

**This introduction
is most easily viewed by setting your computer's
“View” to “full-page”.**

Thank you... and welcome.

***America's
Most Highly Evaluated
Town Hall
and
Distinguished Lecture
Speaker

Period.***

***“I subscribe to the
Celebrity Forum Speakers
Series in the Bay Area.***

***Like Chuck,
they’re all great speakers.***

***But Chuck actually
says something!”***

Patron
Celebrity Forum Speakers Series

***“The best speaker I have ever heard,
and I listen to speakers every day.”***

Chicago - National Association Of Corporate Directors



***“Quite possibly the greatest
presentation I have ever experienced.”***

Orlando - National Leadership Institute/Veterans Healthcare Administration

These photos are from Chuck's 7th PBS national-television Special. This Special focused on the Leadership of America.



**His *Stunning*, 24-Carat
Town Hall and Distinguished Lecture
Presentation Of The People Of America**

***The Perfect Message
For These Difficult Times***

Chuck Underwood





FEES, TRAVEL, PROMOTION

- 🏠 Keynote Fee:** Contact Chuck. He will do his best to accommodate your budget. But, for major events: \$25K to 35K. Smaller events: \$20K to 25K.
- 🏠 Airfare + Expenses:** First class beyond Lower 48; coach/first class Lower 48. Lodging: full-service top-tier; "downtown Marriott" or up. Other expenses: meals; ground transport; tips/transfers.
- 🏠 Advance Arrival:** Chuck will fly to event city the day before presentation.
- 🏠 Availability:** Chuck will make himself fully availability to promotion before and after his program. "Run him 'til he drops!" .
- 🏠 Advance Promotion:** Video clips, news releases, media interviews, and more.
- 🏠 MORE Promotion:** Event Sales to patrons or purchases/giveaways of his book and/or DVDs of his PBS TV Specials are optional.
- 🏠 MORE Promotion:** Chuck will gladly do a book signing and photo opp.
- 🏠 Number Of Speeches:** has averaged about 35 per year for each of past 18 years. 600+ programs, total.
- 🏠 Chuck Has Spoken In:** 44 U.S. states, Canada, England, Germany, Italy.
- 🏠 National Television:** PBS and Canada: his own 6-hour series - *America's Generations With Chuck Underwood*.
- 🏠 National Television:** former college football/basketball play-by-play announcer for ESPN, Big Ten Conference, and Ohio State Buckeyes.
- 🏠 His 2nd Book:** The *bible* of generational dynamics; 800 pages; *America's Generations In The Workplace, Marketplace, And Living Room*.



PASSION AND TEARS OF JOY



**Evaluations by viewers of Chuck's PBS live-audience,
national-television series, *America's Generations***

***Chuck, I just finished watching your brilliant program on
Oregon Public Television and am in tears, feeling like I
want to find out how to run for Congress, or do something,
and soon.***

Portland



I believe I cried through most of it. Thank you!!

Los Angeles

***I was moved to tears with the realization and
understanding of my parents, particularly my mother.***

Palm Beach Gardens, FL

***His show's call to action for Boomers made me weep.
I've watched it several times and I always weep.***

Anchorage



His passion caught me off-guard and really touched me.

Washington, DC

***His PBS program is the most insightful event
I've seen in many years.***

Ocala, FL

***I saw his wonderful presentation "America's Generations"
on PBS. It was one of the most compelling things I have
ever seen on TV.***

San Francisco



“The Best Town Hall Ever” WHY?



Despite the covid threat that had just arrived in their state, more than 1,000 Town Hall patrons still poured into this west-coast theatre to hear Chuck Underwood.

Chuck has an unfair advantage over your other speakers:

He is the one distinguished lecturer who presents the stories of... your audience members...

not of *himself*... not of *politicians*... not of *celebrities*.

And when it is presented as compassionately and emotionally as he presents it...

this presentation always – ALWAYS - wins.

At every Town Hall where he's spoken, audiences have evaluated him as "the best I've ever heard".

WHO IN THE HECK IS THIS FORCE OF NATURE?!!

Answer: “the best”



- **Chuck Underwood is one of the pioneering scholars who actually created the field of generational study. His original principles are a permanent part of this discipline. From the beginning, he has been evaluated by audiences as The Most Factual And Entertaining Presenter Of Generational Dynamics.**
- **As the founder and principal of Ohio-based The Generational Imperative, Inc., a generational consultancy, he trains American business, government, education, religion, and all other sectors in a long list of generational strategies. Three decades of research and front-line application with an A-List of clients.**
- **His book, America’s Generations In The Workplace, Marketplace, And Living Room, is the most comprehensive presentation of generational business strategies ever published.**
- **And he is the host of the PBS national-television series, *America’s Generations With Chuck Underwood*, the first such series in the history of national television.**
- **Chuck had spent his earlier career in the mass media of radio and television, first as an award-winning broadcast journalist and national sports play-by-play announcer, and then as a creator and producer of original programming.**

ONE AMERICA. SIX GENERATIONS.

G. I. GENERATION

Born 1901 - 1926. Current age in 2023 is 97 +.

They saved the world and then built a nation. The most revered generation on the planet. Their Depression was The Great One; their war was The Big One; their prosperity was the legendary Happy Days. Assertive and energetic do'ers. Team players. Compassionate. Humble. Community-minded. "The Greatest Generation".

SILENTS

Born 1927 – 1945. Current age in 2023 is 78 to 96.

Overlooked and under-appreciated. Came of age deferring to the more assertive G. I. Generation. Our country's Last Innocent Generation. Went through their formative years during a time of suffocating conformity, but also during the postwar happy days. Its Organization Men pledged loyalty to the corporation. Provided the iconic leaders of the 1960s social revolt. Excelled in the helping professions but struggled as leaders.

BOOMERS

Born 1946 – 1964. Current age in 2023 is 59 to 77.

Career-driven. Ethical. Idealistic. The Golden Generation in the American workplace. Assertive. Leaders. Demanding. Struggled with divorce and parenting. We'll be a Boomer Nation in the 2010s and '20s: the first generational leadership era in U. S. history to be multi-ethnic and multi-gender. Forever Young....

Gen X

Born 1965 – 1981. Current age in 2023 is 42 to 58.

The latch-key kids grew up street-smart but isolated, often with divorced or time-starved dual-career parents. Entrepreneurial. Independent. Creative. Career "free agents". Government and big business mean little to them; feel disempowered and disengaged. Eager to make marriage work and "be there" for their children. Starting to chalk up some victories in life and hit their stride.

MILLENNIALS

Born: 1982 – 2000 so far. Current age in 2023 is 23-41.

Came of age optimistic, idealistic, patriotic, and over-adult-supervised. Dominated by the Tech Revolution, which is good and bad. Revere the wisdom of elders. Team players. Re-defining life in one's 20s – "extended adolescence". Not loyal to employers – yet. Unrealistic expectations. Delaying marriage and parenting. They will become a strong career generation. Like Boomers, they want to save the world.

GEN Z ?

Born: 2001 - ?? Current age in 2023 is 18-22.

The leading edge of this generation has arrived. The Covid Kids. War. Recession. Black Lives Matter. The MeToo Movement. What about white men? Chuck explains.

CHUCK PUTS BUTTS IN THE SEATS!

- For the taping of his recent PBS Special, PBS suggested he find a venue that seated 50 to 100 people. "Tough to wrangle audiences", they said. Chuck disagreed. He got a bigger theatre and filled it with 600 people.
- As the enclosed audience evaluations document, he's at the very top of the A-List of speakers. **And this topic is especially easy to PROMOTE.**
- His PBS TV series - *America's Generations With Chuck Underwood* - is the first presentation of this topic in the history of national television.
- His book - America's Generations In The Workplace, Marketplace, And Living Room - is the most comprehensive on the topic ever published.
- Before stumbling onto the notion - in an innocent restaurant chat - that *generation* somehow meant something far more important than anyone knew, he was an acclaimed sports play-by-play announcer (ESPN, Big Ten Network, others) of major-college football and basketball.
- His 600+ keynote and training and consulting clients are a Who's Who.
- His book and the DVDs (below) of his PBS shows are unique gifts your clients might wish to give to select patrons or offer for sale in the lobby:



Total Audience Immersion.

It's what they'll discuss the next day - and decade.

"Underwood. WOW."

ARE YOUR PATRONS GETTING THIS?

"The most exciting, interesting, thought-provoking, and enjoyable presentation I have had the pleasure to experience."

Louisville – United States Army/Morale, Welfare, And Recreation

"I have never seen an audience so attentive."

Atlanta - National Association of Corporate Directors - Atlanta Chapter



Chuck keynotes the Arizona Governors Conference On Tourism

"I really appreciate how sensitively Chuck handled tricky topics like racism and female denigration."

Salt Lake City - paid-admission event



Note the screen: Wondering what the OTHER "dirty words" are?

"I could listen to him all day."

Columbus – Ohio Cable Television Association



HERE'S WHAT HAPPENED AT THIS NATIONAL CONVENTION IN CHICAGO:



After Chuck's opening keynote (above) to 2,100 college presidents and trustees to launch their national conference,

so many trustees and presidents revised their schedules for Chuck's next-day breakout session that the room for his session had to be rapidly changed - three times! - to bigger and then bigger and then bigger rooms.

Chairs had to be "stolen" from the next breakout room.

And even more presidents and trustees stood along the walls and crammed in the doorway for Chuck's breakout.

And because of the stunning response, the same organization brought back Chuck to keynote the next year's conference, too!

ARE YOUR PATRONS GETTING THIS?

***"Chuck, I attended your speech
in West Hollywood last night.
Fannnnnnnnnnnnnnnnntastic!"***

West Hollywood, CA - Director of Research, **Disney Television Networks**

***"I must say, I am blown away,
as was everyone else who heard him."***

Washington, DC - national conference
National Association Of Corporate Directors

***"I am blown away.
I could have listened all day. Excellent!"***

St. Petersburg - Florida Public Relations Association

"I could listen to him all day. I mean ALL DAY!!!"

Raleigh - North Carolina State University/Shelton Leadership Forum Annual
Conference

"Brilliant."

Loma Linda, CA - V. A. Hospital

"Mr. Underwood was, in one word, perfect."

Cleveland – Veterans Healthcare Administration Leadership Development Institute

"Better than excellent."

Denver – Longmont Community Foundation

ARE THEY HOPING FOR THIS?

***"Funny, lively, and
knows his subject cold."***

San Diego - National Association Of Consumer Shows

***"Like nothing
I've ever experienced."***

New York City - "Ad Week" - annual conference for ad agencies

***"His passion caught me off-guard
and really touched me."***

Washington, DC - National Assn. Of Corporate Directors/Capital Area Chapter

***"Chuck is truly a
World-Class presenter."***

Washington State Association of College Trustees

***Chuck handled tricky topics like
racism and female denigration."***

Salt Lake City - Paid-Admission Special Event

NATIONAL ASSOCIATION OF CORPORATE DIRECTORS
NATIONAL BOARD LEADERSHIP CONFERENCE
Washington, DC - Keynote Speech to 1,100 corporate directors

**The highest evaluated speech
in NACD history.**



Chuck (virtually invisible way up there at center-stage) gives his stunning keynote to 1,100 corporate directors at the national leadership conference of the National Association Of Corporate Directors.

- *Timely, and most of us will talk about this one for a long time, as well as share with family and colleagues in discussions long after the conference.*
- *Very Cool!!!*
- *Outstanding!*
- *Outstanding!*
- *Outstanding!!*

UNDERWOOD GIVES GOOD COPY

CHUCK HAS BEEN INTERVIEWED FOR GENERATIONAL NEWS STORIES BY:

NBC Nightly News
CNN
National Public Radio
USA TODAY
New York Times

Women's Wear Daily
Agence Quadramedia/Paris
Canadian Press
Atlanta Journal Constitution
International Herald Tribune

Detroit Free Press
Chicago Tribune
Fortune magazine
BusinessWeek magazine
Arizona Republic

... and many, many others

JUST A FEW OF CHUCK'S 600+ BUSINESS CLIENTS

GENERATIONAL CONSULTING, TRAINING, AND KEYNOTES

Procter & Gamble
Hewlett-Packard
Macy's
State Farm
Molson/Coors Brewery
Time Warner Cable
Coca Cola
Veterans Healthcare Administration
PPG Industries
Edward Jones
U. S. Army
U. S. Air Force
U. S. Navy
U. S. Department of Transportation
U. S. Department of Labor
Council Of State Governments
International Customer Management Institute

- American Gas Association

Associated General Contractors
California Professional Firefighters
Association of Community College Trustees
University of Arizona
North Carolina State University
National Association Of Corporate Directors
Association of Community College Trustees

Maryland Department Of Tourism
Mental Health Corps. Of America
Radio Advertising Bureau
American Council On Education
American Assoc. of Ad Agencies
CEO Club Of Boston
Chief Executive Network
Gannett Newspapers
Edison Electric Institute
American Logistics Association
Nevada Department Of Tourism
Holder Construction Company
Int'l Assoc. of Exhibitions/Events
Gannett Newspapers
Ontario Nurses Association
Science Applications Int'l Corp.
Council On Foundations
Zondervan Publishing
Culvers Restaurants
Media General Corporation
Public Pension Financial Forum
Edmonds Community College
Florida Gulf Coast University
World Presidents Organization
Young Presidents Organization

UNDERWOOD "JUST BEING UNDERWOOD" IN EUROPE

"I heard this gentleman speak at the European Command Quality Of Life Conference in Garmisch. He was the star of the entire conference, and his presentation was truly the hit of the week. His topic is beautifully presented. He had everyone thinking and laughing, and really struck some interesting chords for the entire audience..."

Garmisch, Germany – European Command Quality Of Life Conference

"Chuck, it was an honor and our pleasure to have you at the conference. The buzz around the base after your presentations was very positive."

**Admiral Mark Fitzgerald – Command Navy Region Europe/Africa/SW Asia
Commander's Symposium - Naples, Italy**



In 9 locations around Europe, Chuck trained U.S. military personnel in Generational Leadership Strategies. Above, in Naples, Italy.

UNDERWOOD "JUST BEING UNDERWOOD" IN CANADA

"Awesome!!! I'm reading his book."

Toronto – Canadian Association of Credit Counselling Services

"One of the best talks I've ever heard. Fascinating. So much to take away from this".

Toronto – Canadian Association of Credit Counselling Services

"Great audience connection. Great eye contact. Spoke from the heart. Good sense of humour. The content seemed to resonate. Spot on."

Toronto – Canadian Association of Credit Counselling Services



This photo is at the taping of one of Chuck's national-TV Specials.

ARE THEY GETTING **THIS** FROM YOUR SPEAKERS?



"Several people told me that the slides and videos accompanying the talk were the best they had ever seen."

Silicon Valley – Los Altos Morning Forum Town Hall

"Fabulous visuals! Well presented, Chuck is well-spoken, articulate, and possesses all the qualities of a well-versed public speaker."

Las Vegas – Credit Union National Association

"This wasn't just a hit. It was a home run, knocked clear out of the ball park!!"

Denver – Longmont Community Foundation

DO YOUR CLIENTS WANT *PHENOMENAL*?

"Underwood's presentation was phenomenal! He spoke to the professionals in the audience, as well as us students. Everyone could relate to what he was speaking about. He spoke in layman's terms instead of using heavy professional lingo."

Indianapolis – Hoosier Chapter, Public Relations Society Of America

"Chuck, your presentation was phenomenal."

Orlando - American Society Of Association Executives

"Chuck is phenomenal. So interesting & relevant."

Denver – Longmont Community Foundation

DO THEY WANT *PROFOUND*?

"Profoundly important information."

Chicago – Council For The Advancement And Support Of Higher Education

"Profound perspective."

Columbia – South Carolina Broadcasters Association

"A home run! Enlightening, insightful, profoundly pertinent to professional and personal life! Thank you!"

Baltimore – Jewish Community Centers Of North America

AND *SPECTACULAR*?

"The comments from your presentations have been spectacular. One of my Commissioners called it the best presentation ever at a Governors' Conference - they've had huge speakers in the past, so that's an extraordinary compliment."

Las Vegas - Nevada Tourism Governor's Conference

HOW ABOUT *RESEARCHED, EXPERT, SENSITIVE?*

"Absolutely a great speaker with a deep and well-researched insight and knowledge in strategies of generational marketing."

Cincinnati – open-to-the-public, paid-admission event

"It's obvious that Underwood has taken a great deal of time doing research."

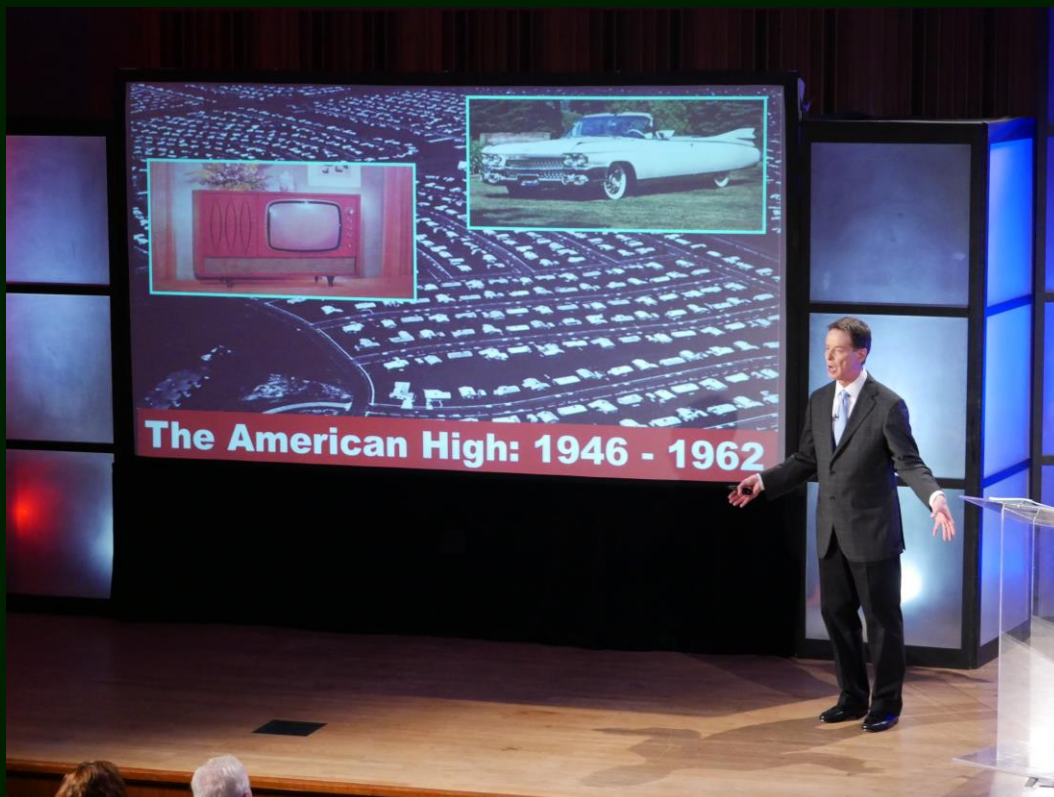
Sacramento – California Dental Association

"The speaker is obviously an expert on his topic."

Palm Springs – California Professional Firefighters

"I really appreciate how sensitively Chuck handled tricky topics like racism and female denigration."

Salt Lake City – paid-admission seminar



Each American generation came of age during different times and different teachings. As a result, they formed unique Core Values that have guided their decisionmaking ever since.

***“Underwood:
totally
outstanding!”***

Anaheim – Operation Lifesaver, Inc.



WORTH A CONVERSATION WITH CHUCK?

CONTACT HIM DIRECTLY IN OHIO:

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WEBSITE, for more on Chuck: www.genimperative.com