

Texas A&M International University
A. R. Sanchez, Jr. School of Business
Center for the Study of Western Hemispheric Trade



INTERNATIONAL BANK OF COMMERCE 2014-2015 KEYNOTE SPEAKER SERIES

“The Next America: Boomers, Millennials,
and the Looming Generational Showdown”



PRESENTED BY:

Paul Taylor

Senior Fellow
Pew Research Center
Washington, D.C.

Wednesday, Oct. 15, 2014

TAMIU Student Center Ballroom (SC 203)

Reception 7 p.m. | Lecture 7:30 p.m.

Open to the public. Free of charge.



For additional information,
call 956.326.2820, e-mail cswh@tamiu.edu, or
visit <http://freetrade.tamiu.edu>





INTERNATIONAL BANK OF COMMERCE 2014-2015 KEYNOTE SPEAKER SERIES

...
BOOMERS,
MILLENNIALS,
AND THE LOOMING
GENERATIONAL
SHOWDOWN
...

**THE
NEXT
AMERICA**

PAUL TAYLOR
and the PEW RESEARCH CENTER

MILLENNIAL 80M
GEN X
BOOMER 76M
SILENT

“The Next America”

The America of the early 21st Century is undergoing two unprecedented demographic changes simultaneously: our population is becoming majority non-white at the same time a record share is going gray. These transformations have created a society in which young and old don't look, vote or think alike -- putting pressure on everything from our politics and families to our entitlement programs and social cohesion.

Wednesday, Oct. 15, 2014

TAMIU Student Center Ballroom
Reception 7 p.m. | Lecture 7:30 p.m.

Open to the public. Free of charge.



For additional information,
call 956.326.2820, e-mail cswh@tamiu.edu, or
visit <http://freetrade.tamiu.edu>





INTERNATIONAL BANK OF COMMERCE 2014-2015 KEYNOTE SPEAKER SERIES



Paul Taylor

Senior Fellow
Pew Research Center
Washington, D.C.

Paul Taylor is a senior fellow at the Pew Research Center, a non-partisan “fact tank” that provides information on the issues, attitudes and trends shaping America and the world. From 2004 to 2014, he served as the center’s executive vice president and oversaw all of its demographic, social and generational research.

He is the author of The Next America: Boomers, Millennials and the Looming Generational Showdown (PublicAffairs, 2014), a book about demographic change; See How They Run (Knopf, 1990), a book about presidential campaigns, and co-author of The Old News Versus the New News (Twentieth Century Fund, 1992), a book about political journalism.

Before helping to launch the Pew Research Center in 2003, he served as president and board chairman of the Alliance for Better Campaigns, a public interest group that sought to reduce the cost and improve the content of political campaign communication on television. The Alliance’s honorary co-chairs were Walter Cronkite and former Presidents Gerald Ford and Jimmy Carter.

Prior to launching the Alliance, he was a newspaper reporter for 25 years, the last 14 at *The Washington Post*, where he covered national politics and served as bureau chief in South Africa during the historic transformation from apartheid to democracy.

He has a BA from Yale University and twice served as the visiting Ferris Professor of Journalism at Princeton University.



A. R. SANCHEZ, JR.
SCHOOL OF BUSINESS

