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Staffing World 2019

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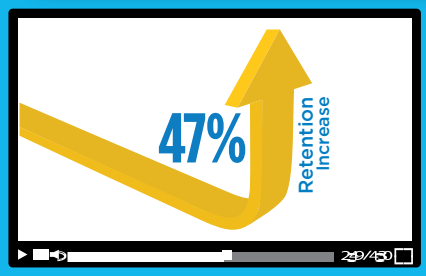

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Corporate Partners

Please join ASA in thanking its corporate partners for their commitment to and support of the association; its members; and the staffing, recruiting, and workforce solutions industry.

American Staffing Association

The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA and its state affiliates advance the interests of the industry across all sectors through advocacy, research, education, and the promotion of high standards of legal, ethical, and professional practices.

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ENGAGE WITH COLLEAGUES VIA SOCIAL MEDIA

There's already a steady buzz on various social media platforms about this year's can't-miss Staffing World experience. **Use #StaffingWorld** in all your social media postings and become part of the conversation—before, during, and after the event.

CHECK IT OUT! An exclusive online community just for Staffing World attendees is live on ASA Central, *asacentral.americanstaffing.net*.

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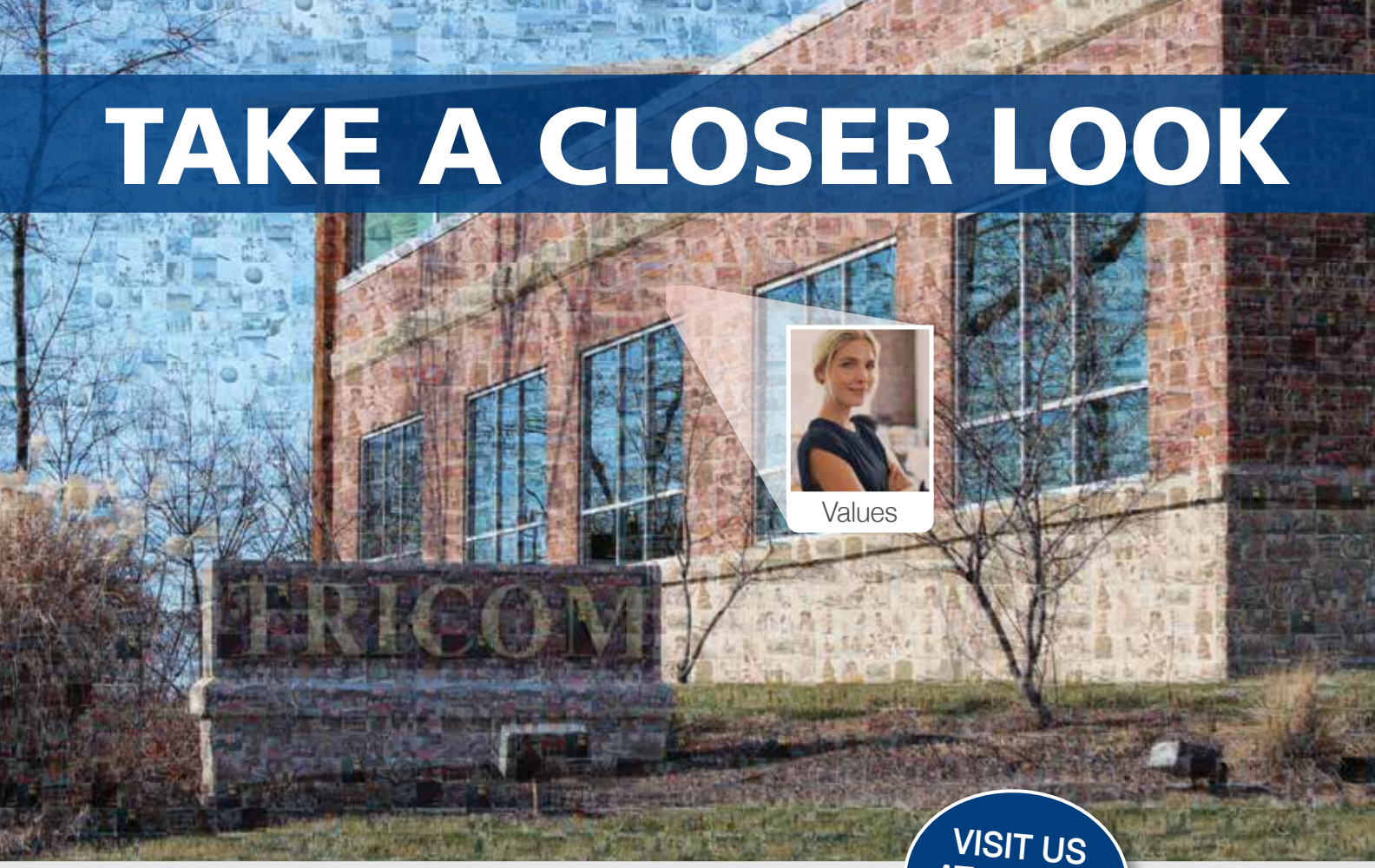

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— Alex Fernandez, CEO, Staffing Specifix

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AGENDA

Subject to change. All convention events take place at the MGM Grand, unless indicated otherwise.

MONDAY, OCT. 14

1–5 p.m.	ASA Board of Directors Meeting
6–8:30 p.m.	ASA Board of Directors Dinner *(invitation only)*

TUESDAY, OCT. 15

8 a.m.–Noon	ASA Board of Directors Meeting
8 a.m.–7 p.m.	Registration Open
9:30 a.m.–2 p.m.	Preconvention Programs *(lunch provided)*
1:30–2:45 p.m.	Welcome Mixer
3–5 p.m.	Super Session With Becky Frankiewicz and Speed Talks
5–7 p.m.	ExpoPalooza

WEDNESDAY, OCT. 16

7–8:30 a.m.	Legal and Legislative Committee Meeting *(with breakfast)*
7–8:30 a.m.	Staffing as a Career Committee Meeting *(with breakfast)*
7:30–8:30 a.m.	Breakfast
7:30–8:30 a.m.	First-Time Attendee Breakfast
7:30 a.m.–7:30 p.m.	Registration Open
8:30–10 a.m.	Super Session With Johnny C. Taylor Jr. and Annual Membership Meeting
10 a.m.–7:30 p.m.	Expo Hall Open
10:15–11 a.m.	Refreshment Break in the Expo
10:30–11 a.m.	Tech Talks in the Expo
11:15 a.m.–12:45 p.m.	Targeted Breakout Sessions
1–2:30 p.m.	Lunch in the Expo
1–2:30 p.m.	Chapter Leaders Meeting and Awards Lunch
1–2:30 p.m.	ASA Cares LIVE in the Expo
1:30–2:30 p.m.	Tech Talks in the Expo
2:45–3:45 p.m.	Targeted Breakout Sessions
3:45–4:30 p.m.	Refreshment Break in the Expo
4–4:30 p.m.	Tech Talks in the Expo
4:45–5:30 p.m.	Targeted Breakout Sessions and Tech Talks in the Expo
5:30–6 p.m.	Michelle Poler Meet and Greet *(invitation only)*
5:30–7:30 p.m.	Let's Glow With ESC
7–10 p.m.	StaffingPAC Industry Leader Event at the Smith Center *(invitation only)*

THURSDAY, OCT. 17

7:30–9 a.m.	Education Committee Meeting *(with breakfast)*
7:30–9 a.m.	Safety Committee Meeting *(with breakfast)*
8–9 a.m.	Breakfast in the Expo
8 a.m.–2 p.m.	Expo Hall Open
8 a.m.–3:30 p.m.	Registration Open
9–11 a.m.	Pawvana in the Expo
9:15–10:15 a.m.	Targeted Breakout Sessions
9:15–11:15 a.m.	Game Changers: Case Study Sessions in the Expo
10:30–11:15 a.m.	Refreshment Break in the Expo
10:30 a.m.–1 p.m.	Special Session: Confessions of Staffing CEOs
11:30 a.m.–12:30 p.m.	Targeted Breakout Sessions
12:30–2 p.m.	Lunch in the Expo and Giveaways
12:30–2 p.m.	ASA Cares LIVE in the Expo
2:15–3:15 p.m.	Targeted Breakout Sessions
3:30–5 p.m.	Super Session With Jon Dorenbos

Don't Miss the ASA StaffingPAC Industry Leader Event!

This invitation-only, special evening of great food and entertainment is a prime opportunity to meet and network with leaders in the staffing industry. To find out how you can become an industry leader and receive an invitation to attend, contact Krissy Bailey at 703-253-2036 or kbailey@americanstaffing.net.

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BEST VALUE!

All-Access Pass

$1,995

($2,295 after Sept. 13)

Nonmembers $2,895
($3,195 after Sept. 13)

Attend all Staffing World events from Tuesday–Thursday.
Includes all convention keynote presentations, education sessions, and expo events—including all offered meals, receptions, and refreshment breaks, plus:

- Welcome Mixer
- ExpoPalooza
- Let's Glow With ESC
- All event recordings

Premium Pass

$1,595

($2,095 after Sept. 13)

Nonmembers $1,995
($2,095 after Sept. 13)

Select two consecutive days to attend: Tuesday & Wednesday OR Wednesday & Thursday.
Two days of keynote presentations and education sessions—including all offered meals, receptions, and refreshment breaks on chosen days, plus:

- Welcome Mixer (Tues/Wed only)
- ExpoPalooza (Tues/Wed only)
- Let's Glow With ESC
- Event recordings for days attended

Basic Pass

$895

($995 after Sept. 13)

Nonmembers $1,195
($1,295 after Sept. 13)

Catch only your preferred events with a single-day pass: Tuesday, Wednesday, OR Thursday.
One day of keynote presentations and education sessions—including all offered meals, receptions, and refreshment breaks on chosen day, plus:

- Preconvention Program (Tues only)
- Welcome Mixer (Tues only)
- ExpoPalooza (Tues only)
- Let's Glow With ESC (Wed only)
- Event recordings for day attended

The registration packages shown here are available to staffing professionals only (owners, executives, and employees of staffing and recruiting companies). Industry Supplier rates are available only at the all-access pass level: $4,095 for ASA members and $6,095 for nonmembers. Speaker and guest registrations are also available—visit ***staffingworld.net*** to learn more.

À la Carte

This year, attendees may also purchase single event tickets to customize their Staffing World experience.

Preconvention Program (Tues)
$295 (Nonmembers $495)
See p. 22 for topics.

ExpoPalooza (Tues)
$150 (Nonmembers $200)
See p. 28 for details.

Welcome Mixer (Tues)
$140 (Nonmembers $190)
See p. 20 for details.

Let's Glow With ESC (Wed)
$150 (Nonmembers $200)
See p. 37 for details.

25% Team Discount!

After a staffing professional at your company purchases an all-access pass, subsequent staffing professionals at your company receive a 25% discount on all-access pass purchases. This discount applies only to staffing professionals and is valid only when purchasing all-access passes.

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There is a special room block set aside for Staffing World attendees at the MGM Grand. This rate is available until Sept. 20, subject to availability.

Room rate: $168 plus tax and $30 daily resort fee, which includes in-room internet and fitness center access.
Check-in: 3 p.m.
Checkout: 11 a.m.

The Staffing World room block rates are effective Oct. 12–19, 2019—which means you can plan ahead to extend and maximize your trip to Las Vegas.

Hotel Reservations

Go to the "Hotel Reservations" section of ***staffingworld.net*** to see full reservation details and to reserve your room online. ASA urges convention attendees to make their hotel reservations as soon as possible. When making your reservation by phone, ask for the ASA Staffing World 2019 convention rate.

Airport

McCarran International Airport is 2.2 miles from MGM Grand on the Las Vegas strip.

Attire

Business casual clothing is appropriate for the educational sessions during Staffing World. Bring cocktail attire for some of the evening events.

Weather

Las Vegas enjoys October average highs of 82 degrees Fahrenheit. Average lows are 54 degrees Fahrenheit.

Avoid the On-Site Crowds

Register online to receive a barcode you can scan at the Express Registration Desk! Go to ***staffingworld.net.***

Registration area sponsored by

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Keynote Presenters

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Opening Super Session

Tuesday, Oct. 15
3–5 p.m.

Sponsored by The Staffing Insurance Source WORLD WIDE Specialty Programs

Becky Frankiewicz

President, ManpowerGroup North America

The Time to Innovate and Adapt Is Now

How do you keep up when new jobs are created as fast as others become obsolete? Welcome to the Skills Revolution! The solution isn't robots—it's talented people. Staffing industry leader Becky Frankiewicz argues that enabling all people to participate in the workplace and achieve their potential is not just an ethical imperative—it's good business. In today's labor market, developing skills that are core to the business is how companies will acquire organizational agility and workforce resilience, and fuel growth. If we adjust our requirements from what's desired for a role to what's required to effectively do the job, we can expand our access to skilled talent and open opportunity to all. In this opening Super Session, get the lay of the workforce landscape and learn how to develop a diverse pipeline of digital leaders that will successfully drive digital transformation.

Frankiewicz is a go-to workforce expert for CNBC and other media outlets because of her keen ability to frame business challenges and provide strategic ideas and solutions. Her executive perspectives have been shaped not only by the staffing industry but also through her years leading one of PepsiCo's largest subsidiaries. **Following her keynote, she'll also lead a panel of Speed Talk presenters.**

Johnny C. Taylor Jr.

President and CEO, Society for Human Resource Management

Shaping Better Workplaces for a Better World

Day two of Staffing World kicks off with an insightful look at the present and future of human capital from the president and CEO of the Society for Human Resource Management—the organization at the forefront of issues related to the evolving workplace. Taylor looks at the future of human capital in a time of artificial intelligence and automation, and the role of staffing and HR in that future. He examines the current relationship between the HR suite and staffing companies, and how together these professions can deliver talent and workplace cultures that can transcend disruption.

As a global leader on all matters affecting work, workers, and the workplace, Taylor brings extensive experience as a leader of strategic change and through his work at SHRM, whose more than 300,000 members collectively affect the lives of more than 115 million employees each year.

Follow @JohnnyCTaylorJr
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Super Session

Wednesday, Oct. 16
8:30–10 a.m.

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Follow @JonDorenbos
#StaffingWorld

Closing Super Session

Thursday, Oct. 17
3:30–5 p.m.

Sponsored by MONSTER

Jon Dorenbos

Former NFL Player and 'America's Got Talent' Finalist

Persevere and Live in Vision, Not in Circumstance

Dorenbos, a former NFL player and "America's Got Talent" finalist, is one of the most sought after keynote speakers due to his contagious energy and vision for achievement. During this final keynote presentation, Dorenbos is sure to inspire Staffing World attendees through his powerful life experiences and stories—relating them to the importance of teamwork, perseverance, and achieving new levels of personal and professional success. After losing both parents at the age of 12, through hard work and discipline Dorenbos exceeded his dreams by earning two Pro Bowl appearances and a Super Bowl ring during a 14-year football career. But after being diagnosed with a condition requiring emergency open-heart surgery, his life took another turn. Dorenbos now captivates audiences all over the world by combining his inspirational story and motivating work ethic with world-class magic, teaching attendees valuable lessons about embracing change and outperforming their competition.

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Why Tannenbaum Helpern?

For more than 35 years, Tannenbaum Helpern's Staffing Industry Practice has been representing staffing firms with a wide range of legal and operational issues from unfair competition, employment agreements, restrictive covenants, EEO and wage and hour claims to franchising, governmental investigations, mergers and acquisitions, and litigation. We listen and understand our clients' concerns and strategize to formulate practical solutions. For more information about Tannenbaum Helpern visit www.thsh.com.

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- Governmental audits
- Anti-discrimination training
- Harassment investigations
- HR policies & procedures
- Family and Medical Leave Act
- Wage & hour compliance
- Unfair competition
- Disability accommodation
- Background checks
- Candidate screening and on-boarding procedures

Franchising

- Franchise programs
- Franchise and disclosure documents
- Pre-sales registration

Cybersecurity

- Data security and privacy notification laws
- Data privacy polices
- Incident response plan & breach response

Litigation & Dispute Resolution

- Employment litigation including wage and hour actions and EEO claims
- Employment arbitrations
- Copyright, trademark and patent infringement
- Franchisor/franchisee disputes
- Restrictive covenant litigation
- ADA claims

Corporate

- Corporate structure
- Mergers
- Acquisitions
- Joint ventures
- License agreements
- Public & private offerings
- Loan agreements
- Business formation
- Operating agreements
- VMS agreements
- Contract negotiations

Intellectual Property

- Copyrights
- Patents
- Trade secrets
- Trademarks

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- *Join us on **October 16** at 8:30am for a keynote session featuring Johnny C. Taylor Jr*
- *Join us on **October 16** at 11:15am for Indemnification and Other Contractual Issues in Health Care Staffing Agreements with Renee J. Silver*
- *Join us on **October 17** at 11:30am for Handling Harassment Complaints in the #MeToo Era with Jason B. Klimpl and Andrew W. Singer*

See you at Staffing World 2019!

Tannenbaum Helpern Syracuse & Hirschtritt LLP

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Continuing Education at Staffing World 2019

By attending the various sessions, Tech Park presentations, and preconvention programs at Staffing World, you can earn up to 15.75 CE hours required for ASA certification renewal—including some legal and health care CE hours.

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Staffing World sessions will be submitted to the HR Certification Institute for recertification credit hours.

SHRM-CP and SHRM-SCP Certification

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Kick Off Your Staffing World Experience

Attend the Welcome Mixer on Tuesday

The Welcome Mixer at Staffing World, sponsored by ZipRecruiter, is the first networking and social event of the convention. It's an ideal rallying point for colleagues who have flown in from around the country and a fun event where you'll enjoy hors d'oeuvres and drinks. Greet old friends and make new connections.

Tuesday, Oct. 15, 1:30–2:45 p.m.

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NEW!

REGISTER FOR PRECONVENTION PROGRAMS

Before Staffing World officially kicks off, explore preconvention programs on Tuesday, Oct. 15, to advance your knowledge even further. **Choose from one of three learning paths** for your customized preconvention experience (all include lunch):

1	2	3
Growth Strategies for Staffing Companies up to $50 Million in Revenue	**Discover New Revenue: Build or Expand a Direct Hire Business**	**Advancing Women Leaders in the Staffing Industry**

Preconvention program rates: **Member $295** Nonmember $495

Note: Only the Tuesday basic pass includes a preconvention program; separate registration is required for all other pass options.

SCHEDULE

Tuesday, Oct. 15

9:30 a.m.–1:30 p.m.

Growth Strategies for Staffing Companies up to $50 Million in Revenue

Facilitated by: ***Scott Wintrip****, president and senior consultant, Wintrip Consulting Group*
Additional Presenters: ***Brian Frydenlund****, principal, Growth Mindset Group;* ***Brittany Sakata, Esq.****, associate general counsel, American Staffing Association;* ***Chris Taylor****, CEO, Actionable.co*

A limited-seating master class for leaders of fast-growing small and medium-sized staffing companies. This is an exceptional opportunity to engage with peers to discuss strategies, compare best practices, and benchmark your own plans and progress. Highly regarded industry thought leaders direct the discussion on topics ranging from optimizing small-team productivity to setting financial goals and KPIs, scaling and growth strategies, client relations, and more. You'll learn how other companies made the transition from "emerging" to aggressive growth, and learn the traits and tactics that helped them succeed. Early registrants can also enroll in an online follow-up session to further explore issues and questions. **See the detailed agenda for this preconvention program on the next page.**

1 Growth Strategies for Staffing Companies up to $50 Million in Revenue

9:30–10 a.m.
Business Roundtable Introductions

All registrants should be prepared to give a brief (1–2 minute) overview of their company. Include details such as services provided, company size, geographic footprint, business mix, and how your company is performing year-to-date. Be prepared to answer the question: What is the most surprising marketplace trend you are seeing right now?

10–11 a.m.
Ten Traits of Companies Accelerating From Emerging to Fast-Growing

***Scott Wintrip**, president and senior consultant, Wintrip Consulting Group*

Staffing and workforce solutions companies that achieve fast and sustainable growth have important traits in common. This session explores those traits in detail—from leadership methods that improve staff performance, to sales strategies that boost margins, to recruiting tactics that increase the flow of top talent. Discover how these traits enhance differentiation, increase market share, and accelerate profitability, and take away actionable ideas for your company.

11–11:15 a.m.
Break

11:15 a.m.–12 noon
Advanced Cash Flow Management for Staffing Company Executives

***Brian Frydenlund**, principal, Growth Mindset Group*

A recent study by U.S Bank noted that 82% of small businesses fail due to poor cash flow management or a poor understanding of cash flow within their business. This session takes a deep dive into the financial statement called the "statement of cash flows." The cash flow statement shows where the company's cash came from and where it went. This session looks at the three core components of the statement, and uses a case study to demonstrate how they work. How the cash flow statement interacts with the profit and loss statement and balance sheet will also be covered. You'll gain a better understanding of how critical cash flow is to the success of your business—especially when the economy softens or during times of aggressive growth.

12 noon–12:45 p.m.
Make Your Strategy a Reality

***Chris Taylor**, CEO, Actionable.co*

You have a plan to build the company of your dreams, and a great strategy to make it happen. Yet the cold, hard truth is that your strategy is more likely to fail than succeed. According to a 2018 McKinsey study, 70% of strategies fail. The issue, however, is rarely bad strategy—but rather how your people interpret that strategy and shift behaviors to make it a reality.

As CEO of Actionable.co, Chris Taylor has worked with more than 2,000 organizations across 17 countries and virtually every sector to increase the likelihood that their strategic programs would succeed. By the end of this session, you will be able to communicate your growth strategies in a way that engages the hearts and minds of your teams and increases your odds of success. **This session includes a working lunch.**

12:45–1:15 p.m.
Top Compliance Issue Highlights

***Brittany Sakata, Esq.**, associate general counsel, American Staffing Association*

Join Brittany Sakata, associate general counsel of ASA, as she covers a variety of employment law matters impacting your staffing company's growth potential—including marijuana and its role in the workplace, hiring issues such as ban-the-box and salary history bans, and paid leave laws.

1:15–1:30 p.m.
Key Takeaways and Wrap-Up

***Scott Wintrip**, president and senior consultant, Wintrip Consulting Group*

TUESDAY, OCT. 15

9:30 a.m.–1:30 p.m.

Discover New Revenue: Build or Expand a Direct Hire Business

Facilitated by: ***John Ruffini****, vice president, professional development, HealthTrust Workforce Solutions*
Additional presenters: ***Diane Geller, Esq.****, partner, Fox Rothschild LLP;* ***Mike Menzer, CSP****, managing director, Rotator Staffing Services Inc.;* ***Nick Schichtle****, vice president, national perm practices, Adecco Staffing*

Do you have a direct hire business that you want to take to the next level? Are you looking to add direct hire to your roster of staffing services? This is your chance to hear highly successful direct hire experts share their strategies and techniques for building a direct hire business—finding candidates, capturing direct hire business from current clients, making placements, and more. Learn how to win in the fierce competition for top talent—even when that talent is fully employed and seemingly uninterested in making a change. Direct hire can be a natural fit for staffing businesses, providing a lucrative new revenue stream. This special preconvention program is a must-attend if you want to start or expand your direct hire business.

Visit **staffingworld.net** to see the full agenda for this program.

TUESDAY, OCT. 15

9:30 a.m.–2 p.m.

Advancing Women Leaders in the Staffing Industry

This is the only Staffing World session that's exclusively by women and for women, and it's a rare opportunity to meet and reconnect with women leaders to expand your business network, while also strengthening the voice and influence of women in staffing. Get expert advice and insights on topics requested by the community—including career pathways, skills and confidence building, managing rising leaders, diversity and inclusion research, and more. Hear female entrepreneurs tell their stories about learning from their challenges and successes. If you're a senior executive, director, manager, or emerging leader, this intense, half-day session will inspire and arm you to take your career to the next level and advance the position of women in the industry. **See the detailed agenda for this preconvention program below.**

Advancing Women Leaders in the Staffing Industry

9:30–10:15 a.m.

Build Confidence and Your Personal Brand

Carol Sankar*, founder, The Confidence Factor for Women in Leadership*

It's time to stop over-thinking your next move as a woman for fear of external perceptions. You are too valuable to be invisible! Confidence is a brand (the most impressive accessory a woman can wear), and essential when you're a leader.

ASA is proud to have Carol Sankar as part of its Advancing Women Leaders presenters. Carol is the founder of the Confidence Factor for Women in Leadership, a global executive leadership firm that focuses on gender inclusion initiatives. She will focus on navigating through limiting beliefs so you can add value to your own voice and accelerate your personal brand.

10:15–10:45 a.m.

Speed Networking and Mentoring

Get ready to meet and mingle! This structured forum kicks off the day so expanding your professional network is early on your agenda—as it should be.

10:45–11 a.m.

Break

11 a.m.–12 noon

Concurrent Sessions Led by Catalyst Consultants:

Catalyst is a global nonprofit working with some of the world's most powerful CEOs and leading companies to build workplaces that work for women.

The Sponsorship Effect

***Heather Foust-Cummings, Ph.D.**, senior vice president, research and consulting, Catalyst*

Finding and cultivating sponsors—whether informal or formal—can be a huge game changer for your career. But where do you start? In this session, you'll learn the difference between a coach, mentor, and sponsor, and learn strategies for positioning yourself to be both mentored and sponsored within your organization. You'll leave with a plan for building or expanding your own strategic network.

Inclusive Communication and Courageous Conversations

***Audrey Gallien**, senior director, business development, Catalyst*

Why do people struggle to communicate authentically across their differences? To be sure, it's not easy to talk about our differences. Men who want to support more gender equality, for example, can be afraid of being sexist, according to Catalyst research. And nondominant groups fear being stereotyped or discriminated against. Roadblocks such as beliefs, attitudes, and experiences can stifle meaningful dialogue. This breakout session offers solutions to these problems based on Catalyst research, so that participants can build effective work relationships through inclusive communication.

12 noon–1 p.m.

Networking Lunch

1–2 p.m.

Executive Reflections: Looking Back to Propel Forward

*Facilitated by: **Leslie Vickrey**, CEO and founder, ClearEdge Marketing*
*Panelists: **Kelly Boykin**, senior vice president–global alliances, Aquent; **Beth Delano**, CEO, Malone Workforce Solutions; **Rhona Driggs**, CEO, Empresaria Group PLC; **Michele McCauley**, senior vice president of human resources and principal, Apex Systems*

Sometimes in life you have to slow down to speed up—to reflect on and learn from what got you to where you are today, while continuing to make your mark on the future. Join this powerhouse of female staffing leaders as they reflect on what they've learned along their journey to the c-suite—including personal stories of overcoming fear, recovering from failure, and turning around any signs of self-doubt. Expect real talk from these pioneers, risk takers, and personal brand evangelists who will leave you feeling inspired to be your own No. 1 career champion, prioritize life goals, and find ways to rise up in the next generation of staffing industry leaders.

Special Reception for Women Leaders

Come in early for the Advancing Women Leaders preconvention program, and you'll be invited to a special networking reception on Monday evening just for those who attend.

Advancing Women Leaders preconvention program and reception sponsored by Bullhorn

STAFFING WORLD®

techpark

NEW!

Staffing World Debuts 'Tech Wednesday'

This year, the aptly-dubbed "Tech Wednesday" (Oct. 16) delivers a track of content dedicated to technology solutions and strategies specific to the industry. Staffing professionals can choose to immerse themselves in targeted tech content all day long—or mix it up with other convention content. Tech sessions include:

- **Staffing Tech Roundup: What's Hot, What's Hype, What You Need to Know**
- **Power Recruiters' Technology Secrets and Solutions**
- **Robotic Process Automation: Put the Bots to Work for Your Business**
- **High-Performing Tech for High-Performance Sales**

Plus—the popular Tech Park will feature 20+ Tech Talks. Back for a third year by popular demand, the Tech Park is a buzzing center of technology solutions specific to the staffing and recruiting industry. There you can discover, learn about, and discuss the tools, systems, and platforms that can boost your company's efficiency and productivity today—as well as potentially transform the way you do business tomorrow.

Get all the technology-related answers your staffing and recruiting company needs. Use your Staffing World personal radio, courtesy of ASA corporate partner ClearlyRated, to tune in to one of two simultaneous Tech Talks. These short, targeted presentations by vetted technology experts address staffing-specific tech challenges. The radios allow you to easily switch between presentations if you choose.

Staffing World 2019 Tech Talk Schedule

10:30–10:40 a.m.	
Stage 1 **The Next Phase in HR Technology: Employee Engagement and Compliance** *Marine Galstyan, AMGtime*	Stage 2 **On-Demand Staffing Is Here…What Happens Next?** *Tosh Cook, gigRonin*
10:45–10:55 a.m.	
Stage 1 **Managing Your Online Reputation** *Bridget Harper, ClearlyRated*	Stage 2 **6 Ways to Fill Jobs Faster (Don't Gamble With Your Text Messaging)** *Brad Herrmann, Call-Em-All*

1:30–1:40 p.m.	
Stage 1 **Fill More Job Orders Faster With Programmatic Advertising** *Matt Lozar, Haley Marketing Group*	Stage 2 **A Bold New World: Exploring JobDiva's Robotics** *Tony Bosco, JobDiva*
1:45–1:55 p.m.	
Stage 1 **It's Your Money—Make It Work for You (Better Recruitment Marketing)** *Leah Daniels, Appcast*	Stage 2 **Mobile Apps Change the Way You Do Business** *Jim Essey, CSP, The TemPositions Group of Cos.*
2–2:10 p.m.	
Stage 1 **Not Your Average AI Tool—A True Talent Advisor** *Sarah Beth Maronpot, Leoforce*	Stage 2 **Cyber Insurance or Technology Errors and Omissions—What's the Difference?** *Joseph DeCarlo, World Wide Specialty Programs*
2:15–2:25 p.m.	
Stage 1 **Interactive, Engaging, and Effective eLearning** *Robert Reid, Butler Street Consulting*	Stage 2 **5 Reasons Scheduling Automation Is Transforming the Staffing Industry** *Steve O'Brian, Shiftboard*
4–4:10 p.m.	
Stage 1 **Data Is Talking—Are You Listening? Leverage Social Data to Quickly Source the Right Talent** *Lindsay Stanton, Digi-Me*	Stage 2 **Enhance Your Staffing Business: Relationship Building With Technology** *Alex Atwood, Gravy Work*
4:15–4:25 p.m.	
Stage 1 **Time for Mobile: Transforming Staffing Industry Time and Attendance With a Mobile App** *Malissa Nettles, TempWorks Software*	
4:45–4:55 p.m.	
	Stage 2 **The Influence of Technology in the New World of Work** *Gretchen Keefner, Bullhorn*
5–5:10 p.m.	
Stage 1 **The Evolution of Texting: Better Branding, More Interactive** *Jonathan Porter, Zipwhip*	Stage 2 **Crypto-Currency** *Jason Leverant, TSC, CSP, CSC, CHP, @Work Group*
5:15–5:25 p.m.	
Stage 1 **Bring in More Business—Train Your Employees to Share on Social** *Adrian Dayton, ClearView Social*	Stage 2 **Essential Benefits to Drive Job Satisfaction** *Kayla Ellsworth, Essential StaffCARE*

Search the hashtag **#swtechpark** on social media to get more info and a glimpse of last year's presentations. Plus—be on the lookout for more information about **Tech Stands**, which debuted last year adjacent to the Tech Park. They are specialized booths that offer a convenient way to meet with staffing technology suppliers before, during, and after the popular Tech Talks.

Don't Miss the ExpoPalooza

You're Invited!

Visit the largest, most comprehensive staffing industry marketplace during the grand opening of the Staffing World expo hall—ExpoPalooza,sponsored by Advance Partners.

Enjoy drinks and light bites with your colleagues during this festive yet strategic first visit with more than 170 exhibitors. Staffing World exhibitors showcase a diverse range of inventive products and professional services in 40+ product and service categories. Meet suppliers face-to-face, conduct side-by-side comparisons, and assess the resources available to you to increase your company's efficiency and productivity.

When: Tuesday, Oct. 15, 5–7 p.m.

Where: MGM Grand Las Vegas, Marquee Ballroom

Attire: Business Casual

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NEW THIS YEAR

Game Changers

New this year, Staffing World Game Changers are TED Talk-style, tag-team presentations by suppliers and their clients on solutions that deliver for staffing companies.

These practical case studies—on topics other than technology—offer real-world examples of how your peers are leveraging the help of staffing industry suppliers to solve their pressing business needs.

Game Changers take place in the expo hall on Thursday, Oct. 17, 9:15–11:15 a.m. Use your personal Staffing World radio, sponsored by ClearlyRated, to tune in to the dueling talks.

Attend Game Changers in addition to Tech Talks, Super Sessions, Preconvention Programs, Speed Talks, more than 25 other sessions and panel discussions, numerous networking events, and 170+ exhibitor booths to maximize your Staffing World experience.

EXPERIENCE THE WORLD-CLASS EXPO

Staffing World is the world's largest marketplace for the staffing, recruiting, and workforce solutions industry, where you can learn about the latest technologies, innovative products, and new services to help your company keep its competitive edge and better serve your clients. Meet the valuable suppliers face-to-face, conduct side-by-side comparisons, and assess the resources available to you to increase your company's efficiency and productivity.

Expo Hours and Events

MONDAY, OCT. 14

8 a.m.–5 p.m. .....Exhibitor Move-In

TUESDAY, OCT. 15

8 a.m.–1 p.m. .....Exhibitor Move-In
5–7 p.m. .....ExpoPalooza

WEDNESDAY, OCT. 16

10 a.m.–7:30 p.m. .....Expo Open
10:15–11 a.m. .....Refreshment Break
10:30–11 a.m. .....Tech Talks
1–2:30 p.m. .....Lunch
1–2:30 p.m. .....ASA Cares LIVE
1:30–2:30 p.m. .....Tech Talks
3:45–4:30 p.m. .....Refreshment Break
4–5:30 p.m. .....Tech Talks
5:30–7:30 p.m. .....Let's Glow With ESC and Giveaways

THURSDAY, OCT. 17

8–9 a.m. .....Breakfast
8 a.m.–2 p.m. .....Expo Open
9–11 a.m. .....Pawvana
9:15–11:15 a.m. .....Game Changers
10:30–11:15 a.m. .....Refreshment Break
12:30–2 p.m. .....Lunch and Giveaways
12:30–2 p.m. .....ASA Cares LIVE
2–9 p.m. .....Exhibitor Move-Out

Don't Miss Networking Lunches in the Expo!
Staffing World attendees and exhibitors have the opportunity to talk business, network, and enjoy each other's company over a hot lunch.

Wednesday lunch sponsored by Anthem NATIONAL ACCOUNTS

40+ Product and Service Categories

Staffing World exhibitors showcase a diverse range of inventive products and professional services in a wide variety of categories:

- Accounts receivable financing
- Advertising, sales, and marketing
- Application service provider
- Asset-based lending
- Background checks
- Business and administrative services
- Business forms
- Business tax reduction services
- Client services
- Collections and receivables management
- Consulting and market research
- Debit payroll cards
- Drug testing
- Employment screening
- Factors
- Financial services
- Front-office recruiting technology
- Health care sector services
- Immigration
- Information technology services
- Insurance and employee benefits
- International recruitment
- Internet career sites
- Investment banking
- Legal services
- Management consulting
- Mergers and acquisitions
- Offshore recruitment support
- Outplacement services
- Payroll cards
- Payroll distribution
- Payroll funding
- Recruiting support
- Risk management
- Social media
- Software and services, web-based
- Software systems
- Testing and training
- Time and attendance
- W-2 services
- Website design and internet services
- Workers' compensation

Categories subject to change.

You'll find it all in the Staffing World Expo

The Staffing World expo features 170+ suppliers to the industry—and is a strategic place to learn about and demo products and services that can help grow your business. While you're there, check out these other exciting events happening in the expo:

NEW!

Cash In at the S.W.A.G. Shop!

This year's convention has its own currency—and you will get to spend it at the S.W.A.G. Shop (S.W.A.G. stands for Staffing World Attendee Gifts). Check out the S.W.A.G. Shop in the expo, where you'll find fun items you will want to take home with you, including:

- Soft cotton **Staffing World T-shirts**
- **Personal fans** that plug into your cellphone
- **ASA Tervis cups**—perfect for keeping drinks hot or cold
- High-quality, **patterned ASA socks**
- **ASA-branded bluetooth devices** to keep track of your keys
- **Popsockets** to help make your cellphone easier to hold

You can also use your S.W.A.G. bucks toward prize drawing entries. Many Staffing World exhibitors will donate high-value prizes to raffle off at the convention on Wednesday and Thursday—including a 75" Smart 4K TV, Apple iPad Air, $500 Amazon gift card, and much more.

How do I collect S.W.A.G. Bucks?

There are several ways to collect S.W.A.G. bucks, but the most efficient way is by visiting with exhibitors in the expo.

Enjoy a Massage at the Kittrell Relaxation Zone

The Kittrell Relaxation Zone, sponsored by Kittrell Paycard, is your destination for relaxation. The lounge features comfortable seating, foot massage machines as well as energizing chair massages from a professional massage therapist, fruit-infused water service, convenient electronic device charging stations, and more. It's open whenever the expo hall is open.

Stop by often to recharge and refresh. Then visit Kittrell Paycard across the aisle in booth #207 for all your paycard needs.

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KITTRELL PAYCARD RELAXATION ZONE

KITTRELL PAYCARD

Making the switch to Kittrell Paycard will save you and your employees time and money.

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We bet you'll love it!

Stop by for a relaxing massage, charge up, then visit us across the aisle in Booth 207.

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NEW!

Welcome to the SUNZ Deck!

You'll be working hard at Staffing World—learning, networking, idea-sharing. What better way to continue the conversations and have some fun with your colleagues than to hit the SUNZ Deck in the Staffing World expo?

Join sponsor SUNZ Insurance and new Staffing World friends at this fun-filled garden deck. Challenge a friend to a game:

- **Connect Four**
- **Beanbag Toss**
- **Putting Green**
- **Jenga**

Plus, select your favorite tunes on a jukebox while you enjoy the SUNZ Deck. Visit whenever the Staffing World expo is open. Share your game victories on Twitter using the hashtag #StaffingWorld—and give a shout out to SUNZ Deck sponsor @SUNZinsurance.
See you at the SUNZ Deck!

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Recharge & Relax

Located at space No. 128 directly across from the main ASA booth.

Relax and recharge on the SUNZ deck at ASA Staffing World! Boost your phone battery by utilizing our charging stations or participate in some friendly competition in our game area!

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Giving Back by Popular Demand—Take Part in ASA Cares LIVE!

Want to have some fun, meet fellow convention attendees, and give back in a meaningful way to Staffing World's host city? Join us for ASA Cares LIVE during lunch in the expo hall on Wednesday and Thursday. Choose one (or all!) of these meaningful activities:

- **Assemble hygiene bags for homeless individuals in Las Vegas**
- **Create employability tip kits for disadvantaged youth in Las Vegas**
- **Create paracord "survival" bracelets for deployed members of the U.S. military**

ASA is excited to add "Pawvana" to the ASA Cares LIVE activity lineup!
Spend a few minutes playing with adorable dogs available for adoption on Thursday morning for a small donation to a Las Vegas-based animal welfare organization.

Whether you have five minutes or an hour to spare, you can make a difference.

Sponsored by four-time ASA Care Award honoree Avionté (Booth #436-437).

ASA cares LIVE

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JUST GLOW WITH IT

Wednesday, Oct. 16, 5:30–7:30 p.m.

25+ sessions, 12 networking events, the largest and most diverse industry expo, three world-class keynote presenters...Staffing World is sure to keep you busy! Unwind during a special evening reception on Wednesday, Oct. 16, 5:30–7:30 p.m. with a glow theme. "Let's Glow With ESC," sponsored by ASA corporate partner Essential StaffCARE, is your chance to join your Staffing World friends for:

- Music, dancing, and games
- Brightly colored cocktails and tasty bites
- A chance to win Lady Gaga tickets and other high-value prizes

You'll receive fun accessories to get you in the theme spirit!

WIN LADY GAGA TICKETS!

To top off this already grand party, attendees will also have the opportunity to win concert tickets to Grammy Award-winning music superstar Lady Gaga's "Enigma" show in Las Vegas on Thursday, Oct. 17, 8 p.m. Just drop off your business card at sponsor Essential StaffCARE's booth during expo hours—starting on Tuesday, Oct. 15—and attend the "Let's Glow With ESC" party to see if you've won!

WE HOPE TO SEE YOU THERE!

Sponsored by ESC www.EssentialStaffCARE.com

SESSIONS

Staffing World delivers the most comprehensive, diverse, and engaging learning opportunities in the staffing, recruiting, and workforce solutions industry. Whether you are new to the industry or a 20-year veteran, you will gain valuable, cutting-edge information, strategies, connections, and resources during your Staffing World experience.

Visit ***staffingworld.net*** for full session descriptions.

TUESDAY, OCT. 15

Preconvention Programs

9:30 a.m.–1:30 p.m.

Growth Strategies for Staffing Companies up to $50 Million in Revenue

Facilitated by: ***Scott Wintrip****, president and senior consultant, Wintrip Consulting Group; Additional Presenters:* ***Brian Frydenlund****, principal, Growth Mindset Group;* ***Brittany Sakata, Esq.****, associate general counsel, American Staffing Association;* ***Chris Taylor****, CEO, Actionable.co*

Discover New Revenue: Build or Expand a Direct Hire Business

Facilitated by: ***John Ruffini****, vice president, professional development, HealthTrust Workforce Solutions Additional presenters:* ***Diane Geller, Esq.****, partner, Fox Rothschild LLP;* ***Mike Menzer, CSP****, managing director, Rotator Staffing Services Inc.;* ***Nick Schichtle****, vice president, national perm practices, Adecco Staffing*

9:30 a.m.–2 p.m.

Advancing Women Leaders in the Staffing Industry

Kelly Boykin*, senior vice president–global alliances, Aquent;* ***Beth Delano****, CEO, Malone Workforce Solutions;* ***Rhona Driggs****, CEO, Empresaria Group PLC;* ***Heather Foust-Cummings, Ph.D.****, senior vice president, research and consulting, Catalyst;* ***Audrey Gallien****, senior director, business development, Catalyst;* ***Michele McCauley****, senior vice president of human resources and principal, Apex Systems;* ***Carol Sankar****, founder, The Confidence Factor for Women in Leadership;* ***Leslie Vickrey****, CEO and founder, ClearEdge Marketing*

Sponsored by Bullhorn

3–5 p.m.

Super Session and Speed Talks

The Time to Innovate and Adapt Is Now

Becky Frankiewicz*, president, ManpowerGroup North America*

Sponsored by WORLD WIDE Specialty Programs

WEDNESDAY, OCT. 16

8:30–10 a.m.

SUPER SESSION

Shaping Better Workplaces for a Better World

***Johnny C. Taylor Jr.**, president and CEO, Society for Human Resource Management*

Sponsored by Tannenbaum Helpern Syracuse & Hirschtritt LLP

11:15 a.m.–12:45 p.m.

Staffing Tech Roundup: What's Hot, What's Hype, What You Need to Know

*Facilitated by: **Jim Essey, CSP**, president and CEO, The TemPositions Group of Cos.; Panelists: **Hope Bradford**, senior director of IT, Kelly Services; **Kevin Delaski**, vice president and CIO, The TemPositions Group of Cos.; **Tom Erb, CSP**, president, Tallann Resources LLC*

MSP as a New Road to Growth for Professional Staffing Companies

***David Ballew**, managed service provider consultant, CC Advisors Group LLC; **Claudette Cunitz, TSC, CSP**, staffing industry consultant, speaker, and trainer, CC Advisors Group LLC*

Why You Can't Live Without Marketing in Your Commercial Staffing Company

*Facilitated by: **Leslie Vickrey**, CEO and founder, ClearEdge Marketing; Panelists: **Beth Delano**, CEO, Malone Workforce Solutions; **Stacy Kleinhenz**, vice president of human resources, BelFlex Staffing Network*

Indemnification and Other Contractual Issues in Health Care Staffing Agreements

***Howie Arnold**, senior corporate counsel, HealthTrust Workforce Solutions; **Michael Redding**, corporate counsel, AMN Healthcare; **Renee Silver, Esq.**, counsel, Tannenbaum Helpern Syracuse & Hirschtritt LLP*

DON'T MISS OUT: LEADERSHIP ACCELERATOR WITH MICHELLE POLER

Is fear an obstacle, or an opportunity? Join Michelle Poler, creative and passionate founder of Hello Fears—a social movement empowering millions to step outside of their comfort zone and tap into their full potential—as she shares her passion and new ideas for conquering your fears and re-writing your own script.

Wednesday, Oct. 16, 4:45–5:30 p.m.

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2:45–3:45 p.m.

High-Performing Tech for High-Performance Sales

*Facilitated by: **Jason Leverant, TSC, CSP, CSC, CHP**, president and COO, @Work Group*

Power Recruiters' Technology Secrets and Solutions

*Facilitated by: **Brian Delle Donne**, president, Talent Tech Labs*

Robotic Process Automation: Put the Bots to Work for Your Business

***Mike Whitmer**, global CIO, Recruit Global Staffing*

Permission: Granted to Build an Inclusive Culture

***Risha Grant**, founder and CEO, Risha Grant LLC*

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Wednesday, Oct. 16

2:45–3:45 p.m., cont.

Four Principles to Engage and Influence Candidates
***Mark Wolf, CSP**, director of performance and sales training, C&A Industries*

Dissecting M&A Transactions
*Facilitated by: **Akash Taneja**, managing director, De Bellas & Co.*
*Panelists: **Dave Phillips**, managing director, Bowstring Advisers; **Sam Sacco**, principal, R.A. Cohen Consulting*

4:45–5:30 p.m.

Leadership Accelerator–Fear Less, Do More
***Michelle Poler**, social entrepreneur, keynote speaker, fear facer, and branding strategist*

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The Most Entertaining Employment Law Game Show Ever
***Stephen Dwyer, Esq.**, general counsel, American Staffing Association; **Toby Malara, Esq.**, government affairs counsel, American Staffing Association; **Brittany Sakata, Esq.**, associate general counsel, American Staffing Association*

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150+ Successful Transactions
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brian@racohenconsulting.com

Thursday, Oct. 17

9:15–10:15 a.m.

The Power of Risk Management: Profitability Upside, No Downside
***Bill Nagel**, vice president, PMC Insurance Group*

Building a Multiplatform Social Media Recruitment Program
***Kristin Kane Ford**, director of social media, Imparture Inc.*

Generational Shift: Secrets to Succeeding With the Millennial Workforce
***Eric Gregg**, CEO and founder, ClearlyRated*

Reefer Madness: What Legal Marijuana Means for Staffing Companies
*Facilitated by: **Robert Thompson**, vice president, World Wide Specialty Programs*
*Panelists: **Eric J. Janson, Esq.**, partner, labor and employment department, Seyfarth Shaw LLP; **Daphne Phalon, CSP**, vice president of eastern operations, The Job Center*

Two Lies and a Truth
***Scott Wintrip**, president and senior consultant, Wintrip Consulting Group*
*Judges: **Tom Gimbel**, founder and CEO, LaSalle Network; **Joyce Russell**, president, Adecco Group US Foundation; **Mark Toth, CSP**, chief legal officer, ManpowerGroup*

Sponsored by CAREERBUILDER

Can You Tell the Lies From the Truth?

A "Two Lies and a Truth" session explores the classic game with a twist: Staffing experts present their scenarios on each topic and do their best to convince you it's true. Can you spot the staffing urban legends? Which one of these outlandish stories about clients and candidates is true? Each round covers a staffing topic that's relevant right now.

Thursday, Oct. 17, 9:15–10:15 a.m.

Sponsored by CAREERBUILDER

9:15–11:15 a.m.

Game Changers
TED Talk-style, tag-team presentations by vendors and their clients on nontechnology solutions that deliver for staffing companies.

10:30 a.m.–1 p.m.

Special Session *(space limited)*

Confessions of Staffing CEOs—Past and Present
***Jeff Bowling**, member, Four Piers Capital Partners LLC; **Dan Campbell, CSP**, founder and executive chairman, Hire Dynamics LLC; **Jeff Harris**, chairman and co-founder, ettain group; **Leo Sheridan**, CEO, Advanced Group*

Sponsored by BOWSTRING ADVISORS

11:30 a.m.–12:30 p.m.

Everything But LinkedIn: Leveraging the Big Four Social Media Platforms
***Kristin Kane Ford**, director of social media, Imparture Inc.*

Thursday, Oct. 17

11:30 a.m.–12:30 p.m., cont.

From Pain to Gain: Proven Tactics to Re-Invigorate Your Sales Process
***Shad Tidler**, consultant, Lushin and Associates*

Handling Harassment Complaints in the #MeToo Era
***Diane Geller**, partner, Fox Rothschild LLP; **Jason Klimpl**, partner, Tannenbaum Helpern Syracuse & Hirschtritt LLP; **Andrew Singer**, co-managing partner, Tannenbaum Helpern Syracuse & Hirschtritt LLP*

Words Matter: The Secret Formula to Fill Your Talent Pipeline
***Steve Berchem, CSP**, COO, American Staffing Association; **Adam Bleibtreu**, chief marketing officer, ASGN and Creative Circle, and chairman, ASA industry marketing committee*

Sponsored by MAXIMUS | Tax Credit and Employer Services

The Smart Marketing Show
***David Searns**, CEO, Haley Marketing; **Brad Smith**, director, SEO and social media, Haley Marketing*

Diverse Business Partnership Opportunities
*Facilitated by: **Ken Taunton, CSC**, president and CEO, The Royster Group Inc.*
*Panelists: **Norma Marquez**, diversity and inclusion manager, Randstad North America; **Brenda Marshall**, principal—global diversity solutions, Kelly Services; **Jody Mohammed**, global head, supplier partnerships, Pontoon Solutions; **Paula Ratliff**, vice president and general manager, ManpowerGroup; **Steve Wehn**, vice president, government and community relations, AMN Healthcare*

2:15–3:15 p.m.

Diverse Business Partnership Opportunities Meetup

Tools, Tips, and Secret Tricks to Master LinkedIn
***Kristin Kane Ford**, director of social media, Imparture Inc.*

Making the Most of the Critical First Interview
***John Ruffini**, vice president, professional development, HealthTrust Workforce Solutions*

Reserve Now: Diverse Business Partnership Opportunities Meetup

Most large staffing firms utilize diverse staffing companies as both teaming partners and subcontractors. Certified diverse companies are encouraged to participate in this Staffing World meetup where you'll have the opportunity to spend a few minutes with key leads from ManpowerGroup, Kelly Services, Randstad, Aerotek, AMN Healthcare, and Pontoon Solutions. Learn how to start a potential partnership so that your capabilities can be aligned to the best programs to provide staffing solutions to customers across a variety of business disciplines. Space is limited—once you register for Staffing World, email swvipsession@americanstaffing.net to save your spot!

Thursday, Oct. 17, 2:15–3:15 p.m.

Thursday, Oct. 17

Hiring by the Rules: Onboarding, Background Checks, and I-9s
***Helen Konrad, Esq.**, director, immigration practice group, McCandlish Holton PC; **Courtney Stieber**, partner, Seyfarth Shaw LLP*

Driving Change and Making It Stick
***Dan Fisher**, founder, Menemsha Group*

Deeper Dialogue: Conversations That Inspire
***John Klymshyn**, consultant and author, The Business Generator Inc.*

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3:30–5 p.m.

Super Session

Persevere and Live in Vision, Not in Circumstance
***Jon Dorenbos**, former NFL player and 'America's Got Talent' finalist*

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Special Session:
Confessions of Staffing CEOs—Past and Present

We've rounded up some of the most visionary, successful, and influential staffing industry CEOs—past and present—to share their breakthroughs, war stories, home runs, and strikeouts that have helped shape the staffing industry as it is today. Space is limited—after registering for Staffing World, email **swvipsession@americanstaffing.net** to reserve your seat.

Thursday, Oct. 17, 10:30 a.m.–1 p.m.

Sponsored by BOWSTRING ADVISORS

Featured Exhibitors

American Staffing Association

BOOTH 428

Association

ASA Headquarters **703-253-2020**

asa@americanstaffing.net ***americanstaffing.net***

The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA and its state affiliates advance the interests of the industry across all sectors through advocacy, research, education, and the promotion of high standards of legal, ethical, and professional practices.

Avionté Staffing Software

BOOTH 436 & 437

Front-Office Recruiting Technology; Software and Services, Web-Based; Software Systems; Time and Attendance

Brenda Long **651-556-2121**

brenda.long@avionte.com ***avionte.com***

Avionté is a leader in enterprise staffing and recruiting software solutions, offering innovative end-to-end technology solutions to over 900 customers and 25,000 users throughout the U.S. and Canada. Avionté delivers a robust platform for clerical, light industrial, IT, and professional staffing firms to maximize profits and boost productivity.

Automated Business Designs

BOOTH 506

Software and Services, Web-Based; Software Systems

John Roeslmeier **800-944-4223**

sales@abd.net ***abd.net***

In recruiting and staffing, it's all about connections. Ultra-Staff EDGE software can help you connect. Designed for direct hire, temporary, and medical staffing, Ultra-Staff EDGE software is a solution that offers and brings together front office, back office, web presence, and social networking.

Barrow Group

BOOTH 307

Health Insurance; Insurance and Employee Benefits; Workers' Compensation

Bob Barrow **770-338-7392**

bbarrow@barrowgroup.com ***barrowgroup.com***

Barrow Group is a niche insurance broker offering comprehensive, tailored insurance solutions for temporary staffing and PEO industries. We relieve any, or all, of your present in-house responsibilities: workers' compensation, staffing services liability, risk management, and employee benefits compliant with health care reform. Visit Booth #307!

Bullhorn

BOOTH 515

Business and Administrative Services; Front-Office Recruiting Technology; International Recruitment; Recruiting Support; Software and Services, Web-Based; Time and Attendance

Mike Fleming 617-478-9100
sales@bullhorn.com *bullhorn.com*

Bullhorn is the global leader in software for the staffing industry. More than 10,000 companies rely on Bullhorn's cloud-based platform to power their staffing processes from start to finish. Headquartered in Boston, with offices around the world, Bullhorn is founder-led and employs more than 950 people globally.

CareerBuilder

BOOTH 415

Internet Career Sites; Software Systems

Mike Ward 312-698-0914
mike.ward@careerbuilder.com
hiring.careerbuilder.com

CareerBuilder is a global technology company that provides end-to-end talent acquisition solutions to help employers find, hire, and onboard great talent, and help job seekers build new skills and progressive careers. CareerBuilder is the only company that offers both software and services for the Hello to Hire™ process.

ClearlyRated (powered by Inavero)

BOOTH 407

Advertising, Sales, and Marketing; Consulting and Market Research; Software Systems

Cris Schulz 503.542.3347
cris.schulz@clearlyrated.com
clearlyrated.com/solutions

ClearlyRated (powered by Inavero) is a leading provider of client and talent online feedback systems for the staffing industry. The ClearlyRated (powered by Inavero) proprietary online surveying software helps you easily measure the client and talent experience, capture testimonials to increase new business, discover how you stack up against competitors, and earn an award for exceptional service quality.

COATS

BOOTH 111

Software Systems; Front-Office Recruiting Technology

Karen Connor 757-499-3808
kconnor@coatssql.com *coatssql.com*

COATS Staffing Software innovative technologies provides everything a staffing firm needs. COATS Visual, our latest release, automates both talent and client data, unleashing the power of a completely integrated front- and back-office. From online apps, job ads, electronic onboarding, payroll, AP/AR/GL, and everything in-between, COATS is your partner in staffing.

Crelate Inc.

BOOTH 660

Front-Office Recruiting Technology; Information Technology Services; Internet Career Sites; Software and Services, Web-Based; Software Systems

Aaron Elder 443-569-8262
marketing@crelate.com *crelate.com*

Crelate Talent is recruitment software designed for agency recruiters. With a fast and flexible design, Crelate empowers recruiters to efficiently grow careers, relationships, and teams at a faster pace. Over 5,000 recruiters trust Crelate's solution to track applicants, manage clients, and make more placements.

CTK North American/ INSURICA

BOOTH 354

Insurance and Employee Benefits; Risk Management; Workers' Compensation

Natalie Mocias 714-321-9646
nmocias@ctkins.com *ctkins.com*

CTK North American/INSURICA has provided innovative and cost effective risk management and insurance programs to the staffing industry for more than 45 years. We implement custom insurance programs, matching you with the appropriate carriers for your unique needs. Our programs are comprehensive—providing every coverage a firm needs, including workers' compensation.

EmployStream

BOOTH 608

Employment Screening; Front-Office Recruiting Technology; Software and Services, Web-Based; Software Systems

Stormie Haller 216-816-0086
stormie@employstream.com *employstream.com*

EmployStream offers the best onboarding and candidate experience platform in staffing. Built to automate and simplify critical touchpoints throughout the hiring process, EmployStream's cloud-based, mobile-first platform makes qualifying, hiring, and engaging candidates easy for everyone involved. It eliminates costly mistakes and delays, allowing companies to hire up to 90% faster and at half the cost.

Essential StaffCARE

BOOTH 301

Health Care Sector Services; Health Insurance; Insurance and Employee Benefits; Software and Services, Web-Based

Jody Williams 864-546-0057
jodywilliams@essentialstaffcare.com
essentialstaffcare.com

Essential StaffCARE is the largest provider of ACA-compliant health plans and supplemental employee benefits to the staffing industry. Serving over 1,800 staffing company clients and enrolling over 750,000 temporary employees annually, ESC offers ACA-compliant MEC plans, fully-insured major medical plans, supplemental fixed indemnity plans, comprehensive enrollment, and ACA audit technology solutions.

FBG Holdings

BOOTH 635

Financial Services; Payroll Distribution; Payroll Funding; Software and Services, Web-Based; Software Systems; Time and Attendance

DeAnna Martindale 855-266-1660
dmartindale@timerack.com *fbgholdings.com*

FBG Holdings understands that staffing has experienced an evolution with employment solutions and a gamut of services is key. Cachet®ACH processing, Payroll Tax Management®, Time Rack® and SBS Payroll™ and HCM offering comprehensive product offerings and client-centric teams. The FBG family of companies provides complete holistic workforce solutions.

InfoMart

BOOTH 453

Background Checks; Drug Testing; Employment Screening; Risk Management; Social Media

Elliot Gildar 770-984-2727
elliot.gildar@infomart-usa.com
backgroundscreening.com

InfoMart, an expert in global background checks and identity screening, has delivered quick, accurate results to staffing companies for 3 decades. Backed by innovative technology, a RESTful API that integrates with systems like Bullhorn, and experience serving staffing companies, we streamline screening for you and your clients. WBENC-certified, NAPBS-accredited.

Haley Marketing

BOOTH 337

Advertising, Sales, and Marketing; Internet Career Sites; Recruiting Support; Social Media; Software and Services, Web-Based; Website Design and Internet Services

David Searns 888-696-2900
dsearns@haleymarketing.com *haleymarketing.com*

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JobDiva

BOOTH 315

Front-Office Recruiting Technology; Recruiting Support

Yana Nigen 212-306-0194
yana@jobdiva.com *jobdiva.com*

JobDiva, the leading global ATS, is delivered to clients via the cloud. With an ever-expanding customer base of over 30,000 users, JobDiva stands as recruitment's ERP of choice. As evidenced by the user community's online reviews, users agree that JobDiva is the world's most impressive recruitment software.

Kittrell Paycard

BOOTH 207

Debit Payroll Cards; Financial Services; Payroll Cards; Payroll Distribution

Mary Kittrell-Kinkaid 214-692-0375
mary@kittrellcompanies.com *kittrellpaycard.com*

Kittrell Paycard, the paycard your employees deserve! Our customers experience phenomenal service offering Kittrell Paycard's fully compliant program! Integration and implementation are tailored to specific needs. Dedicated client support powered by superior technology produces the successful solution. Free to employers, unlimited fee free access for employees. Increase recruitment and retention. Mary Kittrell-Kinkaid, 214-692-0375.

Lone Oak Payroll

BOOTH 223

Accounts Receivable Financing; Collections and Receivables Management; Payroll Funding; Payroll Distribution; W-2 Services

Kevin Standa 651-203-8070
kevin.standa@loneoakpayroll.com
loneoakpayroll.com

Lone Oak Payroll offers staffing agencies payroll funding and comprehensive solutions to finance growth, reduce costs, improve efficiency, and maximize profitability. We also offer a cutting edge ATS/CRM system in addition to payroll processing, tax processing services, credit/collection services, customer and employee web portals, time clocks, and more.

LocalJobs.com

BOOTH 563

Advertising, Sales, and Marketing; Internet Career Sites; Social Media

Brian Bowman 828-209-1010
brianbowman@localjobs.com *localjobs.com*

LocalJobs.com makes finding a job or candidate more fun and effective through the presentation of personal and authentic passion. This transparency results in common goals and dreams that together drive job satisfaction for employees and help recruiters build wildly successful companies. Get a demo and receive show-only special pricing!

Monster

BOOTH 201

Internet Career Sites; Website Design and Internet Services

Tim Robbins 267-975-3328
tim.robbins@monster.com
hiring.monster.com/solutions/staffing.aspx

Monster is a global leader in connecting the right people and the right jobs. The company aims to make workplaces happier and more productive by transforming how employers find talent and candidates find careers. By leveraging innovative digital, social, and mobile solutions Monster enables employers and candidates to see each other more clearly.

Networkers Funding

BOOTH 411

Payroll Funding; Business and Administrative Services; Software and Services, Web-Based

Joyce Dieck 866-794-7246

joyce@networkersfunding.com *networkersfunding.com*

Networkers Funding is a full-service, administrative, and payroll funding company for temporary staffing agencies. We provide the technology and complete back-office support you need so you can focus on sales. Our knowledgeable and professional staff understands the staffing industry and offers unbeatable technology, customer service, flexibility, and pricing.

Qodoro Global

BOOTH 629

Offshore Recruitment Support; Recruiting Support; Website Design and Internet

Clemens Henry 844-976-3676

info@qodoro.com *qodoro.com*

Qodoro Global LLC is a strategic Staffing and Offshore services company headquartered in New York City, New York. We help staffing companies with offshore recruitment (RPO) model to help them decrease their cost and increase their focus on delivering business needs and increasing the size of the business.

R. A. Cohen Consulting

BOOTH 536

Consulting and Market Research; Business and Administrative Services

Sam Sacco 910-769-4057

sam@racohenconsulting.com *racohenconsulting.com*

Sam Sacco and Brian Kennedy combine more than 60 years of expertise in staffing and in mergers and acquisitions to help you buy, sell, value, or merge your business. The company has orchestrated more than 160 successful staffing industry transactions, finding the best cultural fit and business value for clients.

TCI Business Capital

BOOTH 348

Accounts Receivable Financing; Asset-Based Lending; Collections and Receivables; Factors; Payroll Funding; Risk Management

Kelly Nelson 800-707-4845

knelson@tcicapital.com *tcicapital.com*

TCI Business Capital offers payroll funding solutions to staffing agencies across the United States. Since 1994, TCI has distinguished itself from other payroll funding companies by providing daily funding, superior customer service, flexible programs, and free back-office support—including credit and collection services.

Featured Exhibitors

TempWorks Software

BOOTH 215

Front-Office Recruiting Technology; Software and Services, Web-Based; Software Systems; Time and Attendance; W-2 Services

Casey Kraus **651-452-0366**
casey@tempworks.com ***tempworks.com***

TempWorks Software has specialized in staffing/recruitment software and outsourced back-office services for over 20 years. Online application portals, payroll processing, invoicing, flexible reporting, and more offer our clients the support needed to grow. Stop by Booth 215 for a demo of Beyond, our mobile ATS and CRM browser-based solution, and Buzz, the first native app for employee engagement with time and attendance capabilities.

TestGenius

BOOTH 451

Employment Screening; Software and Services, Web-Based; Software Systems; Testing and Training

Danny Thompson **800-999-0438**
staff@testgenius.com ***testgenius.com***

TestGenius® is an online computer and office skills testing software used for pre-employment screening. It features typing, clerical, financial, Microsoft applications tests (Word, Excel, PowerPoint, and Outlook), and more. TestGenius contains a custom test writer, the validation wizard for basic content-validation, and an optional Microsoft Office training module.

TRICOM

BOOTH 507

Accounts Receivable Financing; Asset-Based Lending; Factors; Financial Services; Payroll Funding

Shelly Wilkinson **262-509-6331**
swilkinson@tricom.com ***tricom.com***

Trust the experts at TRICOM to help your staffing company grow. We offer resources in all operational areas. Our approach is a bit different: We consult with clients to find the best fit of resources, instead of selling. We're proud to be a valued partner to hundreds of staffing companies throughout the last 25 years.

WorkLLama

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Application Service Provider; Front-Office Recruiting Technology; Internet Career Sites; Recruiting Support; Software and Services, Web-Based; Software Systems

Shari Locascio **813-995-3549**
slocascio@workllama.com ***workllama.com***

WorkLLama is a referral management and candidate engagement platform that your company and recruiters can use to deliver powerful experiences. WorkLLama leverages AI and market dynamics to effectively recruit, engage, and retain your workforce. WorkLLama's capabilities include candidate targeting, viral recruiting, multimode communication, employee engagement, referral programs, hiring campaigns, and redeployment.

World Wide Specialty Programs

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Insurance and Employee Benefits; Workers' Compensation

Dorothy Taylor 631-390-0900
dtaylor@wwspi.com *wwspi.com*

World Wide was the first company to offer an insurance policy designed specifically for the staffing industry. Protecting staffing firms has been World Wide's sole focus since its origin over 50 years ago. As the first corporate partner with the American Staffing Association, it is World Wide's dedication, expertise, and consultative approach that will help you win and retain business.

Zipwhip

BOOTH 450

Software and Services, Web-Based; Software Systems

Jonathan Porter 206-816-3978
jporter@zipwhip.com *zipwhip.com*

Zipwhip is a cloud-based text messaging service for staffing and recruiting. We utilize pre-existing business phone numbers to send and receive text messages with both candidates and clients. Zipwhip harnesses the communicative power of texting without requiring opt in or any special mobile apps. Visit our website to learn more: *zipwhip.com*.

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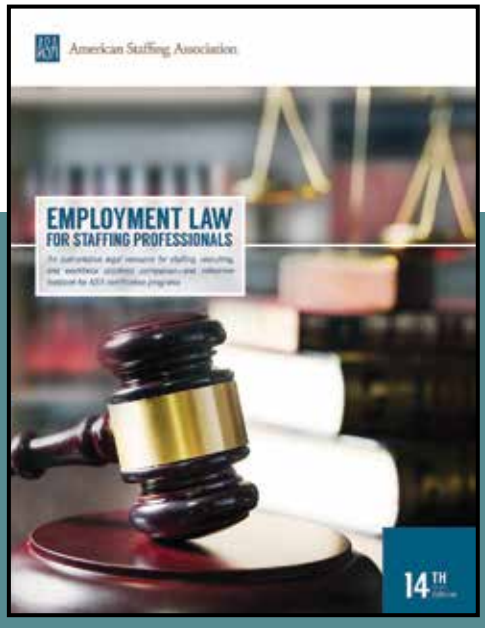
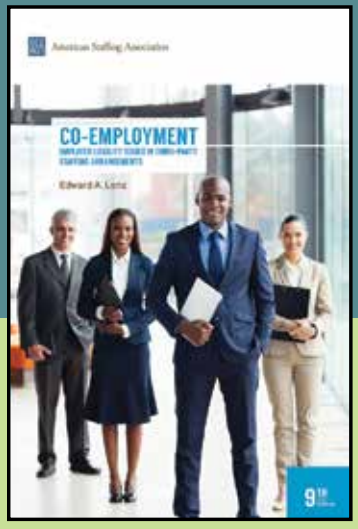


NEW 14TH EDITION

Updates include:

- State law sections on privacy, drug testing, discrimination laws, and more
- Updated sample policies and forms for your staffing company
- More practical guidance to promote employment law compliance



NEW 9TH EDITION

Updates include:

- New rules for determining whether clients are joint employers
- The status of temporary employees in collective bargaining
- Implications of the "gig economy" on the staffing business

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ASA members always receive deep discounts on valuable industry resources, including these new legal books. The books also are available as part of certain ASA certification packages. Learn more at *americanstaffing.net/certification*.

American Staffing Association

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For a current list of exhibitors and sponsors, and to see a floor plan so you can plot your route through the expo hall, visit *staffingworld.net.* This list is current as of July 31, 2019.

Want to exhibit? Contact Kim Kelemen at 703-253-1169 or kkelemen@americanstaffing.net.

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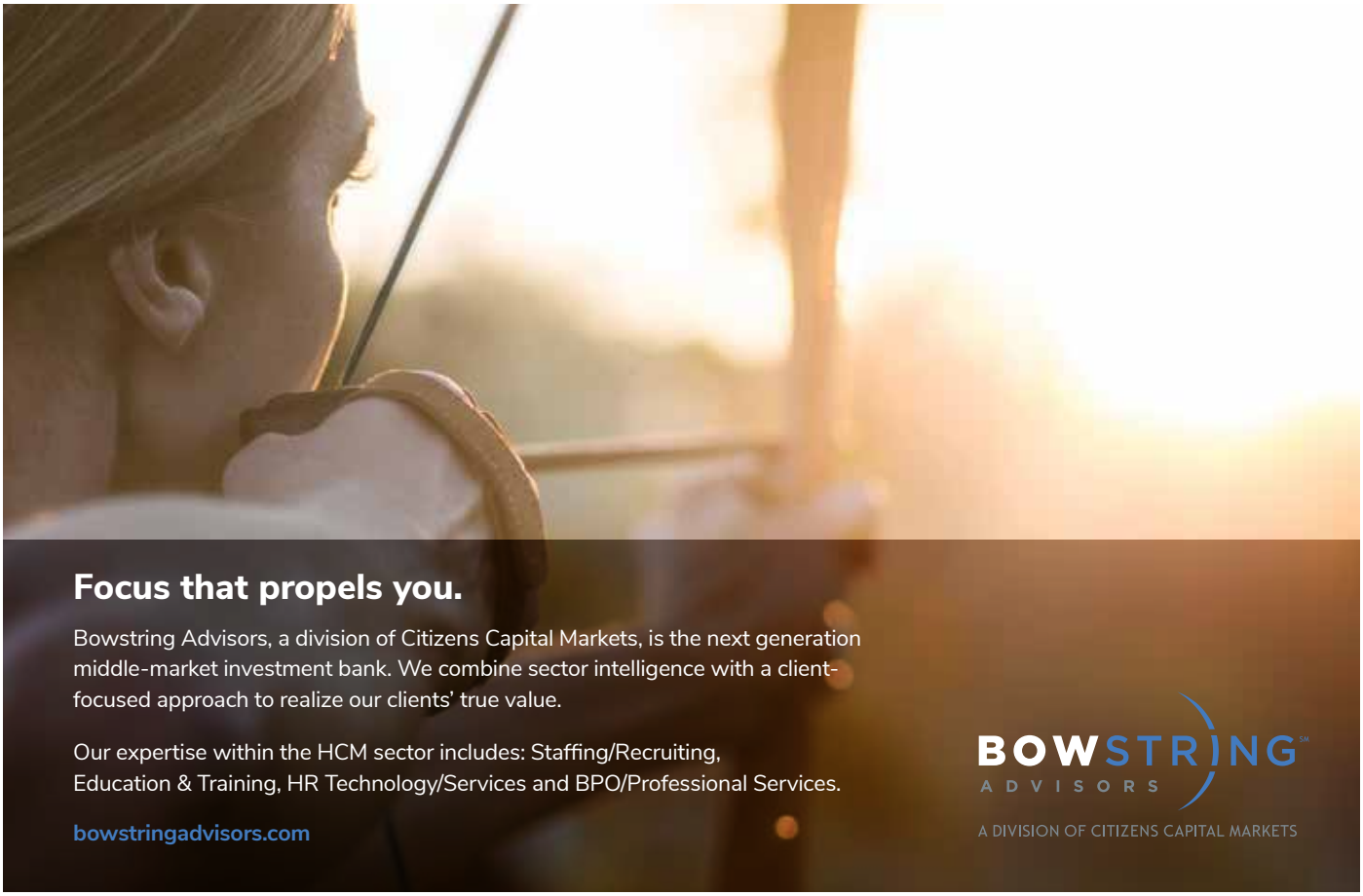

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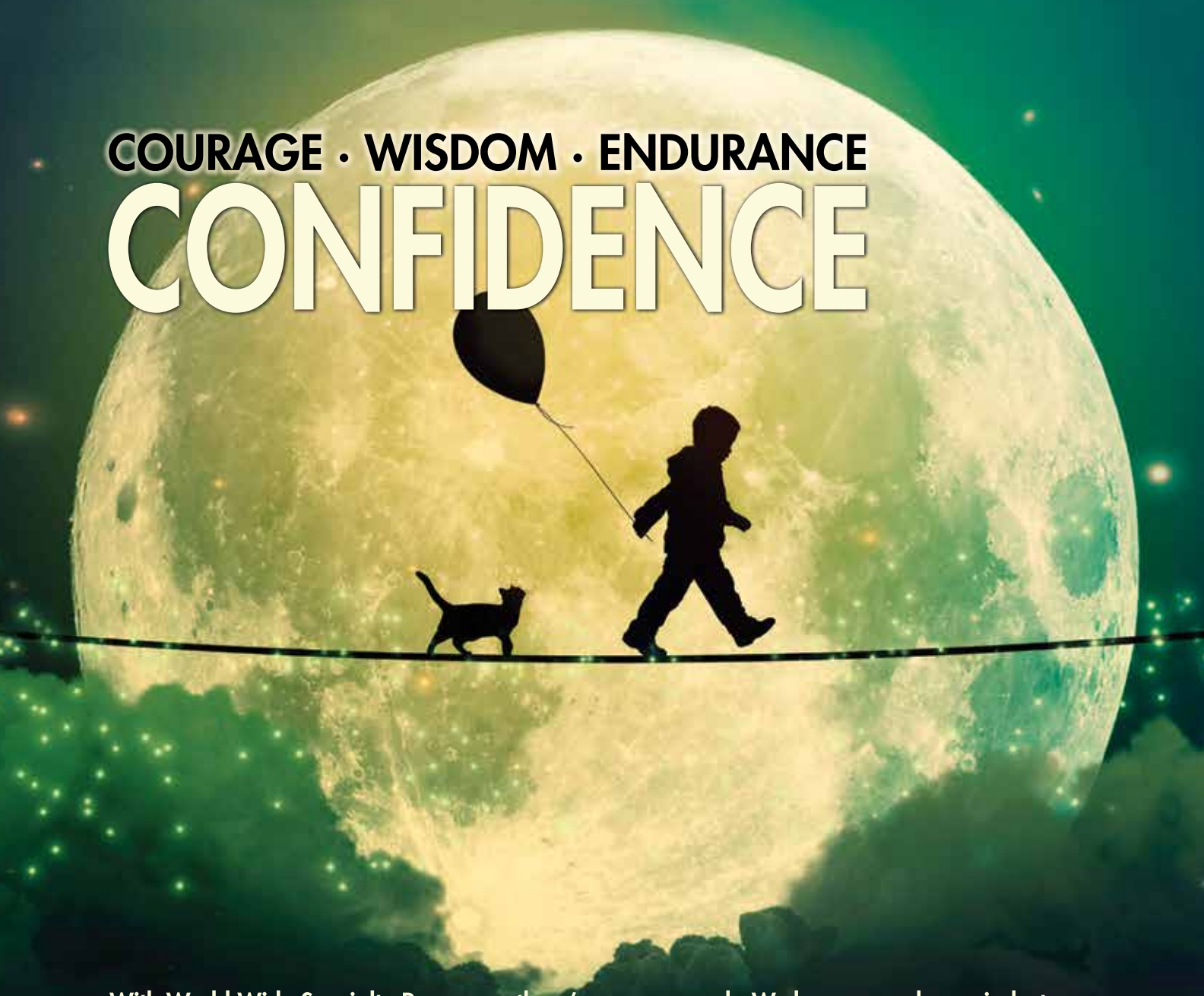

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