

Closing the Gap Between Ties, Tatts

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When it comes to helping different generations mesh in the business world, "I like to say collaborate versus collision," says human resources consultant and *Ties to Tattoos* author Sherri Elliott-Yearly, who will discuss her book today at the Park Cities Rotary Club meeting.

Ties to Tattoos is dedicated to her 20-year-old daughter, Khirsten, "because she had to bring me along and educate me on what the life of a Millennial is," said Elliott-Yearly, "and that really spoke to me when a lot of my clients were having communications problems with their employees. It was more that they were having generational problems, though, when you look at it with the generational lens."

True to her target audience (everyone, basically), she's released it on Kindle and had a book launch last year at Tootsies, prompted by a win-win suggestion from someone at the popular Preston Center boutique.

"They said, 'We dress everyone from the granddaughter to the grandmother, so we think it'd be really fitting,' " Elliott-Yearly said. The event was a success, and based on distribution and support, the book seems to have been one, too. In turn, its author opted to give away all proceeds, starting this month, to the Lance Armstrong Foundation and Family Place.

To learn more about her, visit sherrielliott-yearly.com. As for the rotary club meeting, you'll find it at Maggiano's Little Italy in NorthPark Center, at 11:50 a.m.