



# Judymae Communications Provides Publicity Services for the book "Millennials Incorporated"

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*Judy L. Hoffman, recently contracted as publicist for Lisa Orrell, award-winning advertising agency owner in Silicon Valley and author of a new book about the impact of Generation Y entering the workforce.*

PR9.NET January 17, 2008 - Williamsport, MD – Generation Y is taking the business sector by storm and many companies find they are unprepared for this new generation. Human resource departments and management teams are scrambling to educate themselves on recruiting and managing this new breed. "Millennials Incorporated", authored by Lisa Orrell, was written just for that purpose and she has contracted Judy L. Hoffman, owner of Judymae Communications, as her publicist.

Ms. Hoffman will function in all areas of book publicity and PR; scheduling speaking engagements, interviews and seminars and serving as media spokesperson for Orrell.

"Millennials Incorporated" offers insight on the big business of recruiting, managing and retraining North America's new generation of young professionals. Ms. Orrell provides HR Millennial Briefing, a presentation for HR or recruitment professionals; Managing Millennials Seminar, for Gen X and Boomer Managers; and Millennial Professional Boot Camp, a full-day workshop for the Millennial professional.

Judy Hoffman can be reached at [judy@judymae.com](mailto:judy@judymae.com) or 240-527-9756.

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## **About Lisa Orrell**

Lisa Orrell owns an award-winning advertising agency in the Silicon Valley and has recently written a new book about the impact of Generation Y entering the professional workforce.

## **About Judymae Communications**

Judymae Communications is owned and operated by Judy L. Hoffman, a freelance marketing and PR communications specialist.

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