

LI People ON THE MOVE

LAW

Harris Beach in Uniondale has hired three new associates.



Sandy Milord of Valley Stream was an assistant corporation counsel at the New York City Law Department in Manhattan.



John Anzalone of West Islip was a senior associate at Brown & Altman in Melville.



Hillary Gunther Link of Manhattan was general counsel at Shamps Beverage in Manhattan.

ARTS



Marie Saint-Cyr of Wyandanch has been hired as a program associate at **Westbury Arts** in Westbury. She is a recent graduate of the Fashion Institute of Technology in Manhattan and participated in the Downtown Brooklyn Arts Management Fellowship program.

AEROSPACE



Constantine Petropoulos of Plandome, vice president and general counsel at **Park Electrochemical Corp.** in Melville, has been promoted to senior vice president and general counsel.

FINANCIAL ADVISERS

Kuttin Wealth Management — Ameriprise Financial Services Inc. in Hauppauge has four new hires.

Ashley Morrone of Mount Sinai, a client service associate, was a financial director at EOS Fire Protection Inc. in Coram.

Scott Hlatky of Nesconset, a business development specialist, was owner of Plan for

Greatness Consulting in Nesconset.

Keriann O'Keefe of Miller Place, a client service associate, was a medical assistant at Bay Family Medicine in East Islip.

Elaine Guerrero of Miller Place, a receptionist, was a manager at ATM Anthony Thomas Melillo, East Hampton.

NONPROFITS



Colleen Levy of Bayport has been hired as an accounting specialist at **E&I Cooperative Services** in Jericho. She was a bookkeeper/airline auditor at Accommodations Plus International in Melville.

GOVERNMENT



Joe Gill of Glen Cove has been hired as treasurer of the **Village of Hempstead**. Previously he was clerk and treasurer of the Village of Great Neck.

BANKING



Marc Perez of Northport, New York City/Long Island regional executive for consumer banking at Bank of America in Melville, has been promoted to managing director; market executive at **Bank of America Private Bank** in Melville.

ADVERTISING



Jim Pasqualone of Long Beach has been hired as senior director of digital growth at **EGC Group** in Melville. He was senior director of paid media at Wpromote in Melville.

— DIANE DANIELS

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Recruiting 'Gen Z' into the workforce

Employers trying new ways to tap a pragmatic group

TNS

When AT&T recruiters compete for talent on college campuses, they want to show how the old telephone company has become a modern media firm. So they let students wear high-tech goggles and take a "virtual reality" walk through a typical day on the job. The employer also uses video interviews, texts and Snapchat to connect with potential young hires.

"With Gen Z we have to show them rather than just talking about it," said Michelle Jordan, an assistant HR vice president.

Move over, millennials. The next generation is making its way into the workforce, and employers are taking note.

The first wave of Generation Z, those born after 1996 and 60 million strong, will start moving from college to career this year. These workers from the first post-9/11 generation have grown up with social media and smartphones, watched their parents go through the housing bust and Great Recession, and come of age amid political polarization and soaring college debt. It's little wonder they're pegged as anxiety-ridden, but experts say they're also independent and pragmatic.

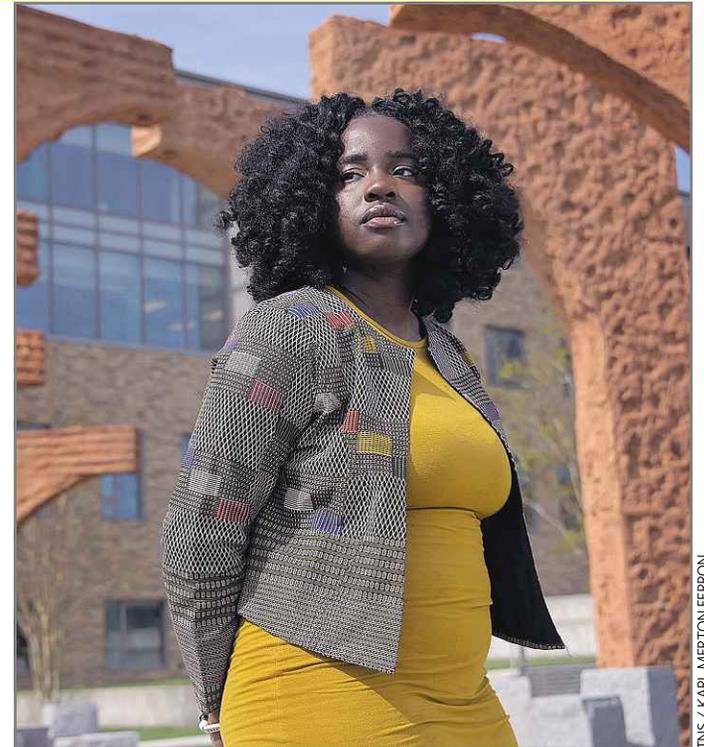
Dramatically different

Gen Zers are expected to distinguish themselves in multiple ways from millennials, those roughly in their mid-20s to late 30s.

"They grew up in a dramatically different era," said Roger Casey, president of McDaniel College in Westminster and an expert in generational issues.

Gen Z workers will want what everyone else wants, he said, but "they will ask for it. It's true of millennials, and we will see that even more with this next generation."

They're expected to place more emphasis on financial security, flexibility and workplaces reflecting the diversity of their



Anna Gifty Opoku-Agyeman, 22, calls her generation very "vocal."

TNS / KARL MERTON FERRON

schools and peer groups.

Anna Gifty Opoku-Agyeman, a math major who graduates this month from the University of Maryland, called her generation "vocal": "We say what's on our minds, and we say it loudly, maybe too loudly. We're not keeping our heads down and . . . if there's a problem ignore it. No, if it's a problem, let's address it."

To woo young talent, employers are offering flexible career paths, virtual internships and tuition assistance, and tailoring recruitment and training to appeal to a group accustomed to learning from videos and online.

AT&T employees looking for new roles or promotions can earn fast-track "nano"-degree certification in growth areas such as artificial intelligence or data analytics. Ruby Tuesday trains kitchen staff with YouTube-style videos. The U.S. Army has turned to YouTube, Facebook and Instagram to reach new recruits with a hip-hop recruiting video featuring dancing soldiers rapping about the benefits of enlisted life.

For Gen Z, video and visual

media are the preferred method of learning, said Asha Choksi, vice president of insights for education publishing company Pearson.

Self-starters

The internet "has shaped their view of the world and how they interact with others. They're very much self-starters," Choksi said. "Rather than dig through information in a textbook, they'll go and find it online."

John Nobriga, a senior at Goucher College in Baltimore studying business, music and theater, expects future employers to give him the resources and freedom to solve problems on his own. "We don't always need that guiding hand, because we want to learn how to do it," Nobriga said.

Psychologist Jean Marie Twenge, however, says in her book "iGen" today's preteens and teens have been shaped by smartphones to such an extent that they may stay on their screens at home and be physically safer than adolescents of years past, but that they are more unhappy and vulnerable psychologically.