

2000

Milestones Events

Core Values

90

- The launch of MTV and the Michael Jackson video "Thriller" in 1983
- The Oklahoma City bombing in 1995
- Princess Diana (marriage to Prince Charles in 1981 and death in 1997)
- The Columbine shootings in 1999
- September 11, 2001

NEXTERS

born between 1980 and 2000

The core values of the Nexters include optimism, looking toward the future, technological advances (they never owned an LP or a 45), they are technologically savvy (they can name all the version of windows and they know the next launch date of the new iPod), they present a commitment to civic duty, they are confident in themselves, driven by achievement and have a natural sense of diversity.

80

- The 1972 Munich Olympics
- Watergate in 1972
- The Energy crisis in 1973
- First computers (Tandy/Apple/IBM) in 1976
- Handheld calculators with simple functions in 1977
- The Iranian Hostage Crises 1979-1981
- The Challenger in 1986
- The Berlin Wall coming down in 1989

GEN-EXERS

born between 1960 and 1980

The core values of Gen-Exers include thinking globally, self reliance (just do it), balance between work life and home life, technology increases (looked forward to the first computer in the office).

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BABY BOOMERS

born between 1945 and 1960

- The Mercury 7 Astronauts and the "Space Race"
- Dr. Martin Luther King, Jr. and Robert Kennedy Assassinations in 1968
- The Moon Landing in 1969

The core values of the Baby Boomers include a team approach, being involved with the various facets of their work (in lieu of just abiding by rules), interests in personal health and wellness and driven by personal growth.

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VETERANS

born between 1920 and 1943

- Lindbergh completes first flight across the Atlantic in 1927
- The Stock market crashes in 1929-1930 and the Depression Era
- Pearl Harbor – December 7, 1941

The core values of the Veterans include hard work, respect for authority, understanding a delayed reward, adherence to rules, honor and commitments.