

y |genesis

y |GEN is an industry group based on the personal and professional development of tomorrow's leaders. Established in 2008, the founders recognized a void in the Building Industry Association that would provide opportunities for development of its future industry leaders. y |GEN was founded by 4 young professionals: Alex Plishner with Shea Homes LP, Russ Murfey with CityMark Development, John LaRaia with Barratt American, and Keith Wyer with SeaCountry Homes. Immediately, the four brought in a team of their colleagues to form the first y |GEN Board of Directors. In its inaugural year alone, the entire group was comprised of 75 members representing 50 BIA member companies.

y |guidelines

y |GEN is a good fit for you if...

- you're an eternal optimist
- you're inventive and an individualist
- you can multitask like no other
- you work hard and play hard
- you've grown up with the internet and technology ingrained in your lifestyle
- you aspire to be amongst the leaders of tomorrow
- you're goal oriented
- you're a life-learner
- you have high expectations of yourself and of others

y |gatherings

y |GEN has a number of principle aims for its membership:

- Industry Education
- Networking
- Career Development
- Leadership Training
- Political Involvement
- Socializing
- Personal Growth

...And pursues those goals in a number of ways. Some highlights from 2008:

- Builder Panel discussion "Career Survival"
- Lunch with the President's Council
- Tour of the Ivy Hotel with developer Louise Kelly
- Padres Game in McMillin Skybox
- Public Speaking Training Seminar
- BIA 'Boots on the Ground' participation
- Holiday Celebration at San Diego Wine & Culinary Institute

y |growth

y |GEN champions two major innovations in the BIA:

- Political Action Committee (PAC)

- In response to obstacles presented from corporate contributions to political campaigns, the (build)sd PAC has been created as an additional method of fundraising for local and state campaigns. It functions by obtaining personal donations from employees of BIA companies. Other goals include political education, grassroots activism and planning group recruitment.

- Mentorship Program

- The program strategically matches y |GEN members with a more experienced member of the industry as a mentor for one calendar year. The goal is to establish a close relationship to allow for in-depth analysis of projects, expanded networking, and professional guidance at a one-on-one level.
- The mentorship program launched in 2009 with its first 30 participants

y |get involved

Become a member today!
Recruit your colleagues, friends, clients, and industry peers.
A larger y |GEN is a stronger y |GEN.
Join today to be part of the future of tomorrow . . .

