owned general contracting company Jarrell Signature, Inc.

**Hasler, Kirsten** - Kirsten is the Washington, D.C. Executive Director for Eagle Forum. She is a graduate of Hillsdale College with a Bachelor's in Economics. Prior to joining Eagle Forum, Kirsten worked in Governor Scott Walker's administration. Most recently, Kirsten was the Executive Assistant and Scheduler for former Congressman Keith Rothfus, where she had an integral role in facilitating the Congressman's agenda.

Kirsten is an active member of her church and volunteers at a crisis pregnancy center in Northern Virginia. A native of Central Wisconsin, she currently resides in Arlington, VA with her husband and young son.

**Title:** *A Millennial's Perspective: Holding Traditional Values in a Post-Traditional World*

#### **Glyn: Overview**

- My (short) story
- The need/opportunity
- The how

#### **Bethany: Generation Summary**

- Numbering over 83 million, Millennials are the fastest-growing, most diverse generation of consumers in the United States. Millennials are also known as Generation Y and Echo Boomers.
- Born between approximately 1977-1995 This means the oldest millennials are around 42 years old and the youngest are approximately 23.

- Every generation has been marked in some fashion by a significant historical or traumatic event. The World Wars, Korea and Vietnam, The Cold War. The Millennial generation is marked by the attack on 9/11. Those born In the later 90s are not able to process the significance of 9/11, marking them as members of Gen Z or the iGen. WSJ article vs NYT article
- Value Systems and Priorities -
  - Visual Learners - high value on presentation
  - Most connected generation in history - values are connectedness, shared goals, and communication
- Moving to Action
  - Scholars have been studying voter turnout and one researcher explained there were two kinds of voters, habitual voters and habitual nonvoters. The principle of inertia working here in favor of objects in motion and against objects at rest. So what creates inertia? The forward movement that pulls or pushes people into action.

**Kirsten: Practical Application; Getting a younger generation excited about Eagle Forum**

- **Educate a younger audience on conservative values – HOW?**
  - Podcasts
  - Events with partner organizations
  - Debates—consider providing childcare
  - Daily Blogs on various outlets
  - Books discussions
  - Mentorship/Internships
  - Seek out allies in local political offices/non-profits/business community