

## BOOK PRESS RELEASE

### WISDOM @ WORK by Chip Conley

Publication Date: September 18, 2019

Price: \$27.00

Pages: 272

ISBN: 9780525572909

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Experience is making a comeback.

New York Times bestselling author Chip Conley teaches us how to repurpose our wisdom to launch new chapters in our careers.

Foreword by Airbnb's Brian Chesky

**ABOUT THE BOOK:** “You don’t have to be on the other side of fifty to find this book relevant. The age at which we’re feeling self-consciously ‘old’ is creeping into some people’s thirties, with power cascading to the young in so many companies,” writes *New York Times* bestselling author Chip Conley in **WISDOM@WORK: THE MAKING OF A MODERN ELDER** (Currency; \$27.00; On Sale September 18, 2018). With this new book, Conley is igniting a bold and urgent conversation about age in the workplace. Conley, a boutique hotel pioneer, served as head of Global Hospitality and Strategy (now strategic adviser) at Airbnb for four years, helping the start-up grow into the largest hospitality brand in the world as he helped steer the rocket ship with its three millennial founders. And what he found was that boomers and millennials have a lot to offer, and can learn from one another. With a foreword by CEO Brian Chesky, **WISDOM@WORK** reveals how to repurpose a lifetime of experience and wisdom to stay not just relevant but indispensable in the second, third, or fourth act of our careers.

In 2010, at the bottom of the Great Recession, Chip Conley sold the hospitality company that he founded at age twenty-six and grew, over the course of twenty-four years as CEO, into the second largest boutique hotel brand in the United States. Just on the other side of fifty, and nowhere near ready to retire, Conley felt adrift; he was still full of energy and ambition but didn’t know quite what to do with it.

Just two years later, Conley received a call from a young entrepreneur named Brian Chesky, who had founded a home-sharing start-up called Airbnb. Would Conley come onboard and help Chesky and his millennial cofounders turn their scrappy start-up into a global hospitality giant? Conley certainly had the industry experience. And, yet, the digital world in which he suddenly found himself was a total mystery. He didn’t write code. He didn’t have an Uber or Lyft app on his phone. He was also twice the age of the average Airbnb employee and reporting to a CEO young enough to be his son. But Chesky realized that the fifty-three-year-old Conley was just what the company needed—a veteran hospitality guru who had once been an industry disruptor himself, who could institute quality control and instill leadership strategies still alien to the young company where the average manager was merely twenty-eight. Conley came onboard and a wonderful intergenerational partnership was born.

On one hand, Conley was there to advise and mentor these twenty-somethings. But at the same time, he felt very much a student and mentee. What emerged are the secrets to thriving as a midcareer worker in today’s world. In **WISDOM@WORK**, Conley shares these lessons and more, offering a playbook on how to marry

wisdom and experience with curiosity, a beginner's mind, and a willingness to evolve—all hallmarks of what he calls the “Modern Elder.”

In our increasingly accelerated world that venerates the young, many in midcareer sense that the ground is shifting beneath their feet, leaving them feeling invisible, undervalued, and threatened by the digital natives nipping at their heels. But Conley argues that experience is on the brink of a comeback. He tackles the hard truth that ageism is as big an issue in the working world as any other bias. In the process, Conley liberates the term “elder” from the stigma of “elderly” and ignites a conversation for society to embrace age like any other diversity while also celebrating the value of wisdom and experience.

The fact is, “Modern Elders” possess a set of invaluable skills—high emotional intelligence, good judgment born out of decades of experience, specialized knowledge, and a vast network of contacts—the very skills that will matter most to organizations of the future. Because at a time when power is shifting to the young, companies are finally waking up to the value of the humility, emotional intelligence, and wisdom that come with years on the planet. Whether you've been forced to make a mid-career change, are choosing to work past retirement age, or are looking to connect more meaningfully with the bright millennials rising up the ranks, **WISDOM@WORK** will help you on your path toward growing whole, not old.

Conley can discuss, among other topics:

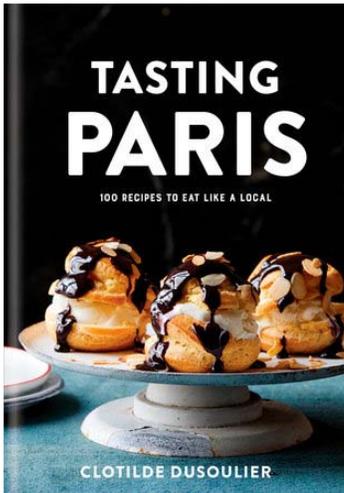
- **Mentoring as the Most Powerful Form of Learning in the 21<sup>st</sup> Century:** With five generations in the workplace for the first time, mutual mentoring is likely to be our most comprehensive means of education in the modern workplace. The key is marrying the digital intelligence (DQ) of the young with the EQ (emotional intelligence) of the Modern Elder.
- **Wisdom Is About Curation:** There's an African proverb Conley loves: “When an elder dies, a library has burned down.” In the digital era, libraries—and elders—aren't quite as popular as they used to be. Google may be the best search engine in the world, but it doesn't yet understand nuance like a finely attuned human heart and mind. Sometimes the best option for finding the wisdom we seek isn't a search engine but instead a wise counselor. In that way, being a Modern Elder also means being a “librarian,” whose role is to help others sift through the vast resources of knowledge and wisdom around them.
- **The “Midlife Marathon”:** When does midlife start and end? These days, people feel irrelevant earlier while also feeling like they may have to work longer. Midlife may have expanded by twenty years, especially if we're living to one hundred. Our fifties might be mid-career for many of us.
- **Our Peak of Humanity:** As adults, our physical peak is likely in our twenties, with our financial peak during our forties and early fifties. But our peak of humanity, when we're most truly human, happens after that. The world has glorified bodies and money for quite some time, but what's often most valuable is the humanity that has grown all too scarce.
- **Wisdom: The One Skill That Can Never Be Automated:** In an era of machine intelligence, the emotional intelligence that comes with age is more valuable than ever. And, while digital skills might have only the shelf life of the latest fad or gadget, the human skills that mid-career workers possess never expire.
- **The World's First Midlife School, The Modern Elder Academy:** As part of his crusade in liberating “elder” from “elderly,” Chip is launching [Modern Elder Academy](#) in Baja California Sur, Mexico. Modern Elder Academy (MEA) is the first school of its kind, created to help people in midlife to repurpose their knowledge and embrace their mastery, value, and the roles of wisdom keeper *and* It will open to the public in November.
- **Stories of Those Not Only Surviving, but Thriving, in Their Later Years:** A schoolteacher who reinvented herself as an entrepreneur and started a booming travel agency in her late forties. A software engineer in his early fifties who went from writing computer code to counseling colleagues as he became a Silicon Valley leadership coach. A former Merrill Lynch exec who found inspiration for the memoir he was struggling to write at age seventy by becoming a summer intern surrounded by college

students at a pharmaceutical giant. And the many others who are embracing their role as a Modern Elder.

## **ABOUT THE AUTHOR**

Bestselling author and hospitality entrepreneur Chip Conley is Strategic Advisor at Airbnb. At age 26, he founded Joie de Vivre Hospitality and turned it into the second largest boutique hotel brand in the world. After selling his company in 2010, he joined Airbnb, and as head of Global Hospitality and Strategy, helped turn it into the world's largest hospitality brand. Conley has received hospitality's highest honor, the Pioneer Award. He serves on the boards of the Burning Man Project and the Esalen Institute and is the author of *Peak* and the *New York Times* bestseller *Emotional Equations*. He holds a BA and MBA from Stanford University.

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## BOOK PRESS RELEASE

Publication Date: March 20, 2019

Price: \$30.00

Pages: 256

ISBN: 9780451499141

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Matthew Daley

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**ABOUT THE BOOK:** From simple stews to dreamy pastries, vibrant greens to oozy cheeses, from the classic to the contemporary, the familiar to the exotic—Clotilde Dusoulier knows Parisian food. Transporting readers to the banks of the Seine for a picnic, exploring the colorful open-air markets, and celebrating the best street foods, *Tasting Paris: 100 Recipes to Eat Like a Local* (Clarkson Potter | March 20, 2018 | \$30.00 | Hardcover) is a culinary love letter to this enchanting city, written from a local's perspective.

The recipes span iconic bistro and brasserie fare, including Roast Chicken with Herbed Butter and Croutons and lavish Profiteroles, as well as newer dishes that reflect the way Parisians eat today, such as Ratatouille Pita Sandwich with Chopped Eggs and Tahini Sauce and Spiralized Zucchini Salad with Peach and Green Almonds. *Tasting Paris* captures the traditional flavors and ethnic influences that make Paris the multifaceted city it really is today.

With 125 evocative photographs—including atmospheric shots of Parisian scenes and places that are as dazzling as the food itself—*Tasting Paris* brings the allure of this favorite culinary destination to home kitchens everywhere.

## **ABOUT THE AUTHOR**

CLOTILDE DUSOULIER is the creator of the award-winning food blog [ChocolateAndZucchini.com](http://ChocolateAndZucchini.com), where she shares inspired recipes from her Parisian kitchen. She is the author of the cookbooks *Chocolate & Zucchini* and *The French Market Cookbook*, as well as the guide and reference books *Clotilde's Edible Adventures in Paris* and *Edible French*. She lives in Montmartre, in Paris, with her husband and two young sons.

## **TASTING PARIS**

**100 Recipes to Cook Like a Local**

**By Clotilde Dusoulier**

**Clarkson Potter/Publishers**

**March 20, 2018**

**ISBN: 978-0-451-49914-1 • \$30.00 • Hardcover**



For Immediate Release  
January 9, 2019

## TAU IOTA MU PSI, INCORPORATED PRESENTS PEACH AND GOLD GALA

*Founder & Chairman of the Board Lisa K. Stephenson to Speak at Luncheon*

(New York, NY) – New York non-profit organization *Tau Iota Mu Psi, Incorporated* provides business, scholarship and humanitarian awards to our eligible members who are students and small business owners with limited resources and employment to individuals that helped contribute to the growth of Tau Iota Mu Psi, Inc. The Peach and Gold Gala presented by the brothers and sisters here at Tau Iota Mu Psi, Incorporated will include dinner, networking, silent auction and the presentation of our scholarship award to one qualified recipient.

Highlighting this year’s Peach and Gold Gala event is keynote speaker, founder and chairman of the board Lisa K. Stephenson. Lisa will speak about her journey to beginning this non-profit organization, the significance behind the J.H. Abney Pancreatic Cancer Award to be presented to the National Pancreatic Cancer Association and the inspiration behind it all. Lisa K. Stephenson is the author of *Covenant: The Sister Series Compilation*, podcast host and pioneer to *The Independent Millennial Woman* workshops where she brings across a powerful message: *How to have it all: Independence and Healthy Intimacy*.

Tau Iota Mu Psi, Incorporated is committed to giving back to students, communities and business professionals who have worked diligently towards making their dreams come true. Their relationship with the academic and small-business community is proving self to be quite rewarding. As a non-profit, Tau Iota Mu Psi, Incorporated has committed to investing resources into its services for students, graduates and business owners who are also proud active members within the organization. The mission of Tau Iota Mu Psi, Incorporated is grounded in supporting the financial, mental and emotional pain of any person in the academic and/or business community facing the challenges that inevitably come with both personal and professional development.

The Peach and Gold Gala event will begin at 6:00pm. Networking and dinner will follow with the keynote speaker Lisa K. Stephenson at 7:30pm. Following the program, our qualified scholarship recipient will give a speech, performance from The Ballet Institute of Atlanta, silent auction and more networking will continue until the event concludes at 9:00pm.

Tau Iota Mu Psi, Inc. Membership Packages:

Legacy Members	\$35.00/ month
Golden Greeks	\$65.00/month
Legacy Lodge Brothers	\$35.00/month
Brothers of Leadership	\$65.00/month

For more information on Tau Iota Mu Psi, Incorporated or for tickets to the Peach and Gold Gala, visit <https://www.lisakstephenson-cybersisterhood.com/gala>

For more information on Lisa K. Stephenson please contact: [lisak@lisakstephenson.com](mailto:lisak@lisakstephenson.com)

Brotherhood: <https://www.lisakstephenson-cybersisterhood.com/brotherhood>

Sisterhood: <https://lisakstephenson-cybersisterhood.com/sisterhood>





For Immediate Release  
January 1, 2019

## TAU IOTA MU PSI, INCORPORATED PRESENTS WESTCHESTER COUNTY'S LAUNCH LUNCHEON

*Founder & Chairman of the Board Lisa K. Stephenson to Speak at Luncheon*

(New York, NY) – New York non-profit organization *Tau Iota Mu Psi, Incorporated* provides business, scholarship and humanitarian awards to our eligible members who are undergraduates, graduates and small business owners with limited resources and employment to individuals that helped contribute to the growth of Tau Iota Mu Psi, Inc. The Launch Luncheon presented by the brothers and sisters here at Tau Iota Mu Psi, Incorporated will include lunch, networking, and an exquisite shopping experience featuring local merchants, silent auction and the presentation of the business award to one qualified recipient.

Highlighting this year's Launch Luncheon event is keynote speaker, founder and chairman of the board Lisa K. Stephenson. Lisa will speak about her journey to beginning this non-profit organization, the significance behind the J.H. Abney Pancreatic Cancer Award to be presented to the National Pancreatic Cancer Association and the inspiration behind it all. Lisa K. Stephenson is the author of *Covenant: The Sister Series Compilation*, podcast host and pioneer to *The Independent Millennial Woman* workshops where she brings across a powerful message: *How to have it all: Independence and Healthy Intimacy*.

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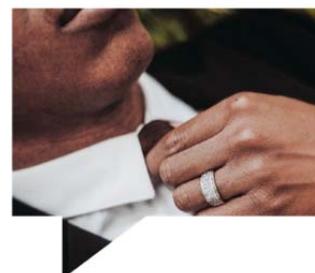
The Westchester County Launch Luncheon event will begin at 11:00am. Networking and shopping will follow with the keynote speaker Lisa K. Stephenson at noon. Following the program, lunch will be served, book signing, silent auction and more shopping will continue until the event concludes at 2pm.  
Tau Iota Mu Psi, Inc. Membership Packages:

Legacy Members	\$35.00/ month
Golden Greeks	\$65.00/month
Legacy Lodge Brothers	\$35.00/month
Brothers of Leadership	\$65.00/month

For more information on Tau Iota Mu Psi, Incorporated or for tickets to the Westchester County's Launch Luncheon, visit <https://www.lisakstephenson-cybersisterhood.com/events>

For more information on Lisa K. Stephenson please contact:  
[lisak@lisakstephenson.com](mailto:lisak@lisakstephenson.com)

Brotherhood: <https://www.lisakstephenson-cybersisterhood.com/brotherhood>  
Sisterhood: <https://www.lisakstephenson-cybersisterhood.com/sisterhood>





# Lisa K. Stephenson

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FOR IMMEDIATE RELEASE

## Women's Author Brings Her Message on Toxic Relationships to the Podium *How to have it all: Healthy Intimacy and Independence*

Atlanta, GA – (March 25, 2019) – On Saturday June 1, 2019 Lisa K. Stephenson takes to the Marriott Marquis in Atlanta, GA to kick start her tour: The Independent Millennial Woman Workshop x The 'Late Bloomer' book signing event. The two-part show will take place at 1 p.m. in the conference room located just inside the Marriott Marquis—signs will be available for attendees to follow.

The workshop will be presented first as part of the Lisa K. Stephenson tour. This year, she will be touring to various cities including Miami, FL, New York, NY and Chicago, IL. Lisa will be on tour from June 1<sup>st</sup> to September 20<sup>th</sup> and will be promoting the release of her fourth and fifth novels, Late Bloomer and The Yellow Brownstone while presenting a powerful, inspiring speech. Local performers are invited to come out to showcase their talents along with aspiring authors.

Tickets for the show are \$63.00. Tickets are sold online only; we will not sell tickets at the door. For further information or to purchase tickets, please visit [www.lisakstephenson.com/events](http://www.lisakstephenson.com/events). The show is open to the public and highly encouraged for women and men between the ages of 18-55—no children.

### *About Lisa K. Stephenson*

Lisa K. Stephenson of The Bronx, New York is the Founder and Chairman of the Board at Tau Iota Mu Psi, Inc. one of the first ever Cyber-Sisterhood and Cyber-Brotherhood—Tau Iota Mu Mu—Non-Profit Organizations to make its way into the lives and hearts of many. Her latest self-help book entitled: Stripping Down: A Blogger's Diary is set to release Spring 2019 by way of traditional publishing. "By bringing this to workshops and speaking engagements, it is to ignite women in a sisterhood circle to discuss the mistakes we make with romance and intimacy. I've seen the most educated and successful women fall into this toxic and hypnotic place. By opening the conversation to this sensitive topic, where one's vulnerability is exposed in a trusting environment, we can heal, redirect the energy and support one another so it doesn't happen again," says Lisa Stephenson.

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**Note to Journalists:** if you would like more information on this topic, or would like to schedule an interview, please contact Lisa K. Stephenson at [lisak@lisakstephenson.com](mailto:lisak@lisakstephenson.com) or by calling (914) 481-3123.

