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**VIRTUAL**

**STAFFING  
WORLD® 2020**

**OCTOBER 19–22**

**FINAL  
PROGRAM**



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YOUR HAPPY  
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**#StaffingWorld**





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are ready to hear your voice  
are feeling it too  
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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.

 [@StaffingTweets](#) [@StaffingData](#)

 [linkedin.com/company/american-staffing-association](https://www.linkedin.com/company/american-staffing-association)

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HAPPY STAFFY!**

**SHARE ON  
SOCIAL MEDIA!**

Use the hashtags  
**#myHappyStaffy**  
and **#StaffingWorld**



The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA helps the staffing industry create **better** lives, **better** businesses, and a **better** economy.

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# Staffing World Information



**STAFFING WORLD<sup>®</sup>**  
ASA Convention & Expo

LEARNING INNOVATION LEADERSHIP

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# Staffing World Sponsors

The American Staffing Association is pleased to recognize all of its sponsors for Staffing World 2020—especially its corporate partners. Please join ASA in thanking this year's sponsors for their commitment to the success of the ASA virtual convention and expo. This list is current as of Oct. 7.

## CORPORATE PARTNERS



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# Staffing World Agenda

Subject to change. All times reflect the Eastern time zone.

## MONDAY, OCT. 19—Opening Day

Time	Event	Location
12:45–1:15 p.m.	<b>SUPER SESSION</b>	ASA Theater
	Presentation of the ASA Leadership Hall of Fame Award	
1:15–2 p.m.	<b>Keynote Address: “The Future Company: Culture, Diversity, and Identity Crisis,”</b> presented by Heather McGowan	
2–2:15 p.m.	Q&A With Heather McGowan	
2:15–3 p.m.	Networking Break With Exhibitors	Expo Hall
3–3:45 p.m.	<b>BREAKOUT SESSIONS</b>	
	<b>Ensuring Health and Safety When Threats Are All Around</b> Sharon Davis, CSHO	Room 101
	<b>Staffing Strong: Resilience in the Face of Adversity</b> Kelly Irons	Room 102
	<b>The Post-Covid-19 Learning Landscape: Skill-Building in the Era of Remote Work</b> Mary Ann McLaughlin	Room 103
	<b>Creating a Gen Z Candidate Pipeline</b> Liz Wessel	Room 104
3:45–4:15 p.m.	Networking Break With Exhibitors	Expo Hall
4:15–5 p.m.	<b>BREAKOUT SESSIONS</b>	
	<b>Staffing Industry Leaders: Coaching for Performance, Unlocking Leadership Potential</b> Panel facilitated by Kathi Graham-Leviss	Room 101
	<b>Taking Interviews to the Next Level With Real-Life Working Sessions</b> Shad Tidler	Room 102
	<b>Special Session! Solve the Case</b> Todd Baval; Kerry Sirkka	Room 103
	<b>Fostering and Purposefully Shaping Workplace Culture</b> Shane Jackson	Room 104
5–5:45 p.m.	Networking Break With Exhibitors	Expo Hall

# Staffing World Agenda

## TUESDAY, OCT. 20—Tech Tuesday

Time	Event	Location
12:45–1:30 p.m.	<b>SUPER SESSION</b>	ASA Theater
	Presentation of the National Staffing Employee of the Year Award	
	Annual Membership Meeting	
1:30–2:15 p.m.	<b>Keynote Address: “Digital Transformation: Design Your Future,”</b> presented by Erik Qualman	
2:15–2:30 p.m.	Q&A With Erik Qualman	
2:30–3 p.m.	Networking Break With Exhibitors	Expo Hall
3–3:45 p.m.	<b>BREAKOUT SESSIONS</b>	
	<b>Rise of the Robots: Friend or Foe for Women in the Future of Work</b> Audra Jenkins	Room 101
	<b>My Tech Stack Is Better Than Yours</b> Panel facilitated by Brian Delle Donne	Room 102
	<b>No Admittance: How to Sell When You Can't Be in the Room</b> Mike Lejeune	Room 103
3–4:30 p.m.	<b>Special Session!</b> The Staffing Tank	Room 104
3:45–4:30 p.m.	Networking Break With Exhibitors	Expo Hall
4:30–5:15 p.m.	<b>TECH TALKS (ON DEMAND)</b>	Expo Hall (Tech Talks booth, #228)
5:15–6 p.m.	Happy Hour and Networking Break With Exhibitors	Expo Hall (happy hour at Essential StaffCARE's booth, #110)



# Staffing World Agenda

## WEDNESDAY, OCT. 21—Work Better Wednesday

Time	Event	Location
12:45–1 p.m.	<b>SUPER SESSION</b>	ASA Theater
	Presentation of the Volunteer of the Year Award	
1–1:45 p.m.	<b>Keynote Address: “Tough Lessons Learned: Diversity, Inclusion, Staffing, and Success,”</b> presented by Marc Morial	
1:45–2 p.m.	Q&A With Marc Morial	
2–2:30 p.m.	Networking Break With Exhibitors	Expo Hall
2:30–3:15 p.m.	<b>BREAKOUT SESSIONS</b>	
	<b>Welcome—Now Get to Work Solving the Onboarding Problem</b> Panel facilitated by Sara Luchsinger, CSP	Room 101
	<b>The Expanding Gig Economy and Implications for Staffing Firms</b> Panel facilitated by Art Papas	Room 102
	<b>So, You Know Your Unconscious Bias. Now What?</b> Nika White	Room 103
2:30–5 p.m.	<b>SPEED COACHING</b>	Speed Coaching Room
3:15–3:45 p.m.	Networking Break With Exhibitors	Expo Hall
3:45–4:30 p.m.	<b>BREAKOUT SESSIONS</b>	
	<b>The Most Entertaining Virtual Employment Law Game Show Ever!</b> Panel facilitated by Toby Malara, Esq.	Room 101
	<b>Action-Oriented Solutions to Address D&amp;I in Staffing Organizations</b> Panel facilitated by Janette Marx	Room 102
	<b>Distributed Work Best Practices: Lessons Learned</b> Panel facilitated by Kia K. Matthews	Room 103
4:30–5 p.m.	Networking Break With Exhibitors	Expo Hall
5–5:30 p.m.	<b>BREAKOUT SESSIONS</b>	
	<b>I Used to Know How to Do This Job, But Everything Changed</b> Roundtables moderated by John Thomas, CSP, CSC	Room 101

# Staffing World Agenda

**Things Staffing Agencies Must Do to Grow Sales Post-Covid-19** Room 102  
Tom Erb, CSP

**Why Are You Leaving? Internal Retention Strategies** Room 103  
Panel facilitated by Erin Stewart, TSC, CSP

**5 Trends That Will Outlast Covid-19 and Accelerate Your 2021 Recovery** Room 104  
Eric Gregg

## THURSDAY, OCT. 22—Closing Day

Time	Event	Location
<b>12:45–1:30 p.m.</b>	<b>BREAKOUT SESSIONS</b>	
	<b>Getting Seen: M&amp;A Strategies in the New Market</b> Panel facilitated by Dan Campbell, CSP	Room 101
	<b>The End of Jobs: Rise of On-Demand Labor and Agile Corporations</b> Jeff Wald	Room 102
	<b>Special Session! Employment Law Escape Room</b> Panel facilitated by attorneys with Seyfarth Shaw LLP	Room 103
	<b>We Want You: Doing Your Part to Help the Industry Recover</b> Ranjini Poddar	Room 104
<b>1:30–2 p.m.</b>	Networking Break With Exhibitors	Expo Hall
<b>2–3 p.m.</b>	<b>GAME CHANGERS (ON DEMAND)</b>	Expo Hall (Game Changers booth, #250)
<b>2–3 p.m.</b>	<b>Tapping Untapped Talent Pools</b> Panel facilitated by Ken Taunton, CSC	Room 101
<b>3–3:30 p.m.</b>	Networking Break With Exhibitors	Expo Hall
<b>3:30–3:45 p.m.</b>	<b>SUPER SESSION</b>	ASA Theater
	Presentation of the ASA Elevate Awards	
<b>3:45–4:30 p.m.</b>	<b>Keynote Address: “Impactful Leadership: Currency, Change, and Creating a Powerful Presence,”</b> presented by Carla Harris	
<b>4:30–4:45 p.m.</b>	Q&A With Carla Harris	
<b>4:45–5 p.m.</b>	Staffing World Wrap-Up	
<b>5–6 p.m.</b>	Happy Hour With Exhibitors	Expo Hall



## General Convention Info

### WHEN AND WHERE DO ATTENDEES REGISTER?

Staffing professionals must have previously registered for Staffing World at [staffingworld.net](https://staffingworld.net) to get into the virtual platform, but the following sessions have limited capacity and require a separate preregistration to attend:

- **Tuesday, Oct. 20, 3–4:30 p.m.**  
Special Session! The Staffing Tank
- **Wednesday, Oct. 21, 2:30–5 p.m.**  
Speed Coaching

For the Staffing Tank session, contact Emily Lawson, director of education and certification, at [elawson@americanstaffing.net](mailto:elawson@americanstaffing.net) to see if there are open spots.

For Speed Coaching, visit the Speed Coaching session room in the virtual platform as soon as the convention begins to sign up.

ASA staff will be available at the registration desk in the virtual platform atrium in case you have any questions.

**Registration sponsored by**



### HOW WILL THIS YEAR'S ASA AWARDS BE ANNOUNCED?

Winners of ASA awards will be announced during the Super Session on each day of the convention:

- **ASA Leadership Hall of Fame**  
Monday, Oct. 19, 12:45 p.m.

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- **2021 National Staffing Employee of the Year and All-Stars**

Tuesday, Oct. 20, 12:45 p.m.

**Sponsored by**



- **ASA Volunteer of the Year**

Wednesday, Oct. 21, 12:45 p.m.

- **ASA Elevate Awards**

Thursday, Oct. 22, 3:30 p.m.

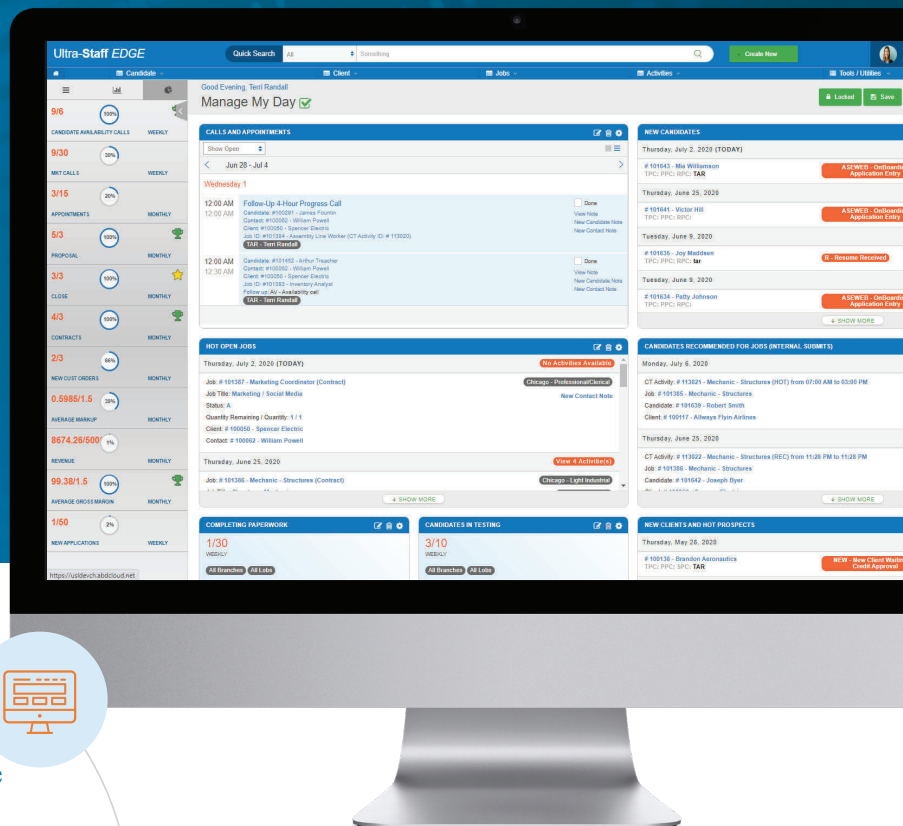
You can find more information about these awards on pages 24–31 of this program. Additionally, don't forget to visit the Leadership Hall of Fame and National Staffing Employee of the Year displays in the virtual platform atrium.

### HOW CAN I GET A LIST OF STAFFING WORLD ATTENDEES?

Registrants can download a list of attendees via the launch page of the Staffing World virtual platform.

## The only recruiting & staffing software you'll ever need.

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## HOW DO I NAVIGATE THE VIRTUAL PLATFORM?

You should have received an email with instructions on logging in to the Staffing World 2020 virtual platform. Access to the platform will be granted to attendees on Friday, Oct. 16. At that time, we recommend that you log in to customize your avatar (including face, hair, clothing, and more) and start to explore the platform. Use your mouse or your arrow keys to move your avatar around the platform, where you'll find

- **Atrium** (the main lobby area that you enter when logging into the platform)
  - **Registration Desk** (for any questions you may have about the convention, sponsored by Bullhorn)
  - **National Staffing Employee of the Year Display** (sponsored by PMC Insurance)
  - **Leadership Hall of Fame Display** (sponsored by XBlinsight)
- **ASA Theater** (where all Super Sessions and Key-note Presentations take place)
- **Session Rooms** (for all other sessions; marked room 101–104)
  - **Speed Coaching Room** (go here at the beginning of the convention to sign up for a Speed Coaching session)
- **Expo Hall** (engage in live discussions with dozens of suppliers to the staffing industry ready to help you find solutions to your most pressing business needs)
  - **Coffee House** (an informal space for unscripted networking—featuring a musician, Knowledge Bites, and more)
  - **Tech Talks** (10-minute on-demand presentations on staffing-specific tech challenges)
  - **Game Changers** (tag-team on-demand presentations by suppliers and their clients on solutions that deliver for staffing companies)

- **ASA Booth** (featuring Speed Talks)
- **ASA Cares LIVE** (give back to national and Nashville-based organizations through several volunteer activities, sponsored by Avionté)

You'll have access to a map with these key areas marked, so you can quickly transport your avatar from one place to another. Plus, check out your virtual briefcase for quick access to Staffing World resources you've saved.

This virtual reality experience will be just like real-life—see your colleagues “in person,” have one-on-one conversations with attendees and exhibitors, collect points in the expo hall to enter to win amazing prizes, and much more.

*Virtual platform sponsored by*



## HAVE A TECHNICAL ISSUE?



Throughout your Staffing World experience, visit the Help Desk in the virtual platform if you have a technical issue—click the icon on the right side navigation bar. Members of T!LT, the virtual platform host, will be there to help you. You can also call ASA at 703-253-2020 if you are not able to go to the Help Desk.



## Networking and Social Media

### WHAT NETWORKING OPPORTUNITIES ARE AVAILABLE AT THE CONVENTION?

This first-of-its-kind virtual reality experience for the staffing industry will feature numerous ways to connect with colleagues from around the country. Here are just a few:

- Walk up to another attendee or exhibitor avatar in the Coffee House or in an exhibitor booth to connect directly with them via live video. You can also choose to use the message function.
- Attend one of the numerous daily networking breaks in the expo hall, and the happy hour on Tuesday (sponsored by Essential StaffCARE) and Thursday.
- Hang out in the Coffee House, sponsored by PandoLogic, to listen to music and engage in informal conversations with your peers.

### HOW CAN I USE SOCIAL MEDIA DURING STAFFING WORLD?

ASA encourages attendees to share their Staffing World experiences by posting comments, photos, and videos on social media, using the hashtags **#StaffingWorld** and **#myHappyStaffy**—before, during, and after the convention!

Follow ASA:



[@StaffingTweets](https://twitter.com/StaffingTweets) [@StaffingData](https://twitter.com/StaffingData)



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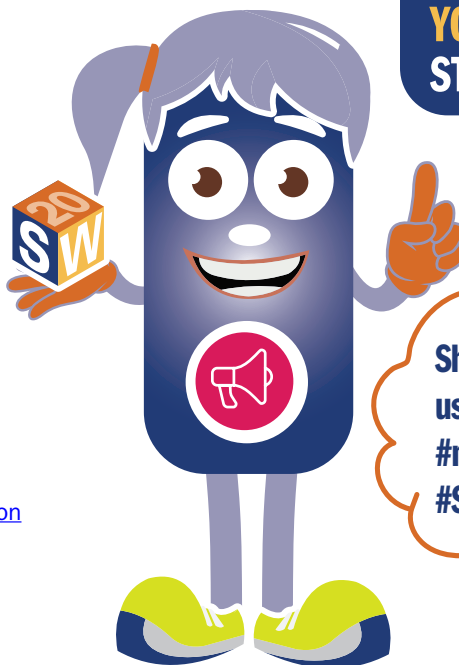


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Post discussions about what you've learned to the Staffing World community ([asacentral.americanstaffing.net](https://asacentral.americanstaffing.net)).

**SHOW US  
YOUR HAPPY  
STAFFY!**



Share on social media  
using the hashtags  
**#myHappyStaffy** and  
**#StaffingWorld**





## CONNECT AT THE STAFFING WORLD

## VIRTUAL COFFEE HOUSE

This year's Staffing World virtual experience is as close to in-person as it gets, including a virtual Coffee House where staffing professionals can meet in an informal space for unscripted networking, listen to music, catch up with #StaffingWorld and #myHappyStaffy posts from their peers, and watch Knowledge Bites—3–5 minute educational videos featuring tips and tactics you can immediately implement in your company.

Come by the Staffing World Coffee House—which you can access through the expo hall or the virtual platform atrium—anytime throughout Staffing World to make strategic connections that endure far beyond the convention.

### Knowledge Bites Topics:

- Creating and Maintaining a Fully Engaged Staffing Team
- Business Writing
- Emotional Intelligence in Action
- The Staffing Sales Success Formula
- Candidate Engagement
- Email Marketing: Crafting an Impressive Subject Line and Call-to-Action
- Marketing Strategy: A Communication Strategy to Surround Your Ideal Clients
- SEO Strategy in 5 Minutes
- Building Trust
- Having Difficult Conversations
- Staffing Growth: 5 Trends in 5 Minutes
- Copywriting and Sales Messaging That Converts
- Tools for Leaders: 15 Minutes of Fame
- Language: Four Key Points for Leaders of Staffing Firms
- Phone Etiquette
- Differentiating Yourself in Recruiting
- Social Media Networking
- Candidate Ghosting During Covid-19
- Negotiation and Persuasion—It's Not About You!
- Emotional Intelligence: Managing Up, Reacting to Stress, Career Advancement
- DEI Storytelling: Inclusion Uncomplicated
- Invisible Disabilities and Private Identities: Inclusion Uncomplicated
- Invite the Naysayers: Inclusion Uncomplicated
- Mindfulness to Energize DEI: Inclusion Uncomplicated
- Tell Me More: Inclusion Uncomplicated
- Unsafe vs. Uncomfortable: Inclusion Uncomplicated
- Value-Based Selling

**Staffing World Coffee House sponsored by**





## Expo Hall Info

### WHAT ARE THE EXPO HALL HOURS?

The Staffing World 2020 virtual expo hall showcases a diverse range of products and services in 40 categories. Meet suppliers via live video chat, conduct side-by-side comparisons, and shop for your most pressing business needs throughout the entire convention—exhibitors will be there to help you each day during posted convention hours.

Plus, we've set aside some special expo-only times to make sure you don't miss anything:

#### ■ MONDAY, OCT. 19

**2:15–3 p.m.** Networking Break With Exhibitors  
**3:45–4:15 p.m.** Networking Break With Exhibitors  
**5–5:45 p.m.** Networking Break With Exhibitors

#### ■ TUESDAY, OCT. 20

**2:30–3 p.m.** Networking Break With Exhibitors  
**3:45–4:30 p.m.** Networking Break With Exhibitors  
**5:15–6 p.m.** Happy Hour, Sponsored by Essential StaffCARE, and Networking Break With Exhibitors

#### ■ WEDNESDAY, OCT. 21

**2–2:30 p.m.** Networking Break With Exhibitors  
**3:15–3:45 p.m.** Networking Break With Exhibitors  
**4:30–5 p.m.** Networking Break With Exhibitors

#### ■ THURSDAY, OCT. 22

**1:30–2 p.m.** Networking Break With Exhibitors  
**3–3:30 p.m.** Networking Break With Exhibitors  
**5–6 p.m.** Happy Hour With Exhibitors

### WILL TECH TALKS AND GAME CHANGERS BE BACK AT STAFFING WORLD THIS YEAR?

Yes! Get all the technology-related answers your staffing and recruiting company needs on “Tech Tuesday”—Oct. 20—featuring a day full of tech-focused learning, including **Tech Talks**. These short “Shark Tank”-style presentations by vetted technology experts addressing staffing-specific tech challenges will be held in the Tech Talks booth in the expo hall (#228). This year there are more than 20 on-demand Tech Talks—watch them during the designated time on Tuesday, Oct. 20, 4:30–5:15 p.m. Eastern, or anytime you'd like.

**Game Changers** also return by popular demand. These are TED Talk-style, tag-team presentations by suppliers and their clients on solutions that deliver for staffing companies. These practical case studies also take place in the expo hall—in the Game Changers booth (#250). Stop by Thursday, Oct. 22, 2–3 p.m. Eastern, or anytime you'd like to check out 12 on-demand Game Changers.

### WHAT'S AT THE ASA BOOTH IN THE EXPO HALL?

The ASA booth (#233) is always a hub of activity and networking throughout Staffing World. Video chat with your colleagues and members of the ASA staff and board of directors, learn more about ASA and upcoming events, and gather valuable resources such as the Staffing Industry Playbook, Staffing Specialist Success Kit, *Staffing Company of the Future* ebook, and more.

Plus, check out these **on-demand Speed Talks**:

- **Empower Yourself, Protect Your Company** (ASA education)
- **Will Your Company Survive 2021?** (Legal and legislative issues that could affect firms next year)
- **Compliance Crisis: Are You Prepared?** (How ASA can help you stay compliant)
- **The More You Know, the More You'll Grow** (ASA research initiatives)

## YOU'RE INVITED!

### Don't Miss the Happy Hour With Essential StaffCARE!

**WHAT:** ESC's Virtual Paint Performance Featuring Jared Emerson

**WHEN:** Tuesday, Oct. 20, 5:15 p.m.

**WHERE:** ESC's Virtual Networking Room in the ESC Booth (#110)

**Meet the Artist:** Jared Emerson, American artist, is world renowned for his captivating performance art and studio originals. Emerson's high-energy style provides entertainment for his audience while he creates larger-than-life portraits with his hands. Performing on both stage and on screen, Emerson has appeared in movies, television, sporting events, and corporate functions, in addition to creating commissioned pieces for individual clients. His art has raised over \$1 million for global charities, while his work with the Premier Arts Collective allows him to use his art for healing, therapy, and restoration.

Happy hour sponsored by 



## VISIT EXHIBITORS, EARN PRIZES!

Each time you engage with exhibitors and elements of the expo hall, you earn points toward entries into this year's prize incentive program—where you have a chance to win one of a plethora of amazing, high-value prizes that have been donated by exhibitors and ASA.

### There are numerous ways attendees can earn points:

- Check in at the registration desk in the atrium, sponsored by Bullhorn
- Visit exhibit booths
- Engage with booths (download a file, watch a video, watch a demo, participate in a booth chat)
- Exchange virtual business cards with exhibitors and sponsors (either at their booth or in the atrium, networking spaces, etc.)
- Find and click on Happy Staffy, who is hiding inside 10 different exhibitor booths
- Visit the Coffee House networking area in the expo hall, sponsored by PandoLogic
- View Tech Talks and Game Changers in the expo hall
- View Knowledge Bites in the Coffee House
- Visit the ASA Cares LIVE booth (#245), sponsored by Avionté
- Attend the happy hour, sponsored by Essential StaffCARE, at their booth (#110) on Tuesday at 5:15 p.m.
- Visit the ASA Leadership Hall of Fame display XBI Insight sponsor kiosk in the atrium
- Complete feedback surveys on the virtual platform at the end of Staffing World sessions

### 5,000 points=1 entry to win a prize; unlimited number of entries may be earned

Your points are displayed in the virtual platform in the profile drop-down menu at the top right corner of your screen. Check the Prize Leaderboard in the virtual platform atrium to see how your points earned compare to other Staffing World attendees!

### Exhibitor-Donated Prizes

**Able** – [DJI Mavic Mini Fly More Combo Drone](#)

**ADP** – \$100 Visa E-Giftcard

**Avionté Staffing Software** – [Tumi Sheppard Deluxe Brief Pack](#)

**Bullhorn** – [Crosley C10 Turntable](#)

**ClearlyRated** – [Tile Bluetooth Tracker Combo Pack](#) and [Google Home Mini](#)

**Essential StaffCARE** – [LG 75" Class NanoCell 80 Series LED 4K UHD Smart webOS TV](#)

**Networkers Funding** – [Yeti Tundra Haul Hard Cooler](#) and [Two Yeti Ramblers rapid! Paycard](#) – [iRobot Roomba 675 Robot Vacuum With Wi-Fi Connectivity](#)

**TempWorks Software** – [Oculus Quest 2 Gaming Headset 64 GB, With Carrying Case, Elite Strap w/ Battery, and Fit Pack](#)

**TIMECO** – [Apple iPad Air With Wi-Fi - 64GB - Space Gray](#)

**World Wide Specialty Programs** – \$500 Amex gift card

### ASA-Donated Prizes

- [\\$300 Airbnb Gift Card](#) and [\\$200 Uber Gift Card](#)
- [Apple Watch 6 Series GPS + Cellular](#)
- [Ring 14 Piece Security System](#)
- \$500 to spend in the ASA store
- \$250 to spend in the ASA store (5 available)
- Free registration to Staffing World 2021 (2 available)
- 50% discount on registration to Staffing World 2021 (2 available)
- 25% discount on registration to Staffing World 2021 (3 available)
- Free registration to the Women in Leadership THRIVE Session in November (5 available)
- ASA Swag Bag (including ASA-branded socks, Tervis cup, pop socket, Bluetooth finder, and more) (10 available)

### GRAND PRIZE

The attendee who earns the highest number of points will win a Staffing World package, including registration to Staffing World 2021 in Denver, three nights' hotel room, and a \$200 Gaylord hotels leisure gift certificate. If there is a tie, those names will be entered into a separate drawing.

*These lists are current as of Oct. 10. Check the prize program information on the Staffing World virtual platform launch page for a full list of available prizes, point values, and rules.*

**The drawing for prizes will take place on Friday, Oct. 23, and winners will be notified by email.**

### Rules

- Only staffing professionals (corporate employees of a staffing company) who are registered and attending virtual Staffing World 2020 may participate. Exhibitors and sponsors are not eligible to win prizes.
- All prize pass entries must be earned between 12 noon Eastern on Monday, October 19, and 6 p.m. Eastern on Thursday, October 22—during show hours each day.
- You may only win one prize from the lists of donated prizes—the first prize for which your name is drawn—even if your name is entered into the drawing multiple times. Those who win a donated prize will also be eligible for the grand prize.

## Education Info

### CAN ATTENDEES EARN CONTINUING EDUCATION HOURS TOWARD RENEWING THEIR ASA CREDENTIAL AT STAFFING WORLD?



You can earn up to 12 of the 30 CE hours required for ASA certification renewal, including up to 2.75 hours of legal CE. CE will be automatically applied for sessions you attend.

### CAN ATTENDEES EARN HOURS TOWARD OTHER CREDENTIALS AT STAFFING WORLD?



Yes. Staffing World is valid for up to 12 PDCs for the SHRM-CP® or SHRM-SCP®. Send an email to [certification@americanstaffing.net](mailto:certification@americanstaffing.net) for the Activity-ID and additional details.

Staffing World sessions have been approved by the HR Certification Institute for recertification credit hours. Send an email to [certification@americanstaffing.net](mailto:certification@americanstaffing.net) for the Activity-ID and additional details.

### ARE ANY EDUCATIONAL SESSIONS TAKING PLACE IN THE EXPO HALL THIS YEAR?

This year's virtual expo hall will not disappoint—in addition to many educational demos and information the exhibitors are supplying, the hall also features the following sessions to help you protect your company, maintain compliance, cultivate a fully engaged team, gain a competitive edge, and much more.

- **Tech Talks**—Tuesday, Oct. 20, 4:30–5:15 p.m., and on-demand; Tech Talks Booth (#228)
- **Game Changers**—Thursday, Oct. 22, 2–3 p.m., and on-demand; Game Changers Booth (#250)
- **Knowledge Bites**—On-demand; Coffee House
- **ASA Speed Talks**—On-demand; ASA Booth (#233)

## Special Events



### ARE THERE VOLUNTEER OPPORTUNITIES AGAIN AT STAFFING WORLD THIS YEAR?

#### Give Back Virtually at Staffing World 2020!

For the past several years, ASA incorporated good corporate citizenship into the Staffing World experience by offering a variety of hands-on activities for attendees in support of the convention's host city and national charitable organizations.

The tradition continues this year—virtually—to support national and Nashville-based charities (the original in-person convention location). Visit the Virtual ASA Cares LIVE booth in the expo hall (#245) during all convention breaks to:

- **Support Pandemic First Responders:** Record short videos of gratitude for the brave men and women on the frontlines of the Covid-19 pandemic for Operation Gratitude.
- **Experience Virtual ASA Pawvana:** Take a break to watch a live feed of adorable puppies and help support Nashville animal rescue organization New Leash on Life with a financial contribution.
- **Alleviate Hunger:** Make a monetary donation to help address the nation's hunger crisis through Second Harvest Food Bank of Middle Tennessee.
- **Learn More About Social Responsibility:** Network with social responsibility experts to gain insights on how to launch a successful initiative in your own company.

In addition, ASA is proud to support its national philanthropic partner, **Jobs for America's Graduates**, at Staffing World this year by hosting virtual roundtables on effective job searching techniques with Jobs for Tennessee Graduates students throughout the week. Thank you to all who volunteered to share their recruiting expertise with the students.

With support from



## Board of Directors



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Advanced Group



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First Vice Chairman  
Adecco Group US Foundation



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AllTek Staffing and Resource  
Group Inc.



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**Janette Marx**  
Airswift



**Mark Toth, CSP**  
ManpowerGroup



**Kelly McCreight, CSP**  
Hamilton-Ryker



**Steve Wehn**  
AMN Healthcare

## Past Chairmen

The association was founded in 1966 as the Institute of Temporary Services to ensure that quality temporary help services were available to businesses and to promote flexible employment opportunities for people. In 1970, the institute became the National Association of Temporary Services. In 1994, the name was expanded to National Association of Temporary and Staffing Services because many members were offering more than temporary help services. Five years later, the name was changed to American Staffing Association to better reflect the full range of staffing and human resource services offered by member companies. Through these years of change, the association has been ably led by the following past chairmen.



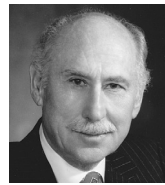
1967  
**Frank Rumpf**  
The Rumpf Co.



1968  
**John J. Husic Jr.**  
Credit Temps



1969  
**Helga Tarver**  
TeleSec Staffing  
Services



1970  
**William Olsten**  
Olsten Corp.



1971  
**Ted K. Cobb**  
TOPS\* Total  
Personnel Services



1972-73  
**Howard W. Scott Jr.**  
parTime Inc.



1974  
**Richard P. Essey**  
The TemPositions  
Group of Cos.



1975  
**Guy Millner**  
Norrell



1976  
**James D. Scheinfeld**  
Manpower Inc.



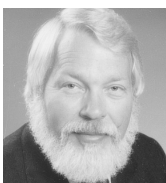
1977  
**Peter D. Durham**  
Durham Staffing Inc.



1978  
**Charles J. Sigrist**  
Stivers Staffing  
Services



1979  
**Harlan Hassberg**  
Greyhound Temporary  
Personnel



1980  
**John W. Nugent**  
Nugent Enterprises



1981  
**Sharon N. Bredeson**  
Staff-Plus Inc.



1982  
**Allan C. Sorensen**  
Interim Personnel Inc.



1983  
**Bob Gibson**  
Norrell



1984  
**Lawrence E. Derito**  
Modis Professional  
Services



1985  
**Barry B. Wright**  
AVTek Staffing  
Services



1986  
**Margo Berk-Levine**  
Temporarily Yours  
Staffing Services



1987  
**Frank Liguori**  
Olsten Staffing  
Services



1988  
**Jaci Carroll**  
Jaci Carroll Staffing  
Services Inc.



1989  
**Salvatore A.  
Balsamo**  
TAC Worldwide Cos.



1990  
**Richard Reinhold**  
SOS Staffing Services



1991  
**Dan Struve, CSP**  
Helpmates Staffing  
Services



1992  
**JoAnn Wagner**  
SOS Staffing Services



1993  
**Chad Lincoln**  
Esprit Business  
Services Inc.



1994  
**Karla Hertzog**  
Innovative Employee  
Solutions



1995  
**Karen Pitts**  
Link Staffing Services



1996  
**Robert M. Whalen**  
Office Specialists Inc.



1997  
**Tim Doherty**  
Doherty Employment  
Group



1998  
**Robert D. Mulberger,**  
**CPC, CSP**  
NRI Staffing  
Resources



1999  
**Katherine Hanratty**  
Jaci Carroll Staffing  
Services Inc.



2000  
**Jerry Kapalko**  
Olsten Corp.



2001-02  
**Judith Anne Zacha,**  
**CSP**  
Beacon Services Inc.



2003  
**Kathy B. Rogers,**  
**CSP**  
Time Services Inc.



2004  
**James A. Essey, CSP**  
The TemPositions  
Group of Cos.



2005  
**Jeffrey S. Burnett,**  
**CSP**  
Labor Finders  
International Inc.



2006  
**David Bartholomew**  
Staffmark



2007  
**Pat Rohe, CSP**  
Custom Staffing



2008  
**Linda Carchidi, CSP**  
JFC Staffing Associates



2009  
**William H. Stoller,**  
**CPC, CSP**  
Express Services Inc.



2010  
**Mark Toth, CSP**  
ManpowerGroup



2011  
**William C. Yoh,**  
**TSC, CSP**  
Yoh



2012  
**Aaron Green, CSP**  
Professional Staffing  
Group



2013  
**Robert Livonius**  
AMN Healthcare



2014  
**Dan Campbell, CSP**  
Hire Dynamics



2015  
**John A. Elwood, CSP**  
Elwood Staffing  
Services Inc.



2016  
**Lesa J. Francis, CSP**  
Supplemental Health  
Care



2017  
**Susan Dietrich**  
AllTek Staffing and  
Resource Group Inc.



2018  
**Kelly McCreight, CSP**  
Hamilton-Ryker



2019  
**Karenjo Goodwin**  
Exact Staff Inc.



# Staffing Awards



The annual National Staffing Employee of the Year program honors a current or former temporary or contract employee with an extraordinary story of staffing success and who best exemplifies one or more of the industry's key messages of bridge and flexibility.



PHOTO BY ROBIN SUBAR PHOTOGRAPHY

The National Staffing Employee of the Year represents the millions of talented temporary and contract employees who make valuable contributions to U.S. companies and the nation's economy every business day.

**ASA is delighted to honor Linda Cardenas as the 2021 National Staffing Employee of the Year and health care sector All-Star.**

Cardenas began working with Assured Healthcare Staffing in 2016 as a contract substitute school nurse with the Round Lake Beach, IL, school district. She established a great rapport with the students and teachers at all of the schools where she was assigned—particularly with one school, Ellis Elementary. In August 2017, Cardenas bridged to a permanent role as a school nurse there. When her school district shuttered this spring due to the pandemic, Cardenas rapidly pivoted professionally to serve as a contract nurse at long-term care nursing facilities in her geographic area (on assignments through Assured Healthcare Staffing) where multiple cases of Covid-19 were known to be present. Despite the type of work and environment differing drastically from school nursing and putting her in a potentially dangerous situation health-wise, Cardenas stepped up and has been filling as many shifts as she can—including overtime, if necessary. A staffing hero, Cardenas is providing crucial health care support to nursing home residents in this very challenging time.

**Help celebrate** the 2021 National Staffing Employee of the Year and hear from Cardenas during the Super Session on Tuesday, Oct. 20, starting at 12:45 p.m. in the ASA Theater.

Sponsored by



Insurance Solutions for the  
Staffing Industry  
A Division of PMC Insurance Group  
A National Workers' Compensation  
Wholesaler



# Staffing Awards



ASA also named All-Stars in four other industry sectors, in addition to Cardenas as the health care sector All-Star.



PHOTO BY LAURA SCHMIDT

## Engineering, IT, and Scientific Sector All-Star

**Melissa Jimenez**  
Insight Global



PHOTO BY JARED MURRAY PHOTOGRAPHY

## Industrial Sector All-Star

**Darius Bowles**  
Integrity Staffing  
Solutions



PHOTO JEREMY MESSLER PHOTOGRAPHY

## Office-Clerical and Administrative Sector All-Star

**Laura Line**  
Emerson Group



PHOTO BY CTW PHOTOGRAPHY

## Professional Managerial Sector All-Star

**Natalie Zousel**  
Integrated Human Capital



Learn more about the National Staffing Employee of the Year and All-Stars program at [americanstaffing.net/nsey](https://americanstaffing.net/nsey).

Sponsored by



Insurance Solutions for the  
Staffing Industry  
A Division of PMC Insurance Group  
A National Workers' Compensation  
Wholesaler

# Staffing Awards



## 2020 Honorees

The ASA Elevate Awards recognize the best work-based learning programs that train, reskill, and upskill temporary and contract employees among ASA member staffing companies. These awards celebrate companies that are creatively handling the skills gap, lack of qualified talent, and too many open requisitions—with a focus on enhancing the skills of their workforces.

The 2020 ASA Elevate Award recipients will be recognized during the closing Super Session, Thursday, Oct. 22, starting at 3:30 p.m. Learn more about the ASA Elevate Awards program at [americanstaffing.net/elevate](https://americanstaffing.net/elevate).

Awards and honorable mention distinctions are conferred in award classes by company revenue.



### Award Winners

#### Staffing Agencies With More Than \$100 Million in Annual Sales

- Adecco Group US Foundation  
*Adecco Academy*
- Aquent  
*Aquent Gymnasium*
- HealthTrust Workforce Solutions  
*StaRN and StarTech*

#### Staffing Agencies With \$7.5 Million–\$25 Million in Annual Sales

- Conexus MedStaff  
*International Nurse Professional Pathway*
- Year Up Professional Resources (dba YUPRO)  
*YUPRO Pathways at Work—Your StepUP to Success*



### Honorable Mentions

#### Staffing Agencies With More Than \$100 Million in Annual Sales

- Apex Systems  
*Career Readiness Resource Site for Job Seekers*

#### Staffing Agencies With \$7.5–\$25 Million in Annual Sales

- ETS Inc.  
*Ready4Real*



**2020**

**Scott Bicksler**

**Aerotek**

Bicksler—lead safety manager at Aerotek in Rockford, IL—has been named the 2020 ASA Volunteer of the Year. The Volunteer of the Year award is selected through nominations from volunteer peers, and Bicksler's nominations exemplified what it means to give back. As a volunteer for eight years, Bicksler's passion and commitment to safety in the industry have been noticed by many. His vast knowledge and experience with safety, the staffing industry, and Occupational Safety and Health Administration regulations make him an excellent co-chairman to the ASA Employee Safety Committee, on which he has served since 2013.

Bicksler has also served as a volunteer with California Staffing Professionals, an ASA-affiliated chapter. A fellow volunteer of Bicksler's said: "He is an invaluable member of these committees and is always agreeing to assist ASA in safety-related legislation comments and other state and federal agency initiatives."

In addition to serving as an ASA volunteer, Bicksler is also a member of the Centers for Disease Control and Prevention National Occupational Research Agenda services sector council, which helps stimulate innovative research and improved workplace practices.

ASA thanks Bicksler for his outstanding contributions to the association and the staffing industry. He will be honored during the Super Session on Wednesday, Oct. 21, starting at 12:45 p.m.

## 2020 Chapter Excellence Awards

The ASA Chapter Excellence Awards recognize extraordinary communications, programming, and member engagement efforts for ASA-affiliated chapters in four categories: Chapter Communicator Award, Chapter Engagement Award, Chapter Innovator Award, and Chapter Legislative Excellence Award.



### Chapter Communicator Award

Recognizes excellence in communicating with chapter membership and promoting chapter to the industry.

- California Staffing Professionals
- Wisconsin Association of Staffing Services



### Chapter Engagement Award

Recognizes chapter for extraordinary efforts to recruit, retain, and/or strengthen its membership through programming and engagement activities.

- Massachusetts Staffing Association
- Mid-Atlantic Staffing Association



### Chapter Innovator Award

Recognizes a chapter that demonstrates an innovative approach to programming, communications, or technology to better serve its membership.

- Florida Staffing Association
- Ohio Staffing & Search Association



### Chapter Legislative Excellence Award

Recognizes a chapter that demonstrates the most successful legislative activity.

- Georgia Staffing Association
- Minnesota Recruiting & Staffing Association



### Certificate of Legislative Achievement

Recognizes actions taken by the chapter on legal, legislative, or regulatory issues that arose during the year at either the state or federal level.

- California Staffing Professionals
- Illinois Search & Staffing Association
- Massachusetts Staffing Association
- New Jersey Staffing Alliance
- New York Staffing Association



### 2020 ASA-Affiliated Chapters

ASA recognizes the following chapters for their ongoing affiliation with ASA and support of the industry:

Alabama Staffing Association ■ California Staffing Professionals ■ Colorado Staffing Association ■ Florida Staffing Association ■ Georgia Staffing Association ■ Illinois Search & Staffing Association ■ Massachusetts Staffing Association ■ Mid-Atlantic Staffing Association ■ Minnesota Recruiting & Staffing Association ■ Missouri & Kansas Search and Staffing Association ■ New Jersey Staffing Alliance ■ New York Staffing Association ■ Ohio Staffing & Search Association ■ Rhode Island Staffing Association ■ South Carolina Staffing Association ■ Wisconsin Association of Staffing Services



**Congratulations to the 2020 winners! Learn more about ASA chapters at [americanstaffing.net/asa-chapters](https://americanstaffing.net/asa-chapters).**



## Leadership Hall of Fame Award



**2020**

**Jeffrey A. Joerres**

**ManpowerGroup**

Joerres retired from ManpowerGroup as executive chairman in December 2015 after serving in that role for 18 months and prior to that, chairman and chief executive officer for 15 years. Having joined the organization in 1993, Joerres also served as vice president of marketing and senior vice president of European operations.

Under Joerres's tenure, ManpowerGroup experienced rapid growth, expanding the footprint of the organization to 3,100 offices across 80 countries with revenue in excess of \$20 billion. ManpowerGroup was named one of *Fortune's* Most Admired Companies for 14 years and also made Ethisphere's list of World's Most Ethical Companies—the only company in the industry at the time to be recognized for four consecutive years. Joerres has been named to *Institutional Investor's* Best CEOs list seven times.

### See the ASA Leadership Hall of Fame Exhibit

Be sure to stop by this year's virtual tribute to an elite group of leaders who have helped make the staffing industry what it is today—located in the atrium near the registration desk.

Joerres serves on the boards of Western Union, Artisan Partners Asset Management, ConocoPhillips, and Kohler Co. Additionally, he is on the board of the Green Bay Packers and Boys & Girls Clubs of Milwaukee, and is a minority owner in the Milwaukee Bucks. Joerres is former director and chairman of the Federal Reserve Bank of Chicago and has served as co-chairman for the European and Indian World Economic Forums. He has received the Woodrow Wilson Award and the Légion d'honneur Chevalier (knight)—one of the highest French honors for military and civil merits. Joerres has a bachelor's degree from Marquette University's College of Business, and has spoken on pertinent staffing industry topics at several past Staffing World conventions.

Joerres will be honored during the opening Super Session on Monday, Oct. 19, starting at 12:45 p.m.

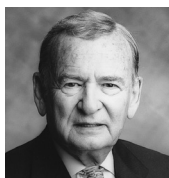
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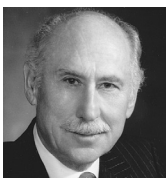
## Leadership Hall of Fame



1985  
**Peter D. Durham**  
Durham Staffing Inc.



1985  
**Richard P. Essey**  
The TemPositions  
Group of Cos.



1985  
**William Olsten**  
Olsten Corp.



1985  
**Cedric Richner**  
Kelly Services Inc.



1985  
**James D. Scheinfeld**  
Manpower Inc.



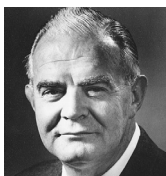
1985  
**Helga Tarver**  
TeleSec Staffing  
Services



1986  
**Ted K. Cobb**  
TOPS\* Total  
Personnel Services



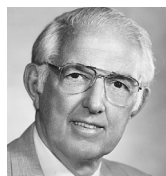
1986  
**John J. Husic Jr.**  
Olsten of Hartford



1986  
**William R. Kelly**  
*Pioneer Award*  
Kelly Services Inc.



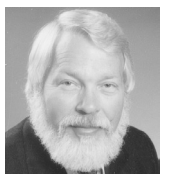
1986  
**Aaron Scheinfeld**  
*Pioneer Award*  
Manpower Inc.



1986  
**Elmer L. Winter**  
*Pioneer Award*  
Manpower Inc.



1987  
**David J. Nugent**  
*Pioneer Award*  
D.J. Nugent Co.



1987  
**John W. Nugent**  
Flexi-Force  
Temporary Services



1988  
**Willis C. Bullard Sr.**  
Kelly Services Inc.



1989  
**Charles J. Sigrist**  
Stivers Staffing  
Services



1990  
**Sharon N. Bredeson**  
Staff-Plus Inc.



1990  
**Samuel L. Workman**  
*Pioneer Award*  
Workman Services



1991  
**Barry B. Wright**  
AVTek Staffing  
Services



1992  
**Allan C. Sorensen**  
Interim Services Inc.



1993  
**Howard W. Scott Jr.**  
parTime Inc.



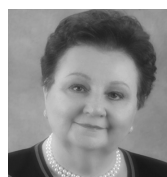
1994  
**Lawrence E. Derito**  
Office Specialists



1995  
**Margo Berk-Levine**  
Temporarily Yours  
Staffing Services



1996  
**Frank Ligouri**  
Olsten Corp.



1997  
**Jaci Carroll**  
Jaci Carroll Staffing  
Services

2020 Awards Sponsored by



# Staffing Awards



1998  
**Salvatore A. Balsamo**  
TAC Worldwide Cos.



1999  
**Richard Reinhold**  
SOS Staffing Services



2000  
**JoAnn Wagner**  
SOS Staffing Services



2001  
**Mitchell Fromstein**  
Manpower Inc.



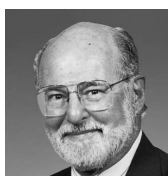
2002  
**John Smith**  
Spherion Corp.



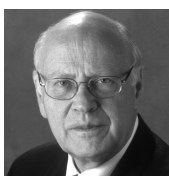
2003  
**Karla Hertzog**  
Innovative Employee  
Solutions



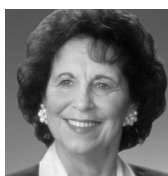
2004  
**Eileen Lesberg**  
World Wide Specialty  
Programs Inc.



2005  
**Joel Biller**  
Manpower Inc.



2006  
**Terence E. Adderley**  
Kelly Services Inc.



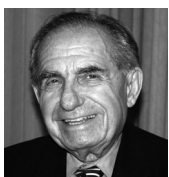
2007  
**Judith Anne Zacha**  
Beacon Services Inc.



2008  
**Robert D. Mulberger,**  
**CPC, CSP**  
NRI Staffing Resources



2009  
**Tim Doherty**  
Doherty Employment  
Group



2010  
**Jerome Shaw**  
Volt Information  
Sciences Inc.



2011  
**Robert J. Gibson**  
Norrell



2012  
**Karen Pitts**  
Link Staffing Services



2013  
**Robert E. McDonough**  
RemedyTemp



2014  
**Katherine Hanratty**  
Jaci Carroll Staffing  
Services



2015  
**Bob Livonius**  
AMN Healthcare



2016  
**Harold M. "Max"  
Messmer Jr.**  
Robert Half International



2017  
**Patricia J. Rohe, CSP**  
The Custom Group  
of Cos.



2018  
**Linda Carchidi**  
JFC Staffing Cos.



2019  
**David Bartholomew**  
Shearwater Health

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Syracuse & Hirschtritt** LLP

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By attending the various virtual sessions, Tech Talks, and Game Changers at Staffing World, you can earn up to 12.0 CE hours required for ASA certification renewal—including up to 2.75 legal CE hours.



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## HR Certification Institute

Staffing World sessions have been approved by the HR Certification Institute for recertification credit hours. Send an email to [certification@americanstaffing.net](mailto:certification@americanstaffing.net) for the Activity-ID and additional details.



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# Staffing World Keynote Presenters

Hear from some of the brightest minds in business today on current hot-button issues: the future of work, digital transformation, impactful leadership, and inclusivity. You'll have the chance to ask your most pressing questions during the live Q&A immediately following each keynote.



## Heather E. McGowan

### Future of Work Strategist

Future of work strategist Heather McGowan helps startup companies and Fortune 500s meet the challenges of the Fourth Industrial Revolution—the rapid advancement of technology tools into the domain of human knowledge work. Her think tank, called Work to Learn, promotes a vision of future work driven by continuous education and adaptation.

### **The Future Company: Culture, Diversity, and Identity Crisis**

Get insights, analysis, and forecasts to help you prepare for and adapt to changing business environments and jobs that do not yet exist. Hear future of work strategist Heather McGowan open Staffing World with a powerful presentation about what you must do to successfully learn and adapt.

McGowan will explain how to navigate the new world of rapid learning, unlearning, and adaptation by getting comfortable with ambiguity and vulnerability. You'll discover how to become a champion of human potential in learning tours filled with unknowns. McGowan will also share strategies to help you let go of "the way we have always done it" so you can thrive. You will leave this session better prepared for whatever the future holds.



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### Keynote Presentation

**Monday, Oct. 19**

**1:15–2 p.m.**

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# Staffing World Keynote Presenters

## Erik Qualman

### Digital Transformation Expert

Digital leadership and transformation visionary Erik Qualman says his work includes technology choices and solutions—but at its core, it's about people. Qualman helps business leaders and their companies succeed and grow by embracing and harnessing the power of a digital world—a world that continues to be fueled by relationships and connections.

### Digital Transformation: Design Your Future

Get tips and tricks to implement current and future digital trends to maximize your staffing firm's impact on the world. Hear from Qualman on Tech Tuesday at Staffing World.

Qualman will explain why you don't have a choice on whether to digitally transform; the choice is how well you do it. From this keynote, you'll take away new techniques, including Posting-It-Forward and Being FLAWsome, and other insights to positively impact and transform your company. Plus, you'll learn the five habits that drive success and happiness for employees, partners, clients, and customers in a wi-fi world.



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### Keynote Presentation

**Tuesday, Oct. 20**  
**1:30–2:15 p.m.**

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# Staffing World Keynote Presenters



## Marc Morial

President and CEO, National Urban League

Marc H. Morial is president and chief executive officer of National Urban League, the nation's largest civil rights organization dedicated to economic empowerment, equality, and social justice. As mayor of New Orleans from 1994 to 2002, Morial led New Orleans' renaissance, and left office with a 70% approval rating. A graduate of the University of Pennsylvania with a degree in economics and African American studies, he also holds a law degree from Georgetown University.

### **Tough Lessons Learned: Diversity, Inclusion, Staffing, and Success**

There have been few times in history when leaders in the world of work could have a greater impact on the nation's future than right now. As Americans continue to struggle with surviving a pandemic, navigating a recession, facing unemployment, and battling social injustice, companies and communities must work together to inspire change, success, and prosperity well into the future. But how does this happen meaningfully and effectively? What kinds of strategies must be in place for business leaders and the communities they serve to equally succeed?

In this keynote, Morial discusses the country's most poignant issues in the context of diversity and inclusion, employment trends, and economic opportunities. He will delve deeply and uncomfortably into lessons learned in the nation's history and give those lessons current context. This powerful presentation will empower employers, business leaders, and the staffing community as a whole with the knowledge, strategies, and tough answers they need to make the most of opportunities right now and prepare for the challenges ahead.



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### **Keynote Presentation**

**Wednesday, Oct. 21**

**1–1:45 p.m.**

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# Staffing World Keynote Presenters

## Carla Harris

### Impactful Leadership Expert and Morgan Stanley Vice Chairman

In addition to serving as vice chairman of global wealth management and senior client adviser at Morgan Stanley, Carla Harris is a leading keynote presenter on motivation, success, and exceeding expectations. In her current role at Morgan Stanley, she is responsible for increasing client connectivity and penetration to enhance revenue generation across the firm. The recipient of numerous professional awards, Harris was appointed by president Barack Obama to chair the National Women's Business Council in 2013. She is the author of two bestselling books: *Strategize to Win* and *Expect to Win*.

### Impactful Leadership: Currency, Change, and Creating a Powerful Presence

Learn how to maximize your success as a leader in your current career environment or in the environment you want. Hear from Harris on why you must embrace the power of perceptions in the workplace to achieve positive change.

In this closing keynote, Harris will expand on ideas from her books to help you understand the concepts of performance currency vs. relationship currency, managing through and creating change, and how to be an impactful and influential leader. You will also learn the importance of authenticity and the role it plays in powerful leadership.



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### Keynote Presentation

**Thursday, Oct. 22**  
**3:45–4:30 p.m.**

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# TECH TALKS

## Tech Talks



This year, “Tech Tuesday” (Oct. 20) delivers a track of content dedicated to technology solutions and strategies specific to the industry—including the ever-popular Tech Talks. 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:

- Digital Transformation: Design Your Future
- Rise of the Robots: Friend or Foe for Women in the Future of Work
- My Tech Stack Is Better Than Yours

Plus, get all the technology-related answers your staffing and recruiting company needs by watching Tech Talks—short, targeted presentations by vetted technology experts that address staffing-specific tech challenges.

# Tech Talks

Check out any of the following Tech Talks during their dedicated time slot on Tuesday, Oct. 20, 4:30–5:15 p.m. Eastern, or anytime you'd like—they're on demand in the Tech Talks booth in the expo hall (#228).



#### Miss a Tech Talk?

You can watch the recording later.

*Subject to change.*

#### Data Security in a Time of Remote Hiring and Onboarding

*Adam Rochelle, executive director of IT and application development, Essential StaffCARE*

The pandemic has upended the way staffing companies hire and onboard workers for the foreseeable future. According to an early-2020 survey conducted by Bullhorn

- 57% of respondents believed “contactless (remote) recruiting would be more prevalent”
- 41% believed “remote onboarding would be more common”
- 34% considered “optimizing remote work” a top priority

Federal and state regulations draw clear lines of responsibility regarding some of the types of personal information that must be collected, transmitted, and stored to make remote hiring and onboarding possible. Join the ESC executive director of IT and application development as he reviews common areas of concern and shares some of ESC's best practices to ensure the safety of clients' data.

#### How to Use Labor Market Data to Win the War for Talent

*Bruce Evans, executive vice president, enterprise and staffing, Emsi*

Join this Tech Talk to learn how you should use labor market data to understand any region's in-demand occupations, discover which industries utilize staffing companies the most, know which regions spend the most on staffing, and see which companies are struggling to fill positions. This information can greatly accelerate your chances of finding talent and growing your firm's bottom line.

#### The Perfect Recruiting Dashboard—Level Up Your Talent Acquisition Pipeline

*Tim Keckler, solutions architect, Crelate*

Do you want to improve your team's performance on an individual level? Join Tim Keckler as he explains how to optimize reporting in talent acquisition and delivers tips to build the perfect performance management dashboard for your company.

#### Candidate Onboarding: How Bad Could a Bad First Day Really Be?

*Robert Mann, enterprise account manager, Able*

Avoid the devastating effects of revenue loss due to faulty onboarding processes. Join Robert Mann and learn how using automation to ensure compliance during the initial candidate onboarding procedure can help you save time, money, and embarrassing moments. Through discussion of a scenario, you will leave this session with a thoughtful approach to candidate experience that can ensure your candidates have great first days—and that your client's experience with you is one to remember.

#### The Future of Candidate Engagement

*Brad Herrmann, founder and president, Text-Em-All*

The future of candidate engagement is rapidly changing. Staffing firms rely on different types of messaging companies to engage candidates. Some do mass messaging or one-to-one communication, and others automate workflows. The key to getting these together on a single platform is a messaging system that works with both staffing companies and applicant tracking systems.

#### Deep Dive Into the Onboarding Checklist

*David LaMontagne, director of security and compliance, Essium LLC*

Onboarding checklists, as the basis for a formalized onboarding process, solve issues that lead to delayed time-to-start, poor candidate experience, higher overhead costs, and failed legal compliance. David LaMontagne will walk you through the major steps in onboarding—he'll call out key items in a checklist, places those items can drive further processes, and useful tools to support your efforts.

#### How Technology Impacts the Candidate Experience and Drives Engagement

*Jon Ruten, senior enterprise account executive, Avionté Software*

Did you know that

- Over 85% of all candidates applying for jobs today are doing so via their mobile device?
- The bounce rate for candidate applies goes up exponentially if the application process is longer than 80 seconds?
- There are 90% more applies through a company website today versus the number of applies through a company website four years ago?

This talk will cover actionable tips to improve the candidate experience—even before having an established relationship—and all while using only the existing tools that you already have at your fingertips. Learn why it's so important to the candidate experience to have a responsive, mobile-enabled website, and how to create a quick, but meaningful, job application. Get tips on how to enhance your search engine rank page (SERP) and ways to help force your job to appear higher on the search results page.

### **Managing Your Company in a Challenging Economy**

*Mike Neidle, president, Optimal Management Inc.*

The use of modern and new technology tools and systems (TTS) is critical to recovery during this turbulent time. Using TTS to develop contingencies is a trait of good staffing company leaders—the time is now to think outside the box to create TTS options. During this talk, Mike Neidle, president of Optimal Management, will demonstrate some of the technology tools and systems of greatest benefit to your staffing business sales and profitability.

### **Learn How to Build, Nurture, and Grow a Healthy Talent Community**

*Chris Kennedy, vice president of sales, WorkLLama*

You've successfully built your platform to generate a large and diverse talent community. Still, you find your efforts to engage with the community are falling flat. You envision a community where talent engages with each other, builds relationships, and helps you expand the network through valuable referrals and relevant information. But how do you get there? In this talk presented by Chris Kennedy, learn how to build a healthy talent community by providing a rich, holistic experience to your end users.

### **Digital Transformation for the Staffing Industry With RCS**

*Jonathan Porter, sales manager, staffing and recruiting, Zipwhip*

The world's most successful communications channel, short message service (SMS), is being upgraded globally to rich communication services (RCS). Learn how RCS is going to change the way that staffing agencies interact with their candidates and customers as digital transformation expands in the years to come. Everything from appointment scheduling to sending calendar events and sharing of job placement locations will be improved with RCS. Innovative and early adopting staffing agencies will benefit immensely with the onset of RCS.

### **Going Digital: Adapting to Remote Branches**

*Rick Bowman, CEO, Shiftgig*

It has been a challenging year as your agency was thrust into remote work and was looking for ways to adapt. Your clients are asking for top-notch talent on shorter notice than ever. Your workforce is looking for ways to stay connected and on assignment without coming into your branches. Your recruiters are trying to do more with less. Sound familiar? Join Rick Bowman as he shares success stories of agencies who are relying on their digital staffing marketplaces to weather the pandemic while driving internal efficiencies that will last for the long term.

### **Ensuring Remote Recruiting Flexibility With JobDiva**

*Tony Bosco, vice president of business development and alliances, JobDiva*

In today's environment, work-from-home and remote work requirements have meant that many staffing companies must adjust the way they operate. The transition can be seamless when utilizing remote-flexible system architecture—built to be deployed from anywhere, at any time, and with ease. In this session, illustrated through JobDiva's offerings, we will discuss highly advanced technology as it pertains to remote work, flexibility, and recruiter engagement.

### **It's Time to Clean Up Your (Data) Act**

*Danny Ashraf, director, Monster U.S. Staffing*

The staffing industry has been undergoing a digital transformation over the past few years, adding technologies that help recruiters access candidates more efficiently and effectively than ever before. But digital tools are only as good as the data they sit on top of. If you're currently upgrading your applicant tracking system platform or implementing new candidate engagement workflows, now is a great time to clean up your data.

### **Satisfaction Survey Technology: 5 Ways to Leverage #Good-News to Accelerate Firm Growth**

*Bridget Harper, vice president of customer success, ClearlyRated*

Satisfaction survey programs are a powerful way to identify at-risk revenue and remedy issues with clients, talent, and employees. But what many staffing and recruiting firms fail to realize is that satisfaction surveys can also be a source of good news in the form of positive feedback from these stakeholders. That positive feedback, when captured and implemented with technological efficiency and scale, can be used as fuel for your firm's go-to-market strategy. From



testimonials, to online ratings, to industry awards, Clearly-Rated's vice president of customer success, Bridget Harper, will expand your lens about what's possible with satisfaction survey technology, and provide insightful tips for leveraging #goodnews to accelerate firm growth.

### **Drug Testing State Law Compliance—How to Get Alerts in Real-Time**

*William Judge, Esq., principal research architect, Center for Drug Test Information*

Every company in America that performs drug and alcohol testing wants to comply with state laws and regulations. Why? Because half the states in America have mandatory rules for drug testing that, if not followed, can lead to huge financial penalties for both an employer and individual managers or supervisors. Attend this talk to learn about the nuances and the importance of drug testing compliance.

### **A Guide to Using Technology to Make Your Advertising Dollars Go Further**

*Matt Lozar, director of recruitment marketing, Haley Marketing*

Knowing which job board delivers the right quantity and quality of candidates for your open positions is a constant struggle for staffing agencies. It feels like a constant guessing game and moving target. By using the technology of programmatic software, we can remove a lot of that guesswork to make more informed and data-driven decisions. If we know where each candidate applied, we can analyze the data to determine where the highest quality candidate applies to your open jobs. That information leads to putting more money on the job boards that produce results. In this session, Matt Lozar will discuss strategies to maximize your ROI when utilizing job boards.

### **Staffing Platforms: Rapidly Changing Trends Amid Covid-19**

*Tosh Cook, CEO, gigRonin Inc.*

Industries from retail to finance are rushing to implement app-based technology for their products as consumer preferences are rapidly changing due to Covid-19. This reinvention also applies to the staffing industry, as a growing number of clients and workers would rather participate in a recruitment/deployment process based on mobile self-service technology. While some staffing constituents would still prefer to pick up the phone and talk, a growing number want platform features like 24/7 access, user ratings, and utilization at their own pace. This session will consider how

to blend old fashioned customer service with state-of-the-art software.

### **Automation: How to Win in the New World of Work**

*Jason Heilman, co-founder and CEO, Herefish*

The world is changing more quickly now—possibly than ever before. The great news is that the tools to be responsive to this change already exist and can give you the power to emerge as a leader in the new world of work. Join Jason Heilman, founder and CEO of Herefish and now product lead for automation and candidate experience at Bullhorn, to see how firms are leveraging automation to make their teams more productive, create a better experience for their candidates and clients, and increase the bottom line.

### **Harassment Prevention Training for Your Temporary Workers in 2020 and Beyond**

*Yarden Maoz, vice president of business development, Kantola Training Solutions*

Have you rolled out your antiharassment compliance training? In states with applicable training laws, staffing companies have a legal obligation to train full-time and temporary employees on harassment prevention. ASA has partnered with Kantola to provide a cost-effective and staffing-specific, full-service training solution for members. Join this Tech Talk and the Kantola team will get you up-to-speed on the state requirements and upcoming deadlines for harassment training. They'll also walk through how to train a high-turnover workforce with their easy-to-use platform that can easily integrate into your applicant tracking system or human resources information system.



#### **Miss a Tech Talk?**

You can watch the recording later.

# CHANGERS

## Game Changers



## Game Changers

Back by popular demand, 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 offer real-world examples of how your peers are leveraging the help of staffing industry suppliers to solve their pressing business needs.

# Game Changers

Check out any of the following Game Changers during their dedicated time slot on Thursday, Oct. 22, 2–3 p.m. Eastern, or anytime you'd like—they're on demand in the Game Changers booth in the expo hall (#250).

*Subject to change.*

## **How Leveraging Thought Leadership as a Growth Strategy Led to Nearly \$4M in Revenue**

*Leslie Vickrey, CEO and founder, ClearEdge Marketing*

*Anna Frazzetto, chief digital technology officer, Harvey Nash*

When most executives strategize ways to grow and maximize revenue opportunities in new and existing markets, a thought leadership and executive positioning strategy isn't always high on the priority list. For Anna Frazzetto, chief digital technology officer with Harvey Nash, that mind-set couldn't be further from the truth. A truly integrated thought leadership program isn't just about a single blog or LinkedIn post once a month; it's about holistically viewing thought leadership as a key revenue driver where the name of the game is value. Join Frazzetto and Vickrey as they share their journey on how value-based selling allows you to dig deeper, stand apart from the competition, uncover hidden opportunities, and ultimately deliver greater value in today's new reality.

## **Leveraging Technology in Today's Virtual Environment**

*Rachel Graff, digital content creator, Avionté Staffing Software*

*Nikki Palmer, partner, client service, David Aplin Group*

The environment in which we work has dramatically changed. However, the expectations from staffing clients to deliver the same exceptional level of service, and from candidates to provide an engaging and streamlined experience, remains strong. Learn how the partnership between Avionté Staffing Software and David Aplin Group is optimizing processes and workflows in this new virtual environment: innovative technologies, seamless and high-quality client and talent outcomes, strategic candidate engagement, and more.



### **Miss a Game Changer?**

You can watch the recording later.

## **How Ceipal's Artificial Intelligence Helped BTG to Grow 3X**

*Sameer Penakalapati, founder and CEO, Ceipal Corp.*

*Stacey Edmond (Green), director of recruiting, BTG Inc.*

BTG Inc. has over 500 recruiters on staff. With such a large number of recruiters, they were seeing enormous operational and technology costs. Learn how, thanks to their partnership with Ceipal, they've saved over 50% of their costs and have improved their daily submissions by 4X.

## **Staffmark + WorkN: Changing the Game in Commercial Staffing Recruitment**

*Jakob Rohn, founder, WorkN*

*Forrest Wagner, CIO, Staffmark*

Hear from WorkN founder Jake Rohn and Forrest Wagner, chief information officer of Staffmark, to learn how Staffmark is leveraging WorkN's mobile technology to create a digital marketplace—significantly impacting productivity, while enhancing the candidate and client experience. Staffmark's WorkNow custom, white-labeled mobile app places talent at the center of the tech stack. According to Wagner, "Today's workforce desires flexibility and autonomy to search for and accept jobs and engage with us in real time on their mobile phones. In partnering with WorkN, Staffmark's digital marketplace connects the workforce with our customers in real time, while seamlessly integrating with our front- and back-office operations. The benefit is tremendous not only to the workers and our customers, but it also boosts productivity of our recruiters—allowing them to spend more time servicing customers."

## **Building a Culture of Accountability**

*Mike Lejeune, president, Lighting the Path*

*Jonathan Wood, director, technical and management search, Wood Personnel*

Given today's turbulent times, there has never been a more critical time to build a culture of self-accountability. Are you seen as an aide in the team's success, rather than being a micromanager? Mike Lejeune, president of Lighting the Path training and development, and Jon Wood, manager of technical and management search with Wood Personnel, share steps in a three-year journey that began at Staffing World 2017. The process helped Wood create growth strategies that focused on skill development of his team—not just sales increase. The result was record-breaking sales,



# Game Changers

establishment of new accounts, and a culture of stretching beyond comfort zones.

## **Maximizing Profitability and Cash Flow to Enhance and Expand Your Value**

*Jerry Grady, partner, UHY LLP*

*Leslie Kahn, president and CEO, ALTO Health Care Staffing Inc.*

UHY's accounting and consulting team meets with Leslie Kahn, chief executive officer at ALTO Health Care Staffing, on a quarterly basis to maximize profitability and cash flow to enhance and expand their overall corporate value. Our team analyzed ALTO's gross margin overall as well as in individual employees and customers while also analyzing the company cash flow model by looking for ways to reduce cash outflow and increase cash inflow. We helped ALTO understand how to maximize profit by analyzing various KPI ratios such as accounts receivable turnover; debt to equity; unbilled time; gross profit margin; net profit margin; operating cash flow; and earnings before interest, taxes, depreciation, and amortization (EBITDA). We also worked with a staffing industry consultant to detect operating issues in various activities in implementing all types of gain share programs. This teamwork has led to growing the business and expanding the company's capabilities while also diversifying the business.

## **Beyond Best of Staffing—A Practical Approach to Leveraging Reputation to Fuel Growth**

*Eric Gregg, CEO and founder, ClearlyRated*

*Adam Bleibtreu, chief marketing officer, Creative Circle and ASGN*

Reputation is in the eye of the beholder. So how do staffing and recruiting leaders measure their reputation, improve the perceptions and experiences of their stakeholders, and leverage those perspectives in a way that drives growth for their firm? In this session, ClearlyRated chief executive officer and founder Eric Gregg and Creative Circle and ASGN chief marketing officer Adam Bleibtreu will discuss real-life examples of how the Best of Staffing survey program helps staffing firms deliver powerful, credible proof of the value they provide. Beyond building reputation, Gregg and Bleibtreu will discuss practical applications for harnessing proof points from clients and placed talent to differentiate from the competition and open new avenues for growth as you navigate the modern economic climate.

## **Candidate Engagement in a Post-Covid Job Market**

*Lenore Convery, director, enterprise staffing division, Monster U.S. Staffing*  
*Tom Becker, executive vice president of recruiting, The Judge Group, and CEO and founder, Talennium*

Candidate engagement strategies are constantly changing. This has never been truer than in a post-Covid job market.

During this session, Lenore Convery, director of Monster's enterprise staffing division, and Tom Becker, executive vice president of recruiting at The Judge Group and chief executive officer and founder of Talennium, will discuss how staffing firms have been utilizing a whole host of engagement tools to successfully find and build the right relationships with the right candidates. Their discussion will focus on what is important to candidates today, how candidates want to be communicated with, and successful ways of incorporating today's technology (like Monster's new search user interface, SearchMonster) to do so. SearchMonster and data solutions have changed the game for The Judge Group and so many of today's staffing firms. Convery works with Monster's largest staffing clients to ensure their success. Becker is a thought leader in the industry who has years of experience in recruiting tools ranging from manual, to semi-automated, to fully automated.

## **How Innovative Technology Helps Nesco Resource Grow and Stay Effective**

*Emily Clark, chief product officer, JobDiva Inc.*

*Heath Luikart, vice president of operations, Nesco Resource*

A JobDiva client since 2009, Nesco Resource has grown and adapted alongside JobDiva, its staffing platform partner. Named a SIA Top 30 Largest Staffing Company year after year, Nesco Resource wields JobDiva's artificial intelligence-driven applicant tracking and customer relationship management functionalities, vendor management system synching, and other products and services to help it secure a consistent edge over its competitors. Business outcomes of adopting this leading-edge platform include productivity gains among recruiters, vast time savings, a constant influx of leading-edge enhancements, and more. In this session, Heath Luikart, vice president of operations for Nesco Resource, details how JobDiva helps support his business's growth and, as they grow, keep them agile.

## **Forklifts: A Claim Waiting to Happen**

*Bob Thompson, president, World Wide Specialty Programs*

*Monte Block, CEO, Rotator Staffing Services Inc.*

Forklift accidents are the most common loss or injury for staffing firms. There are Occupational Safety and Health Administration rules and regulations that must be adhered to by the staffing firm and its clients. By having the proper coverage—along with knowing the steps and the certifications, and adhering to the practices set up for good risk management with forklifts—you will protect your staffing company from these losses. Hear from Bob Thompson, president of World Wide, and a client on how they managed this coverage and prevented major losses.



# Game Changers

## Reboot and Rebuild Business After Covid-19

*Amy Bingham, staffing industry consultant, trainer, and leadership coach, Bingham Consultants*

*Brian Howard, division vice president, Trillium Driver Solutions*

When the pandemic hit in mid-March, business dropped immediately for Trillium Driver Solutions. Amy Bingham worked closely with Brian Howard to launch an enterprise-wide sales effectiveness initiative to leverage and grow national account contracts. Attend this session to learn how they successfully restored business and exceeded pre-pandemic revenues.

## ESC Provides Increased Value During Challenging Times

*Marco Nunez, senior analyst, Essential StaffCARE*

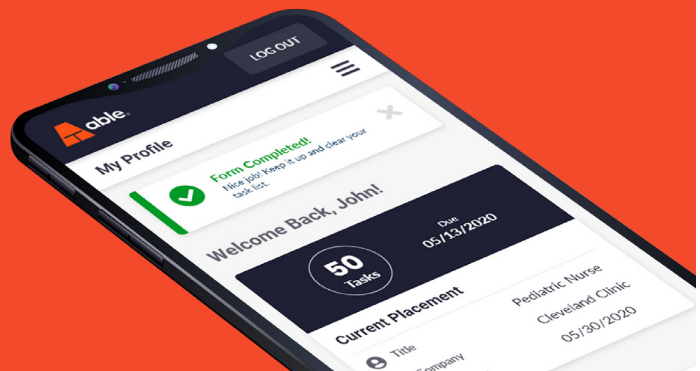
*Jennifer Lee, human resource manager, Staff Force Inc.*

Essential StaffCARE (ESC) is built on a commitment to providing value—both to the workers who enroll in our products, and the staffing firms that make them available. Staff Force Inc. will join ESC to discuss specific ways ESC went above and beyond to meet their needs in the challenging pandemic environment.

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# Staffing World Sessions

Subject to change. All times reflect the Eastern time zone.



**KEEP AN EYE OUT FOR EACH SESSION'S KEY FOCUS AREAS.**

## Monday, Oct. 19—OPENING DAY

Staffing World 2020 is a virtual reality experience packed with valuable content and opportunities to connect with your peers.

**12:45–2:15 p.m.**

### **SUPER SESSION**

Each keynote presentation at Staffing World begins with a brief Super Session—designed to give you the information and inspiration you need to maximize your day.



### **Keynote presentation by Heather McGowan**

*The Future Company: Culture, Diversity, and Identity Crisis*

The future of work—for both individuals and organizations—relies on rapid learning, unlearning, and adaptation. Future of work strategist Heather McGowan opens Staffing World with a powerful presentation about what we must do to successfully learn and adapt. We must be willing to let go of “the way we have always done it,” McGowan says, as well as “who we think we are”—which can be even more challenging. Navigating this world of rapid learning, unlearning, and adaptation requires that we become comfortable with ambiguity and vulnerability, allowing us to become champions of human potential in learning tours filled with unknowns. In 2017, LinkedIn ranked McGowan as its No. 1 global voice for education. Pulitzer Prize-winning *New York Times* columnist Thomas Friedman frequently quotes her in his books and columns and describes McGowan as “the oasis” when it comes to insights into the future of work. McGowan’s insights, analysis, and forecasts help employees and leaders alike prepare for and adapt to jobs that do not yet exist and business environments that continue to evolve. **1.0 CE**

**Sponsored by**



**3–3:45 p.m.**

### **BREAKOUT SESSIONS**

Choose to participate in one of these concurrent sessions.

### **Ensuring Health and Safety When Threats Are All Around**

*Sharon Davis, CSHO, occupational safety manager, Elwood Staffing Services*



**SESSION FOCUS:** Legal issues and risk management

For the staffing and recruiting industry, nothing is more important than ensuring that employees are safe at work—and Covid-19 has intensified the industry’s focus and commitment to worker safety and well-being. Join Sharon Davis as she discusses ways that Elwood Staffing Services has addressed some of the most pressing industry safety measures, including personal protective equipment (PPE) issues and regulations, new job opportunities, modified duty employees, Occupational Safety and Health Administration updates, Centers for Disease Control guidelines, and more. Health and safety may have once been as clear as day—but now, versatility and flexibility may be key. **0.75 Legal CE**



**Miss a session?**  
Most recordings will be available for on-demand viewing after the convention.

# Staffing World Sessions

## Staffing Strong: Resilience in the Face of Adversity

Kelly Irons, CEO, developUs



**SESSION FOCUS:** The new normal workplace, now and postpandemic

Being a staffing professional takes real grit even in the steadiest of times. This session will give staffing and recruiting professionals the tools and strategies they need to build their capacity for resilience—especially in challenging situations. You will have the opportunity to reflect upon and reimagine your choices, which impact your ability to bounce back from obstacles you may face—whether big or small. You will engage in interactive discussions with your peers to analyze and determine which strategies will produce the best results for you. **0.75 CE**

## The Post-Covid-19 Learning Landscape: Skill-Building in the Era of Remote Work

Mary Ann McLaughlin, managing partner, Butler Street Consulting



**SESSION FOCUS:** Personnel management, onboarding, retention, employee development

Learn how sellers and recruiters must adjust the way they do business in order to meet their customers and prospects where they are in today's rapidly changing business landscape. What are the new skills needed for successful virtual selling, recruiting, and leading? How can virtual training and hybrid learning increase employee retention and productivity? You will learn the critical aspects of virtual skill-building to ensure it's engaging, relevant, and immediately applicable, and walk away with best practices to get started—regardless of marketing or internal resources. **0.75 CE**

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## Creating a Gen Z Candidate Pipeline

Liz Wessel, co-founder and CEO, WayUp



**SESSION FOCUS:** Talent acquisition, recruiting best practices

Gen Z is the most racially and ethnically diverse generation yet. However, whether it's struggling to attract diverse candidates or struggling to increase hiring efficiencies, many companies are grappling with how to hire top talent from this generation. In this session, you will identify strategies for efficiently and consistently filling your talent pipeline with top early-career candidates and streamlining your hiring processes to accommodate the preferences of this generation. **0.75 CE**



## New This Year—Knowledge Bites

**Don't have time to take a full hour to dive deep into a topic?** Don't worry—ASA has you covered with Knowledge Bites. These are short, 3–5 minute videos on a wide variety of subjects—from how to deal with candidate ghosting to improving your email marketing, and much more. Presented by leading industry experts, these short talks provide you with tips and tactics that you can immediately take back to your office and implement. Plus, they're available on demand, so no need to worry about missing an important networking opportunity or session. Quickly get the tailored knowledge you need, when you need it—you'll find these in the Expo Hall Coffee House. See page 16 for topics.

Coffee House sponsored by



# Staffing World Sessions

4:15–5 p.m.

## BREAKOUT SESSIONS

Choose to participate in one of these concurrent sessions.

### Staffing Industry Leaders: Coaching for Performance, Unlocking Leadership Potential

Panel facilitated by Kathi Graham-Leviss, president, XBl Insight Inc.

Panelists: Mike Anderson, operating partner, One Rock Capital Partners LLC; Rebecca Henderson, CEO, Randstad global businesses and executive board member; Loretta Penn, former president, Spherion Staffing, and executive coach, XBl Insight Inc.; Mike Smith, founder, Huddle Advisory



**SESSION FOCUS:** Leadership skills, executive development

This lively panel discussion will help business leaders at all levels and at all company sizes explore strategies and techniques for improving overall performance in their operations by influencing, motivating, and coaching employees. Panelists, representing decades of tactical experience and success, will share and analyze real-world examples of leadership development. Through the exploration of each panelist's extensive knowledge and experience, participants will learn about proven strategies to improve their ability to lead and influence. **0.75 CE**

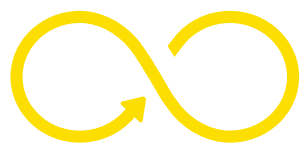
### Taking Interviews to the Next Level With Real-Life Working Sessions

Shad Tidler, consultant, Lushin Inc.



**SESSION FOCUS:** Talent acquisition, recruiting best practices

Have your hiring managers ever left an interview without really understanding how a candidate would approach the job? They're not alone. Rather than a routine résumé walk-through, strategic working sessions allow hiring managers to see how a candidate thinks and communicates—in the context of



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# Staffing World Sessions

his or her unique needs and abilities—so managers can understand how a candidate will make an immediate impact in the role. In this session, you will learn about the tangible benefits of implementing working sessions—to give talent practitioners the tools they need to successfully bring these to life and reap the benefits of strategic candidate placement for their organizations. **0.75 CE**

## Fostering and Purposefully Shaping Workplace Culture

Shane Jackson, president, Jackson Healthcare



**SESSION FOCUS:** The new normal workplace, now and postpandemic

How do you shift from asking “What is culture and why should I care about it?” to “How can I use culture as leverage in creating an organization I love to lead?” Join Jackson Healthcare’s president, Shane Jackson, as he shares how he’s learned to purposefully shape and sustain a strong, tangible workplace culture firsthand through growing Jackson Healthcare into the \$1 billion company it has become. Learn the secrets of creating a culture that is something you feel when you talk with associates who describe their sense of purpose, their connection to the community, and the confidence they feel in themselves because of the clear and certain nature of the company’s values. **0.75 CE**

## Special Session! Solve the Case

Todd Baval, CEO, Integrity Staffing Solutions; Kerry Sirkka, senior vice president and general manager of local and international staffing solutions, AMN Healthcare



**SESSION FOCUS:** Leadership skills, executive development

In this highly interactive session, you will partner with your colleagues across the staffing industry to tackle some of the trickiest issues in the industry. You will be tasked with solving cases taken directly from the real-world experiences of leading firms. Through discussion and exploration, you will gain strategic insight, strong networking connections, and new perspectives to take back and add value to your company. Come join the session and put your knowledge and experience to the test. *Note: This session will not be recorded.* **0.75 CE**

**SOLVE  
THE CASE**



## Tuesday, Oct. 20—TECH TUESDAY

On Tech Tuesday at Staffing World, sessions throughout the day will cover a wide range of topics—but there is a special focus on technology solutions, including Tech Talks.

**12:45–2:30 p.m.**

### SUPER SESSION



## Keynote presentation by Erik Qualman

*Digital Transformation: Design Your Future*

We don’t have a choice on whether we digitally transform; the choice is how well we do it. Staffing industry leaders in this digital decade are made—not born. The key is not only understanding social media, the internet of things, mobile, artificial intelligence, Blockchain, etc., but—more importantly—understanding how they work together. During this Staffing World keynote session, Qualman will give you tips and tricks on how to implement current and future digital trends to maximize your organization’s impact on the world. As an added bonus, Qualman will also showcase the five habits that drive success and happiness for employees, partners, clients, and customers in a wi-fi world. Staffing World attendees will learn new techniques, including Posting-It-Forward and Being FLAWsome, and other insights to positively impact and transform their companies. **1.0 CE**

**Sponsored by**



# Staffing World Sessions

3–3:45 p.m.

## BREAKOUT SESSIONS

Choose to participate in one of these concurrent sessions.

### Rise of the Robots: Friend or Foe for Women in the Future of Work

Audra Jenkins, chief diversity and inclusion officer, Randstad Holding NV



**SESSION FOCUS:** Building an inclusive workplace

Studies show that companies with women on their leadership teams perform better—but how will the future of work affect the strides women continue to make? Among the factors that can result in gender inequality in the workplace, technology and automation pose the greatest peril. In this session, explore technology-based factors creating roadblocks for women and how you can remove those barriers at your company right now. You will also take away strategies that address the future of diversity and inclusion (D&I). According to the World Economic Forum, 57% of jobs currently filled by women will be at risk from technology advancements between now and 2026. Make sure your company can respond to new challenges, fuel innovation, and drive better business outcomes now and in the future because it has a comprehensive D&I plan in place. **0.75 CE**

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### My Tech Stack Is Better Than Yours

Panel facilitated by Brian Delle Donne, president, Talent Tech Labs

Panelists: Susie Dietrich, principal, AllTek Staffing and Resource Group Inc.; Matt Miller, CTO, CyberCoders; Kerry Sirkka, senior vice president and general manager of local and international staffing solutions, AMN Healthcare



**SESSION FOCUS:** Technology platforms and software

Building the right tech stack for your company is more than choosing from the trendy startups or those with the biggest name recognition. It's about understanding which technologies allow you to address the critical challenges of your business in an increasingly digital age. Moderated by Talent Tech Lab's president, Brian Delle Donne, this panel of industry leaders and staffing technology experts will unpack

## Thank You, Women in Leadership Interest Group Sponsors

WOMEN IN LEADERSHIP



The Women in Leadership interest group is sponsoring the following Staffing World sessions:

- Rise of the Robots: Friend or Foe for Women in the Future of Work
- So, You Know Your Unconscious Bias. Now What?
- Action-Oriented Solutions to Address D&I in Staffing Organizations



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# Staffing World Sessions

the process of effectively choosing the right tools for you. This must-see session will uniquely enable your company to select and deploy the best solutions to scale your business in this rapidly changing staffing industry. **0.75 CE**

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## **No Admittance: How to Sell When You Can't Be in the Room**

*Mike Lejeune, president, Lighting the Path*



**SESSION FOCUS:** Business development, sales, marketing

Today, client visits and prospect presentations are not an option. Yet business development is more than smiling and dialing—it's building a brand for your company, to cut through the chaotic atmosphere we are competing in. Are you making enough noise in your market? This program helps position you to stand out and create connections with decision makers. Turn your calls into information gathering and sharing machines rather than commercials. Learn how to be considered a thought leader with a servant's heart. **0.75 CE**

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# Staffing World Sessions



**3–4:30 p.m.**

## **Special Session! The Staffing Tank**



**SESSION FOCUS:** Business development, sales, marketing

**Preregistration required**—email Emily Lawson, director of education and certification, at [elawson@americanstaffing.net](mailto:elawson@americanstaffing.net) to see if spots are available.

During this special Staffing World session, bring your top-notch business ideas with you. Share these ideas with executives from leading staffing firms and get valuable feedback on how to improve and implement them. The industry executives will decide which ideas make the cut. Could it be your idea? Prizes will be awarded to those who survive the feeding frenzy of staffing piranhas! *Note: This session will not be recorded.*



**4:30–5:15 p.m.**

## **TECH TALKS**

Get all the technology-related answers your staffing and recruiting company needs by tapping into Staffing World Tech Talks. These short presentations by technology experts will address staffing-specific tech challenges. Watch as many as you would like, in any order—they are available for on-demand viewing in the Tech Talks booth in the expo hall. Want to continue the conversation? Visit the experts' booths in the Staffing World expo hall. **0.75 CE**

**See page 41 for a full list of Tech Talks.**

## **Wednesday, Oct. 21—WORK BETTER WEDNESDAY**

Sessions throughout the day will cover a wide range of topics—but there is a special focus on workplace culture.

**12:45–2 p.m.**

## **SUPER SESSION**



### **Keynote presentation by Marc Morial**

*Tough Lessons Learned: Diversity, Inclusion, Staffing, and Success*

There have been few times in history when leaders in the world of work could have a greater impact on the nation's future than right now. As Americans continue to struggle with surviving a pandemic, navigating a recession, facing unemployment, and battling social injustice, companies and communities must work together to inspire change, success, and prosperity well into the future. But how does this happen meaningfully and effectively? What kinds of strategies must be in place for business leaders and the communities they serve to equally succeed?

Marc H. Morial, president and chief executive officer of National Urban League—the nation's largest civil rights organization dedicated to economic empowerment, equality, and social justice—discusses the country's most poignant issues in the context of diversity and inclusion, employment trends, and economic opportunities. Morial, who served as mayor of New Orleans from 1994 to 2002, will delve deeply and uncomfortably into lessons learned in the nation's history and give those lessons current context. This powerful keynote presentation will empower employers, business leaders, and the staffing community as a whole with the knowledge, strategies, and tough answers they need to make the most of opportunities right now and prepare for the challenges ahead. **0.75 CE**

**Sponsored by**





# Staffing World Sessions

2:30–3:15 p.m.

## BREAKOUT SESSIONS

Choose one of these concurrent sessions.

### Welcome—Now Get to Work Solving the Onboarding Problem

Panel facilitated by Sara Luchsinger, CSP, vice president of organizational development, SEEK Careers/Staffing

Panelists: Daniella Adinolfi, CSP, vice president of recruiting, Industrial Staffing Services Inc.; Lewis Cheatwood, training manager and director of operations, Abbttech Professional Resources; Tiffany Travis, director of talent development, Curative



**SESSION FOCUS:** Personnel management, onboarding, retention, employee development

Let's face it, training your team often takes a back seat to the chaos that is staffing. Typical training strategy in staffing is "jump in" and make it happen. While learning through osmosis is a fast way to see if your recruiters have what it takes, it can also land your company in legal and financial trouble if bad placements are made. Not to mention the evergreen issue of retention. Change your training strategy, and your time to productivity could be reduced from six months to 30 days. This panel will focus on how any size staffing company can create an onboarding program that addresses these issues and gets the best possible results from its new recruits in the shortest possible time. **0.75 CE**

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# Staffing World Sessions

## The Expanding Gig Economy and Implications for Staffing Firms

Panel facilitated by Art Papas, CEO, Bullhorn

Panelists: John W. Healy, vice president and managing director, office of the Future of Work, Kelly; Jason Leverant, TSC, CSP, CSC, CHP, president and COO, AtWork Group; Jake Rohn, founder and CEO, WorkN



**SESSION FOCUS:** The future of work, artificial intelligence, big data, augmented reality, virtual reality

For years business leaders and analysts have been saying that the gig economy is coming, and that we better get ready. Well, it's arrived and seems to be here to stay. Through an exploration of some of the key pillars on which the gig economy stands, moderator Art Papas and a panel of staffing industry executives will provide you with the facts and strategies you should be aware of to make sure your firm is able to evolve to stay relevant in the new gig economy landscape. **0.75 CE**

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## So, You Know Your Unconscious Bias. Now What?

Nika White, Ph.D., Nika White Consulting



**SESSION FOCUS:** Building an inclusive workplace

Unconscious bias is a term many have heard of and some have explored. However, once you are aware of your biases, what are the next steps? What actions can you take to minimize impact on the decisions you make and the way you interact with others? This session will explore those questions and help you to develop a plan of action to make strides in creating an environment where biases exist but their impact is greatly diminished. **0.75 CE**

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### Limited spaces

**available.** To schedule your coaching session, visit the Speed Coaching session room as soon as the convention begins.

**2:30–5 p.m.**

### SPEED COACHING

Is there a specific topic on your mind that isn't already covered in another session? Do you need some guidance on a leadership challenge you are facing? Are you trying to take your career or business to the next level but need some outside perspective? Coaching may be for you. Schedule a 15-minute speed coaching session with one of our industry expert coaches. Each coach comes from a unique background and is equipped to help you take the next steps to realize your goals. Whether you are new to the industry or an experienced industry executive, discover the value of a one-on-one speed coaching session. *Note: Speed coaching sessions will not be recorded.*

**3:45–4:30 p.m.**

### BREAKOUT SESSIONS

Choose one of these concurrent sessions.

## The Most Entertaining Virtual Employment Law Game Show Ever!

Panel facilitated by Toby Malara, Esq., government affairs counsel, ASA

Panelists: Stephen Dwyer, Esq., senior vice president and chief legal and operating officer, ASA; Ed Lenz, Esq., senior counsel, ASA; Brittany Sakata, Esq., associate general counsel, ASA



**SESSION FOCUS:** Legal issues and risk management

ADA, FMLA, PPP, UI, FFCRA...OMG! Employment law in a postpandemic world is a minefield of acronyms,

# Staffing World Sessions

but never fear—the ASA legal team is here. Back by popular demand, ASA's crack legal team hosts a fun and fast-paced legal game show, bringing you the answers to some of your most vexing staffing law questions. Don't miss the legal fun and games along with must-know legal concepts. And if you're working toward ASA certification, this is a great way to solidify your understanding of staffing law. **0.75**

**Legal CE**

## Action-Oriented Solutions to Address D&I in Staffing Organizations

Panel facilitated by Janette Marx, CEO, Airswift

Panelists: Misty Dervic, senior director, client services, Randstad; Amelia Nickerson, CEO, First Step Staffing; Candace Whitaker, chief human resources officer and counsel, Signature Consultants LLC



**SESSION FOCUS:** Building an inclusive workplace

Diversity and inclusion (D&I) mean more than just race and gender. A growing focus has finally been placed on creating cultures and environments where different voices are heard and encouraged. Join this panel of industry executives as they discuss practical D&I solutions that have been implemented at their companies and are making a difference. They will discuss topics such as addressing internal pay equity and sourcing talent from challenging socioeconomic environments, among many others.

**0.75 CE**

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## Distributed Work Best Practices: Lessons Learned

Panel facilitated by *Kia K. Matthews, certification and education specialist, ASA*

Panelists: *Patty Hampton, CSP, vice president and managing partner, Nonprofit HR; David Leto, president, Palmer Group; Jennie Taylor, president, NW Staffing Resources*



**SESSION FOCUS:** The new normal workplace, now and postpandemic

Whether you have one employee, one department, or your entire office working remotely—you have a distributed team. Hear from a panel of staffing industry executives who have a distributed workforce model in place and lessons they have learned each step of the way. How do they maximize opportunities to connect with internal employees, clients, and candidates in innovative ways? What technologies have they implemented? Security best practices? Productivity models? This panel will take a deeper dive into their distributed work strategies and share implementation plans. **0.75 CE**

**5–5:30 p.m.**

## BREAKOUT SESSIONS

Choose one of these concurrent sessions.

## I Used to Know How to Do This Job, But Everything Changed

Roundtables moderated by *John Thomas, CSP, CSC, professional developer, Express Employment Professionals*



**SESSION FOCUS:** The new normal workplace, now and postpandemic

During this virtual roundtable session, moderator John Thomas will share how Express Employment Professionals has expanded and adapted in this new normal workplace. He'll share ideas, tips, and resources you can bring back to your company. Then you and your colleagues will engage in lively discussions about challenges you are experiencing and solutions worth implementing—including innovative sales strategies, remote practices, and sourcing strategies. Share, vent, learn, and laugh as we all try to weather the storm of change that has uprooted the industry. *Note: This session will not be recorded.* **0.5 CE**

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## Things Staffing Agencies Must Do to Grow Sales Post-Covid-19

*Tom Erb, CSP, president, Tallann Resources LLC*



**SESSION FOCUS:** Business development, sales, marketing

Covid-19 has had a significant impact on selling staffing. And while some changes are likely to be temporary, other aspects have been permanently altered. In this session, we will discuss how sales has been transformed, what to expect in the months and years to come, and how to adapt your sales strategy and processes to thrive postpandemic. **0.5 CE**



# Staffing World Sessions

## Why Are You Leaving? Internal Retention Strategies

Panel facilitated by Erin Stewart, TSC, CSP, general counsel, Pinnacle Group

Panelists: Robin Mee, president, Mee Derby; Suzanne Perry, chief human resources officer, Staffmark; DeLibra Wesley, COO, The Delta Cos.



**SESSION FOCUS:** Personnel management, onboarding, retention, employee development

Here one day and gone the next. Staffing professionals are well aware of the costs that go into getting the right person in the right position, but how do you improve your company's ability to keep your top performers and slow the speed of the revolving door? This panel discussion will cover practical strategies such as rewards, engagement initiatives, and benefits implemented by industry leaders that have had a noticeable impact on internal retention in their firms. You will have the opportunity to engage with panelists to get feedback and implementation strategies that you can take back to your company to improve your retention rate right away. **0.5 CE**

## 5 Trends That Will Outlast Covid-19 and Accelerate Your 2021 Recovery

Eric Gregg, CEO and founder, ClearlyRated



**SESSION FOCUS:** The new normal workplace, now and postpandemic

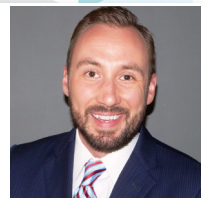
Leveraging research in partnership with ASA and CareerBuilder, standout industry researcher Eric Gregg will share key findings from surveys of more than 1,800 clients, job candidates, and internal staff. This must-attend session will help you gain insight into the changing landscape of selling, recruiting, and retaining during this unprecedented time. Gregg will present five data-backed trends that will outlast the current pandemic and economic uncertainty and should be a part of your strategic plan going forward. **0.5 CE**

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## Thursday, Oct. 22—CLOSING DAY

12:45–1:30 p.m.

### BREAKOUT SESSIONS

Choose one of these concurrent sessions.

#### Getting Seen: M&A Strategies in the New Market

Panel facilitated by Dan Campbell, CSP, founder and executive chairman, Hire Dynamics LLC

Panelists: Thomas Bailey, managing director, Houlihan Lokey; Bob Livonius, founder, Livonius Consulting; Greg Palmer, founder and managing partner, G Palmer and Associates; Daniel Pianko, co-founder and managing director, Achieve Partners



**SESSION FOCUS:** Business development, sales, marketing

Join this panel of staffing industry executives—on both the buyers' and sellers' sides—as they discuss how to navigate the current market. Get a comprehensive and up-to-the-minute overview of the mergers and acquisitions (M&A) market today, as well as how current trends are affecting the staffing industry. You will gain valuable information and insights, including the components of selling and buying a staffing company and how to avoid mistakes in the M&A process. **0.75 CE**

## Helping you succeed in the new normal

The world has changed, but our commitment to staffing hasn't. We continue to develop innovative and results-driven solutions...even in these challenging times.

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- Find and engage with candidates faster than your competition
- Reduce time-to-hire with better candidate matching
- Find flexible solutions that align with your goals



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## We Want You: Doing Your Part to Help the Industry Recover

Roundtables moderated by Ranjini Poddar, CEO and co-founder, Artech LLC



**SESSION FOCUS:** The new normal workplace, now and postpandemic

It's time to pull yourself up and dust yourself off. Staffing and recruiting professionals have work to do as the industry continues to navigate the Covid-19 pandemic and plans for recovery. During this highly interactive roundtable discussion, you and your colleagues will examine and discuss topics introduced by the moderator, including engaging internal talent, using industry research to make informed decisions, implementing workplace wellness strategies, and more. Take part in lively exchanges and develop realistic solutions. Share your feedback, pose challenges, and make connections that will last long after Staffing World is over. Ultimately, the exchanges that take place during this session will inspire and empower you to play a role in rebuilding the industry and growing it into something even better. *Note: This session will not be recorded.* **0.75 CE**

**Sponsored by**



## The End of Jobs: Rise of On-Demand Labor and Agile Corporations

Jeff Wald, founder, Work Market



**SESSION FOCUS:** The future of work, artificial intelligence, big data, augmented reality, virtual reality

Jeff Wald, one of the most successful labor software entrepreneurs of all time, provides a preview of his upcoming book, *The End of Jobs: Rise of On-Demand Labor and Agile Corporations*. In this session, Wald will explore the history of labor, providing insights into how companies and workers have found a balance of power through several industrial revolutions. Understanding the forces of the labor market through these changes is vital, Wald says, as we stand on the precipice of a fourth change. He calls this change the First Services Revolution, and he will discuss how it will impact workers, companies, and society. This session also will include Wald's predictions for the labor force, based on years of research and hundreds of interviews with leading labor leaders all over the world. **0.75 CE**

**Sponsored by**



## Special Session! Employment Law Escape Room

Panel facilitated by attorneys with Seyfarth Shaw LLP



**SESSION FOCUS:** Legal issues and risk management

During this special session, you and your peers are locked in a virtual room as you test your knowledge of the current legal environment. You must work together to determine the correct outcomes for legal case studies, collect clues, and solve puzzles to escape in time to join the next session at Staffing World! Do you have what it takes, or will you be trapped in employment law purgatory? Don't worry—attorneys will be standing by to help if needed. *Note: This session will not be recorded.* **0.75 Legal CE**



# Staffing World Sessions

2–3 p.m.

## GAME CHANGERS



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 offer real-world examples of how your peers are leveraging the help of staffing industry suppliers to solve their pressing business needs. Watch as many as you would like, in any order—they are available for on-demand viewing at the Game Changers booth in the expo hall. **1.0 CE**

See page 45 for a full list of Game Changers.

## Tapping Untapped Talent Pools

Panel facilitated by Ken Taunton, CSC, president and CEO, The Royster Group Inc.

Panelists: Nishith Parikh, CEO, Rangam Consultants Inc; Jennifer Sheehy, deputy assistant secretary, Office of Disability Employment Policy, U.S. Department of Labor; Jenny Taylor, vice president of career services, Goodwill of North Georgia



**SESSION FOCUS:** Building an inclusive workplace

We all have our go-to talent pools. However, when you rely too much on those pools, you keep catching the same fish over and over. It's time to look to alternate sources to recruit a diverse array of qualified candidates. This panel will be comprised of experts on recruiting from pools such as the formerly incarcerated, the neurodiverse, and people with disabilities. Attendees will learn strategies and gain practical tips on how to tap into these unique populations and improve the overall diversity of their talent pools.

**1.0 CE**



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The laptop screen shows the pandologic Campaign cycle dashboard. It includes a 'Campaign summary' section with metrics: Total (1,290), Active (1,000), Closed (290), Applications (10,872), and Conversion (8.61%). Below this is a bar chart showing 'Daily jobs' over time. The 'Job performance' section at the bottom lists various job categories and their performance metrics.



# Staffing World Sessions

3:30–4:45 p.m.

## SUPER SESSION



### Keynote presentation by Carla Harris

*Impactful Leadership: Currency, Change, and Creating a Powerful Presence*

Thriving in a leadership role is a powerful way to achieve positive change and fuel success—but to get there you must position yourself strategically and embrace the power of perceptions in the workplace. Morgan Stanley vice chairman Carla Harris—known the world over for her business acumen and leadership insights—delivers and discusses the critical components that will allow you to maximize your success as a leader in your current career environment, or in the environment you want. Harris pulls from her books, *Expect to Win* and *Strategize to Win*, to explore the concepts of performance currency vs. relationship currency, managing through and creating change, and how to be an impactful and influential leader. Harris, who's also a gospel recording artist, has a commanding presence and an engaging style that inspires learning and collaboration. You will gain a valuable understanding of the power of perceptions in the workplace, and the key relationships you must have in place to ensure your success—as well as the importance of authenticity and the role it plays in powerful leadership. This keynote presentation is a can't-miss opportunity to positively influence your professional future, your teams, and your company. **1.0 CE**

Sponsored by



**Tannenbaum Helpert  
Syracuse & Hirschtritt** LLP

4:45–5 p.m.

## STAFFING WORLD WRAP-UP

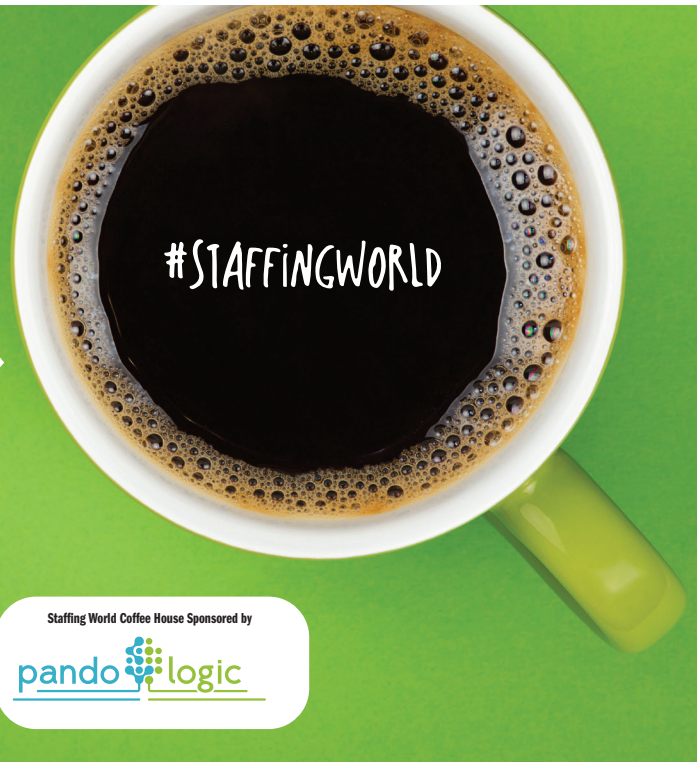
Get valuable information about on-demand session recordings, continuing education credits, downloadable resources, and more.

## You Can Still Network Over Coffee!

Stop by the virtual Staffing World® Coffee House to meet colleagues, share ideas, and make lasting connections—just like you would in person. See page 16 for details.



SMELL THE COLLABORATION  
BREWING AT STAFFING WORLD...



Staffing World Coffee House Sponsored by

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Virtual Expo



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## Experience the Virtual 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 via live video chat in the booths, conduct side-by-side comparisons, and assess the resources available to you to increase your company's efficiency and productivity.

Check out the virtual expo hall anytime, but here are some dedicated hours set aside throughout the convention:

### Expo Hours

#### Monday, Oct. 19

2:15–3 p.m.	Networking Break With Exhibitors
3:45–4:15 p.m.	Networking Break With Exhibitors
5–5:45 p.m.	Networking Break With Exhibitors

#### Tuesday, Oct. 20

2:30–3 p.m.	Networking Break With Exhibitors
3:45–4:30 p.m.	Networking Break With Exhibitors
5:15–6 p.m.	Happy Hour, Sponsored by Essential StaffCARE, and Networking Break With Exhibitors

#### Wednesday, Oct. 21

2–2:30 p.m.	Networking Break With Exhibitors
3:15–3:45 p.m.	Networking Break With Exhibitors
4:30–5 p.m.	Networking Break With Exhibitors

#### Thursday, Oct. 22

1:30–2 p.m.	Networking Break With Exhibitors
3–3:30 p.m.	Networking Break With Exhibitors
5–6 p.m.	Happy Hour With Exhibitors

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

Expo hours and categories subject to change.



# Corporate Partner Profiles

ASA corporate partnerships go beyond traditional sponsorship. The financial support of ASA corporate partners allows the association to enhance the value of membership by improving current products and services and by developing new initiatives that address emerging issues and trends in this dynamic, fast-paced industry.



## Bullhorn

### BOOTH 109

*Sponsor of Registration; the Women in Leadership Interest Group; and Select Roundtables and Sessions*

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

Mike Flemming 617-478-9100

[sales@bullhorn.com](mailto:sales@bullhorn.com) [bullhorn.com](http://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 108

**Internet Career Sites; Software Systems**

Steven Cerny 800-960-5203

[steven.cerny@careerbuilder.com](mailto:steven.cerny@careerbuilder.com)  
[hiring.careerbuilder.com](http://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

### BOOTH 227

**Advertising, Sales, and Marketing; Business and Administrative Services; Client Services; Consulting and Market Research; Social Media; Software and Services, Web-Based**

Cris Schulz 503-542-3347

[cris.schulz@clearlyrated.com](mailto:cris.schulz@clearlyrated.com)  
[clearlyrated.com/solutions](http://clearlyrated.com/solutions)

ClearlyRated is a leading provider of client, talent, and employee satisfaction surveys and service quality research for staffing firms. ClearlyRated's annual Best of Staffing® program recognizes firms who are leading the industry in client, talent, and employee satisfaction.



## Essential StaffCARE

### BOOTH 110

*Sponsor of the Virtual Platform*

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

Jody Williams 864-546-0057

[jodywilliams@essentialstaffcare.com](mailto:jodywilliams@essentialstaffcare.com)  
[essentialstaffcare.com](http://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.

## MONSTER

## Monster

### BOOTH 102

*Session Sponsor*

**Advertising, Sales, and Marketing; Front-Office Recruiting Technology; International Recruitment; Internet Career Sites; Recruiting Support; Software and Services, Web-Based**

Tim Robbins 267-975-3328

[tim.robbins@monster.com](mailto:tim.robbins@monster.com) [hiring.monster.com/solutions/staffing.aspx](http://hiring.monster.com/solutions/staffing.aspx)

Monster is a global leader in connecting people and jobs. We transform the way employers and candidates find the right fit. For over 25 years, Monster has worked to change the recruiting industry. We leverage advanced technology using intelligent digital, social, and mobile solutions.



## World Wide Specialty Programs

### BOOTH 101

*Sponsor of the Heather McGowan and Erik Qualman Keynote Presentations*

**Insurance and Employee Benefits; Workers' Compensation**

Dorothy Taylor 631-390-0900

[dtaylor@wwspi.com](mailto:dtaylor@wwspi.com) [wwspi.com](http://wwspi.com)

For over 50 years, World Wide Specialty Programs has provided the staffing industry with superior protection and support to help the staffing industry grow. World Wide has made it a priority to stay on top of the latest industry news, trends, and insights, and to innovate products and services.

# Staffing World 2020 Sponsors

## PREMIER SPONSORS

### Anthem FlexHour Plans

#### BOOTH 104

*Sponsor of the Marc Morial Keynote Presentation and Women in Leadership Interest Group*

#### Health Insurance

Tim Mills 📞 770-324-0418

[timothy.mills@anthem.com](mailto:timothy.mills@anthem.com) 📧 [anthem.com/employer/medical/#flexhour-plans](https://anthem.com/employer/medical/#flexhour-plans)

Anthem FlexHour Plans offer flexibility, affordability, and choice for medical, pharmacy, specialty, and supplemental health products.

### Assurance

#### BOOTH 212

*Sponsor of the Women in Leadership Interest Group*

#### Insurance and Employee Benefits; Risk Management; Workers' Compensation

📞 888-429-0999

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[assurancestaffing.com](https://assurancestaffing.com)

Assurance, a Marsh & McLennan Agency LLC company, is a full-service insurance brokerage with a large, dedicated presence in staffing. Assurance employs more than 50 dedicated staffing professionals whose primary focus is providing insurance solutions to over 600 staffing clients nationwide.

### PMC Insurance Group– StaffPRO<sup>3</sup>

#### BOOTH 232

*Sponsor of National Staffing Employee of the Year*

#### Insurance and Employee Benefits; Risk Management; Workers' Compensation

Bill Nagel 📞 719-264-9251

[bnagel@pmcinsurance.com](mailto:bnagel@pmcinsurance.com) 📧  
[pmcinsurance.com](https://pmcinsurance.com)

PMC's staffing services program, Staff-Pro<sup>3</sup>, provides staffing firms competitive workers' compensation and other insurance solutions, as well as best-in-class proven risk management services. We work through your retail agent to directly access our exclusive insurance carriers. We have the most guaranteed cost, small, medium, and high deductibles, as well as alternative insurance solutions.

### Tannenbaum Helpern Syracuse & Hirschtritt LLP

*Sponsor of the Carla Harris Keynote Presentation*

#### Legal Services; Mergers and Acquisitions; Risk Management

Joel A. Klarreich 📞 212-508-6747

[jak@thsh.com](mailto:jak@thsh.com) 📧 [thsh.com](https://thsh.com)

With over 40 years of experience representing staffing, recruiting, and outsourcing firms, Tannenbaum Helpern understands the unique challenges facing staffing firms and has advised staffing and direct-hire clients on M&A, divestitures, joint ventures, HR/employment law, wage and hour, unfair competition, EEO claims, confidentiality agreements, restrictive covenants, governmental investigations, franchising, licensing, intellectual property matters, litigation, and day-to-day legal matters. Visit us at [thsh.com](https://thsh.com) for more information or to learn about our Monthly HR Support program or our tailored sexual harassment prevention training.

# SIGNATURE SPONSORS

## Able (formerly EmployStream)

### BOOTH 224

Session Sponsor

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

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[stormie@employstream.com](mailto:stormie@employstream.com) 📧  
[employstream.com](http://employstream.com)

Able allows recruiters to simplify and automate the hiring and onboarding processes that prevent new employees from getting to work, so they can start doing what they were hired to do sooner. We believe that no matter who someone is or what job they do, every employee can and should be able to have a great first day.

## Automated Business Designs

### BOOTH 247

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

John Roeslmeier 📞 800-944-4223

[sales@abd.net](mailto:sales@abd.net) 📧 [abd.net](http://abd.net)

Automated Business Designs (ABD) produces the staffing and recruiting software solution Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE allows you to seamlessly stay connected with clients and candidates through a robust all-in-one solution that includes front office, back office, web portals, data analytics, and mobile.

## Avionté Staffing Software

### BOOTH 103

Sponsor of ASA Cares LIVE

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

Brenda Long 📞 651-556-2121

[brenda.long@avionte.com](mailto:brenda.long@avionte.com) 📧  
[avionte.com](http://avionte.com)

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## COATS

### BOOTH 211

Session Sponsor

**Front-Office Recruiting Technology; Software Systems**

Karen Connor 📞 757-499-3808

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**Insurance and Employee Benefits; Risk Management; Workers' Compensation**

Travis Moose 📞 704-408-7614

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With over 30 years of expertise and a sole focus on workers' compensation, Key Risk works with temporary staffing organizations across the country. Focused on providing industry leading risk management and claims services, we create workers' compensation insurance solutions specific to the individual needs of the temporary staffing industry.

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**Advertising, Sales, and Marketing; Recruiting Support; Software and Services, Web-based**

Brendan Macomber 📞 323-203-0386

[bmacomber@pandologic.com](mailto:bmacomber@pandologic.com) 📧  
[pandologic.com](http://pandologic.com)

PandoLogic's mission is to empower staffing firms and employers to intelligently source the best candidates. Our platform, pandolQ, enables staffing firms, RPOs, and employers to reach quality applicants faster and more efficiently using big data, artificial intelligence, and proprietary campaign algorithms that fully automate and optimize the job advertising process.

## Staffing Industry Analysts

**Consulting and Market Research; Management Consulting**

Adrianne Nelson 📞 650-390-6184

[anelson@staffingindustry.com](mailto:anelson@staffingindustry.com) 📧  
[staffingindustry.com](http://staffingindustry.com)

Staffing Industry Analysts (SIA) is the global advisor on staffing and workforce solutions. Our award-winning content, CCWP certification, data, support tools, publications, executive conferences, and events help suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk.

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**Consulting and Market Research; Management Consulting; Testing and Training**

Sabrina Miller 📞 401-682-2859 ext. 102

[info@xbinsight.com](mailto:info@xbinsight.com) 📧 [xbinsight.com](http://xbinsight.com)

XBInsight is a leading talent assessment company specializing in serving the staffing industry. We know the unique challenges of staffing a staffing firm. That's why we've built customized solutions based on assessments of 300+ roles in the staffing sector, allowing you to make better, science-backed hiring decisions.

# SELECT SPONSORS

## Advance Partners/ Netspend

### BOOTH 107

*Session Sponsors*

**Debit Payroll Cards; Financial Services; Payroll Cards; Payroll Distribution; Payroll Funding**

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[advancepartners.com](http://advancepartners.com)

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**Advertising, Sales, and Marketing; Consulting and Market Research; Social Media**

Leslie Vickrey 📞 312-731-3149

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[clearedgemarketing.com](http://clearedgemarketing.com)

ClearEdge Marketing helps industry-leading, global recruitment organizations and HR tech companies find their brand spark, expand brand reach, align businesses with a marketing strategy, improve lead generation with access to clients and candidates, and sustain a thriving digital presence.

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

Mary Kittrell-Kinkaid 📞 214-692-0375

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**Business and Administrative Services; Consulting and Market Research; Recruiting Support**

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Mee Derby is the go-to firm for leadership search in staffing and workforce solutions. For over 30 years the Mee Derby team has filled thousands of executive and management positions for hundreds of companies of all sizes and in every staffing discipline across the USA.

## Networkers Funding

### BOOTH 238

**Accounts Receivable Financing; Business and Administrative Services; Collections and Receivables Management; Payroll Distribution; Payroll Funding; Software and Services, Web-Based**

Joyce Dieck 📞 866-794-7246

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Payroll funding and back-office support for the staffing industry is what we know. Because of our extensive staffing industry experience, Networkers provides an unbeatable combination of flexibility, customer service, and technology all in one package.

## Serveture LLC-WorkN

### BOOTH 204

*Sponsor of the Women in Leadership Interest Group*

**Software and Services, Web-Based; Software Systems; Time and Attendance**

Jodda Perry 📞 404-409-7746

[jperry@workn.com](mailto:jperry@workn.com) [workn.com](http://workn.com)

Serveture LLC-WorkN is a private labeled online staffing solution. Our mission is to help traditional staffing firms transform their business to the human cloud while also benefiting from real time scheduling, check-in/out function, performance reviews, worker recruitment, and engagement. WorkN has open APIs to work with existing ATSS and time clocks.

## TIMECO

### BOOTH 213

**Time and Attendance**

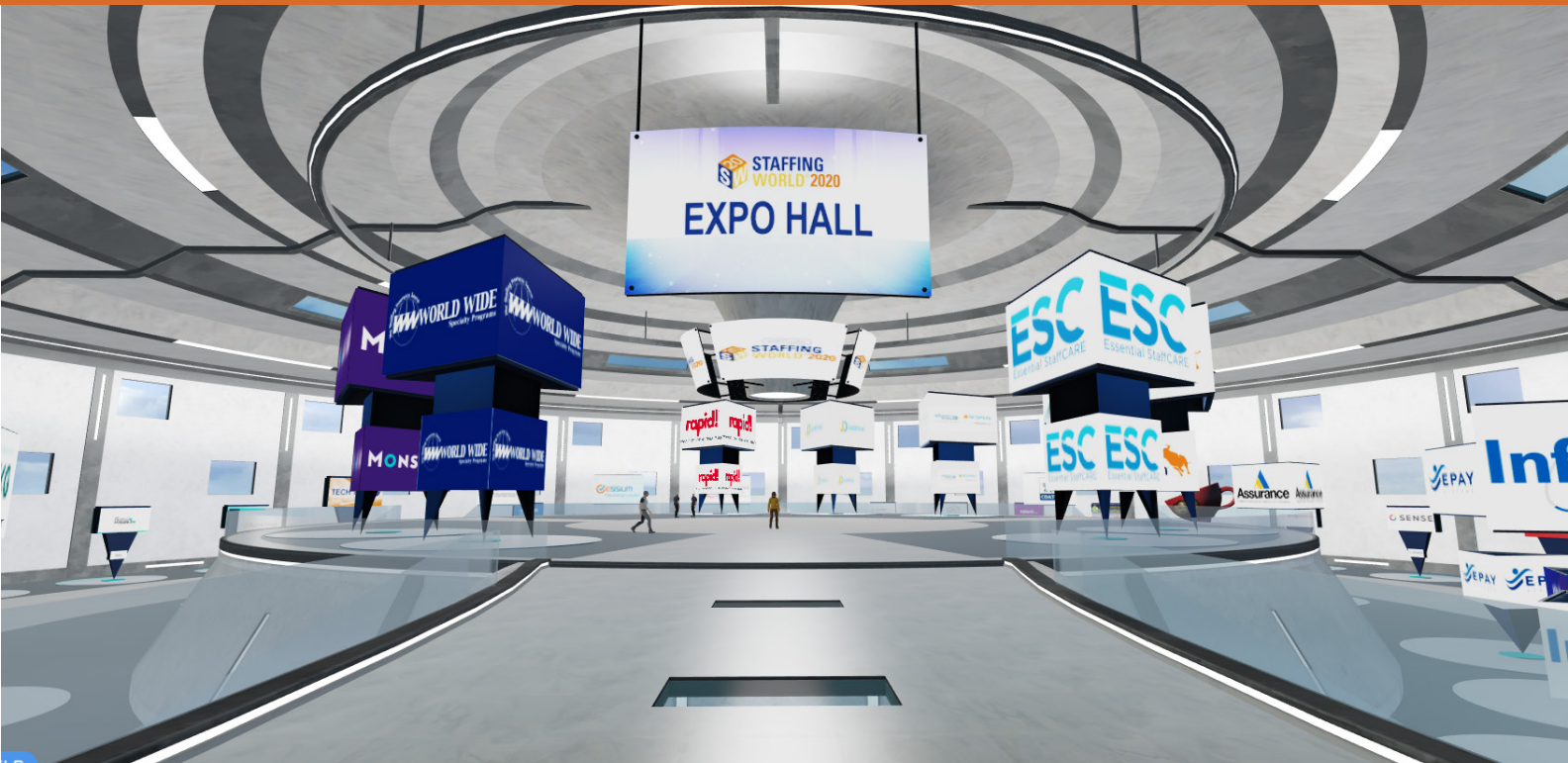
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TIMECO's industry-focused solutions automate workforce management processes including scheduling, time and labor management, and workforce analytics. With TIMECO's web-based software, your company can ensure that the right people with the right skills do the right jobs at the right time.



# ASA in the Expo



The ASA booth (#233) is always a hub of activity and networking throughout Staffing World—and the virtual environment will be no different! Meet up with your colleagues, chat with members of the ASA staff and board of directors, and learn more about ASA.

Here is just some of what you'll find at the ASA booth in the expo hall:

- **The benefits of ASA membership**—If you're not a member, learn how joining can help your business. If you are a member, find out how to make the most of your benefits.
- **Professional development details**—Find out how ASA certification and continuing education programs can help you reduce employment law risks and gain a competitive advantage. Take advantage of special certification pricing!
- **StaffingPAC**—Get updates on the ASA political action committee's activities and hear about political candidates who support the industry.
- **Staffing resources**—Access the 2020 Staffing Industry Playbook, the Staffing Specialist Success Kit, a collection of Law and You articles, *Staffing Company of the Future* ebook, and more.
- **Upcoming events**—Hear about what ASA has in store for members and nonmembers in the near future, such as the Women in Leadership THRIVE event, 2021 ASA Staffing Law Conference, and more.

## Check Out These Speed Talks at the ASA Booth

When you visit the ASA booth—#233—you can catch one or more of these short Speed Talks. Each is a valuable and succinct look at an ASA member benefit or resource that can help you and your company.

- Empower Yourself, Protect Your Company (ASA education)
- Will Your Company Survive 2021? (Legal and legislative Issues that could affect firms next year)
- Compliance Crisis: Are You Prepared? (How ASA can help you stay compliant)
- The More You Know, the More You'll Grow (ASA research initiatives)

These are on-demand recordings, so staffing professionals can watch them whenever they have free time.

# Staffing World Exhibitors

*By Product/Service Category as of Oct. 9, 2020*

## Accounts Receivable Financing

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## Advertising, Sales, and Marketing

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## Collections and Receivables Management

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## Consulting and Market Research

ClearEdge Marketing .....	<b>SPONSOR</b>
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[brian@racohenconsulting.com](mailto:brian@racohenconsulting.com)



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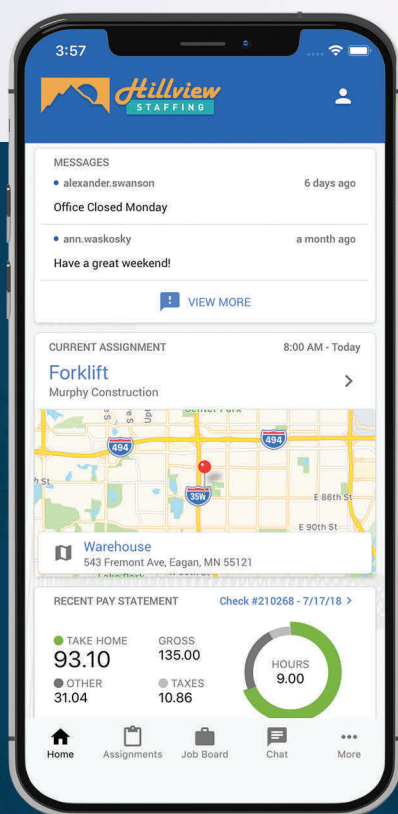
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# Staffing World Exhibitors

*By Company Name* as of Oct. 9, 2020



## Able (formerly EmployStream)

### BOOTH 224

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

Stormie Haller 📞 216-816-0086

[stormie@employstream.com](mailto:stormie@employstream.com) 📧 [employstream.com](http://employstream.com)

Able allows recruiters to simplify and automate the hiring and onboarding processes that prevent new employees from getting to work, so they can start doing what they were hired to do sooner. We believe that no matter who someone is or what job they do, every employee can and should be able to have a great first day.



## ADP

### BOOTH 223

**Debit Payroll Cards; Payroll Cards; Payroll Distribution; Software and Services, Web-Based; W-2 Services**

Sarah Tompkins 📞 678-266-6395

[sarah.tompkins@adp.com](mailto:sarah.tompkins@adp.com) 📧 [adp.com/what-we-offer/products/adp-smartcompliance.aspx](http://adp.com/what-we-offer/products/adp-smartcompliance.aspx)

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## Advance Partners/Netspend

### BOOTH 107

**Debit Payroll Cards; Financial Services; Payroll Cards; Payroll Distribution; Payroll Funding**

Erika Throckmorton 📞 661-645-3512

[e.throckmorton@advancepartners.com](mailto:e.throckmorton@advancepartners.com) 📧 [advancepartners.com](http://advancepartners.com)

Advance Partners is the No. 1 provider of financial, operational, and strategic support to independent staffing firms in the country. Netspend, a Global Payments company, is a leading provider in consumer and commercial prepaid programs.



American Staffing Association

## American Staffing Association

### BOOTH 233

**Association**

ASA Headquarters 📞 703-253-2020

[asa@americanstaffing.net](mailto:asa@americanstaffing.net) 📧 [americanstaffing.net](http://americanstaffing.net)

The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. It's an organization like no other—a community of thought leaders, a highly effective advocacy group, a provider of cutting-edge learning opportunities, a conduit for strategic connections and technology solutions, and much much more.



## EXPERIENCE THE EXPO!

The virtual reality expo hall at Staffing World is like nothing you've ever experienced before! Using the avatar you create to participate in this year's event, you can have one-on-one conversations with exhibitors or join in group discussions about specific products and services. You can visit the virtual Staffing World expo throughout the week. Check out a list of valuable prizes you can win on page 18.



## Anthem FlexHour Plans

### BOOTH 104

#### Health Insurance

Tim Mills 📞 770-324-0418

[timothy.mills@anthem.com](mailto:timothy.mills@anthem.com) 📧 [anthem.com/employer/medical/#flexhourplans](https://anthem.com/employer/medical/#flexhourplans)

Anthem FlexHour Plans offer flexibility, affordability, and choice for medical, pharmacy, specialty, and supplemental health products.



## Assurance

### BOOTH 212

#### Insurance and Employee Benefits; Risk Management; Workers' Compensation

📞 888-429-0999

[staffing@assuranceagency.com](mailto:staffing@assuranceagency.com) 📧  
[assurancestaffing.com](https://assurancestaffing.com)

Assurance, a Marsh & McLennan Agency LLC company, is a full-service insurance brokerage with a large, dedicated presence in staffing. Assurance employs more than 50 dedicated staffing professionals whose primary focus is providing insurance solutions to over 600 staffing clients nationwide.



## Automated Business Designs

### BOOTH 247

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

John Roeslmeier 📞 800-944-4223

[sales@abd.net](mailto:sales@abd.net) 📧 [abd.net](https://abd.net)

Automated Business Designs (ABD) produces the staffing and recruiting software solution Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE allows you to seamlessly stay connected with clients and candidates through a robust all-in-one solution that includes front office, back office, web portals, data analytics, and mobile.



## Avionté Staffing Software

### BOOTH 103

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

Brenda Long 📞 651-556-2121

[brenda.long@avionte.com](mailto:brenda.long@avionte.com) 📧 [avionte.com](https://avionte.com)

Avionté is a leader in enterprise staffing and recruiting software solutions, offering innovative end-to-end staffing 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.

# Staffing World Exhibitors

## Barrow Group

### BOOTH 205

**Insurance and Employee Benefits; Risk Management; Workers' Compensation**

Denise Brady 📞 800-874-4798

[dbrady@barrowgroup.com](mailto:dbrady@barrowgroup.com) 📧 [barrowgroup.com](http://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 205!

## Brink's Money Payroll Cards

### BOOTH 230

**Debit Payroll Cards; Financial Services; Payroll Cards**

Emma Gholson 📞 804-334-0147

[emma.murphy@brinksinc.com](mailto:emma.murphy@brinksinc.com) 📧 [brinksmoney.com/en](http://brinksmoney.com/en)

With a comprehensive suite of cutting-edge payroll management tools such as feature-rich payroll cards and earned wage access, Brink's Money helps managers and employees reduce costs and gain efficiencies when it comes to wage distribution.



## Bullhorn

### BOOTH 109

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

Mike Flemming 📞 617-478-9100

[sales@bullhorn.com](mailto:sales@bullhorn.com) 📧 [bullhorn.com](http://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 108

**Internet Career Sites; Software Systems**

Steven Cerny 📞 800-960-5203

[steven.cerny@careerbuilder.com](mailto:steven.cerny@careerbuilder.com) 📧 [hiring.careerbuilder.com](http://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.



## CEIPAL Corp.

### BOOTH 221

**Employment Screening; Factors; Front-Office Recruiting Technology; International Recruitment; Internet Career Sites; Software and Services, Web-Based; Time and Attendance**

Srishti Choudhury 📞 585-584-1316

[srishti.c@ceipal.com](mailto:srishti.c@ceipal.com) 📧 [ceipal.com](http://ceipal.com)

CEIPAL is a cloud-based talent acquisition and workforce management platform leveraging AI technology and powerful data analytics to automate front- and back-office business operations for staffing companies, MSPs, and corporations. CEIPAL now serves more than 1,600 customers and over 20,000 recruiters worldwide.



**ClearlyRated**

**BOOTH 227**

**Advertising, Sales, and Marketing; Business and Administrative Services; Client Services; Consulting and Market Research; Social Media; Software and Services, Web-Based**

Cris Schulz 📞 503-542-3347

[cris.schulz@clearlyrated.com](mailto:cris.schulz@clearlyrated.com) 📧 [clearlyrated.com/solutions](http://clearlyrated.com/solutions)

ClearlyRated is a leading provider of client, talent, and employee satisfaction surveys and service quality research for staffing firms. ClearlyRated's annual Best of Staffing® program recognizes firms who are leading the industry in client, talent, and employee satisfaction.



**COATS**

**BOOTH 211**

**Front-Office Recruiting Technology; Software Systems**

Karen Connor 📞 757-499-3808

[kconnor@coatssql.com](mailto:kconnor@coatssql.com) 📧 [coatssql.com](http://coatssql.com)

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**Crelate Inc.**

**BOOTH 225**

**Front-Office Recruiting Technology; Information Technology Services; Software and Services, Web-Based**

Wilson Attebery 📞 425-523-1031

[wattebery@crelate.com](mailto:wattebery@crelate.com) 📧 [crelate.com](http://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.

**Crimcheck**

**BOOTH 234**

**Background Checks; Drug Testing; Employment Screening**

Jeff Sosic 📞 877-992-4325

[jeffsosic@crimcheck.com](mailto:jeffsosic@crimcheck.com) 📧 [crimcheck.net](http://crimcheck.net)

Since 1991, Crimcheck has specialized in employment screening and background checks. We protect your company using real people, proven business solutions, and innovative technology. Relax. We've got your backgrounds. NAPBS accredited, FCRA compliant, and NMSDC certified.

**daxtra**

**DaXtra Technologies**

**BOOTH 229**

**Front-Office Recruiting Technology; Recruiting Support; Software and Services, Web-Based**

Chris Wirt 📞 540-353-2970

[c.wirt@daxtra.com](mailto:c.wirt@daxtra.com) 📧 [daxtra.com](http://daxtra.com)

DaXtra Technologies is a world leading specialist in high accuracy, multilingual résumé and job parsing, as well as semantic search, matching, and aggregation technologies. At the forefront of résumé parsing and search and match technology, DaXtra holds a competitive edge in sourcing the best available jobseekers, quickly.

# Staffing World Exhibitors

## Digi-Me

### BOOTH 236

**Advertising, Sales, and Marketing; Social Media; Recruiting Support**

Allison Sima 📞 630-780-9454

[asima@digime.com](mailto:asima@digime.com) 🌐 [digime.com](http://digime.com)

Digi-Me's proprietary technology platform and the unmatched data we generate enhances our custom recruitment videos, spotlighting career opportunities and corporate culture. Digi-Me delivers information to job seekers in a way that is more engaging and more accessible across all platforms.



## Emsi

### BOOTH 244

**International Recruitment; Management Consulting; Recruiting Support; Software and Services, Web-Based; Software Systems; Workers' Compensation**

Whitney Bray 📞 509-723-6537

[whitney.bray@economicmodeling.com](mailto:whitney.bray@economicmodeling.com) 🌐 [economicmodeling.com](http://economicmodeling.com)

Emsi is a data software company. We pull a large number of data sources (government, online/social profiles, job postings, etc.), simplify the output, and provide it to our customers in a few different software varieties that are easy to use, comprehend, and report on.



## EPAY Systems

### BOOTH 214

**Payroll Cards; Payroll Distribution; Recruiting Support; Software and Services, Web-Based; Software Systems; Time and Attendance**

Alyssa Santelli 📞 630-220-6340

[asantelli@epaysystems.com](mailto:asantelli@epaysystems.com) 🌐 [epaysystems.com](http://epaysystems.com)

EPAY's fully integrated human capital management system helps staffing agencies manage multiple clients easily, from our integrations with payroll providers and firms like Avionté, to our flexible time collection options—EPAY helps reduce your HR headaches.

## eSkill

### eSkill Corp.

### BOOTH 215

**Employment Screening; Testing and Training**

Adina Miron 📞 774-277-9903

[adina.miron@eskill.com](mailto:adina.miron@eskill.com) 🌐 [eskill.com](http://eskill.com)

eSkill makes assessing candidates' job skills, psychological fit, and interview presentation easy and seamless. We will help your organization hire better-qualified people, more quickly, with defensible compliance. Have confidence in your hiring decisions and team-building success with eSkill. Come by booth 215!



## Essential StaffCARE

### BOOTH 110

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

Jody Williams 📞 864-546-0057

[jodywilliams@essentialstaffcare.com](mailto:jodywilliams@essentialstaffcare.com) 🌐 [essentialstaffcare.com](http://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.



# StaffingPAC Is Working for You

## Support Those Who Support the Industry

The American Staffing Association supports a pro-business, free-market agenda focused on growing the economy and creating incentives for companies to invest and hire. The association's efforts in promoting this agenda are augmented by its political action committee, StaffingPAC.\*

StaffingPAC lets ASA member companies pool their contributions to increase their effect on the political process.

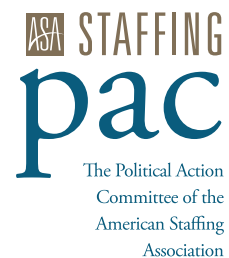
*Keeping the lines of communication open with government officials is what ASA does for you.* Through StaffingPAC, the association is working to support political candidates who are sensitive to the interests and concerns of the staffing and recruiting industry.

These past few years, members' generosity and commitment to active engagement in the electoral process helped ASA build the strongest political operation in its history. StaffingPAC funds are used to advance the staffing industry's legislative goals and objectives.

### What Is StaffingPAC?

Established in 1981 to encourage participation in the political process in the interest of association members, StaffingPAC supports candidates of both political parties who appreciate the vital role staffing firms play in U.S. economic growth and job creation.

To learn more about how StaffingPAC is protecting your business, contact Toby Malara, ASA government affairs counsel, at 703-253-2027 or [tmalara@americanstaffing.net](mailto:tmalara@americanstaffing.net).



ASA has dedicated itself to increasing its presence on Capitol Hill. Because of the strength of StaffingPAC, ASA has become a recognized leader and trusted voice on employment issues on Capitol Hill.

\* The Federal Election Campaign Act prohibits corporations from making contributions or expenditures in connection with federal elections, but trade associations can establish "political action committees" (PACs). These PACs can solicit personal contributions from eligible individuals and use the money to support political candidates.

# Staffing World Exhibitors



## Essium LLC

### BOOTH 207

**Application Service Provider; Health Care Sector Services; Software and Services, Web-Based**

Darryl Crawford 📞 855-213-3350

[sales@essium.co](mailto:sales@essium.co) 📧 [essium.co](http://essium.co)

Essium's Xenqu platform radically improves management of personnel files using smart digital content. Automate and streamline your onboarding process with built-in communication tools, electronic forms with e-signature, and compliant remote I-9 processes. Create an amazing candidate experience with a fully configurable, mobile-friendly portal.

## gigRonin

### BOOTH 243

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

Tosh Cook 📞 559-878-5222

[info@gigronin.com](mailto:info@gigronin.com) 📧 [gigronin.com](http://gigronin.com)

gigRonin provides a dynamic technology platform that turns a staffing company into an on-demand staffing marketplace via smartphone connectivity through a fully branded mobile app. This allows your clients to connect with the best matching workers on a 24/7/365 basis, at a level of speed and operational efficiency previously impossible.



## Haley Marketing

### BOOTH 246

**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](mailto:dsearns@haleymarketing.com) 📧  
[haleymarketing.com](http://haleymarketing.com)

Haley Marketing is the global leader in website development, branded content, and digital marketing for the staffing industry. Our clients have won 70 Genius and VOICE awards from the American Staffing Association, including 15 "best of" awards.



## IMS People Possible

### BOOTH 226

**Offshore Recruitment Support**

Bryan Tweed 📞 614-266-3317

[bryan.tweed@imspeople.com](mailto:bryan.tweed@imspeople.com) 📧 [imspeople.com](http://imspeople.com)

IMS People Possible supports over 150 staffing companies across North America, UK, Europe, ANZ, SEA, and MEA to increase their fill rates, improve margins, and enhance profitability. We are a part of Empresaria Group Plc, UK. We are a GDPR compliant, and Cyber Essentials, ISO, and ISMS certified offshore recruitment services organization.

# Staffing World Exhibitors



## InfoMart

### BOOTH 216

**Background Checks; Drug Testing; Employment Screening**

Elliot Gildar 📞 770-984-2727

[elliott.gildar@infomart-usa.com](mailto:elliott.gildar@infomart-usa.com) 📧

[backgroundscreening.com](http://backgroundscreening.com)

InfoMart, an expert in global background checks and identity screening, has delivered quick results to companies of all sizes for three decades. Backed by innovative technology, integration with systems like Bullhorn, a Covid screening solution, and a strong presence serving staffing companies, we streamline your placement screening. WBENC-certified, PBSA-accredited



## JobDiva

### BOOTH 106

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

Gus Samra 📞 212-306-0108

[gus.samra@jobdiva.com](mailto:gus.samra@jobdiva.com) 📧 [jobdiva.com](http://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.

## Micro Distributing

### BOOTH 218

**Drug Testing; Employment Screening; Software and Services, Web-Based**

Brent Worley 📞 254-939-8923

[brentw@micro-distributing.com](mailto:brentw@micro-distributing.com) 📧

[micro-distributing.com](http://micro-distributing.com)

Micro Distributing is a leading provider of drug and alcohol testing products and services, offering comprehensive solutions that are customized to meet your needs. We have over 20 years of experience serving the staffing industry. Please view our Tech Talk on state law compliance at our booth in the virtual expo hall.



## Monster

### BOOTH 102

**Advertising, Sales, and Marketing; Front-Office Recruiting Technology; International Recruitment; Internet Career Sites; Recruiting Support; Software and Services, Web-Based**

Tim Robbins 📞 267-975-3328

[tim.robbins@monster.com](mailto:tim.robbins@monster.com) 📧 [hiring.monster.com/solutions/staffing.aspx](http://hiring.monster.com/solutions/staffing.aspx)

Monster is a global leader in connecting people and jobs. We transform the way employers and candidates find the right fit. For over 25 years, Monster has worked to change the recruiting industry. We leverage advanced technology using intelligent digital, social, and mobile solutions.

## NETtime Solutions

### BOOTH 219

**Software and Services, Web-Based; Software Systems; Time and Attendance**

Chris Welch 📞 610-216-6943

[chrisw@nettimesolutions.com](mailto:chrisw@nettimesolutions.com) 📧 [nettimesolutions.com](http://nettimesolutions.com)

nettime solutions develops stratustime—a software-as-a-service time and attendance solution suitable for any size business. Start with low-cost clock-in/clock-out functionality and basic labor analytics, then add innovative features like advanced scheduling and labor-cost forecasting. Integrates with most payroll systems. Can be placed on almost any device. Visit us at [nettimesolutions.com](http://nettimesolutions.com).

# Staffing World Exhibitors



## Networkers Funding

### BOOTH 238

**Accounts Receivable Financing; Business and Administrative Services; Collections and Receivables Management; Payroll Distribution; Payroll Funding; Software and Services, Web-Based**

Joyce Dieck 📞 866-794-7246

[joyce@networkersfunding.com](mailto:joyce@networkersfunding.com) 📧  
[networkersfunding.com](http://networkersfunding.com)

Payroll funding and back-office support for the staffing industry is what we know. Because of our extensive staffing industry experience, Networkers provides an unbeatable combination of flexibility, customer service, and technology all in one package.



## Odell Studner

### BOOTH 203

**Health Insurance; Insurance and Employee Benefits; Risk Management; Workers' Compensation,**

Tony D'Amicantonio 📞 610-710-1165

[tonyd@odellstudner.com](mailto:tonyd@odellstudner.com) 📧 [odellstudner.com](http://odellstudner.com)

Odell Studner partners with forward-thinking companies who understand that taking action to reduce risk accelerates growth and increases profitability. Our approach to risk management is strategic, proactive, and impactful. We advise clients on operational best practices, offer a predictive cost structure, and provide a competitive advantage while protecting their assets.



## OnBlick Inc.

### BOOTH 217

**Client Services; Employment Screening; Immigration; Legal Services; Software Systems; Time and Attendance**

Shravan Kore 📞 972-215-7094

[shravan@onblick.com](mailto:shravan@onblick.com) 📧 [onblick.com](http://onblick.com)

OnBlick HR bridges the gap between employers and regulatory compliance through guided processes. It eliminates human errors, assists in digital onboarding, employee verification using Electronic Form I-9, integrated E-Verify, auto-generated Public Access File, and Form I-983. OnBlick also helps employers curb expenses with its cost-effective and efficient HRBPA and I-9 audit services.



## PeopleG2

### BOOTH 201

**Background Checks; Employment Screening; Factors; Drug Testing**

Mike Bankhead 📞 714-706-9042

[mbankhead@peopleg2.com](mailto:mbankhead@peopleg2.com) 📧 [peopleg2.com](http://peopleg2.com)

PeopleG2 has been a nationwide leader in background checks and drug testing since 2001. We believe in creating an outstanding customer experience, which in turn leads to success in hiring and onboarding processes.

## PMC Insurance Group-StaffPRO<sup>3</sup>

### BOOTH 232

**Insurance and Employee Benefits; Risk Management; Workers' Compensation**

Bill Nagel 📞 719-264-9251

[bnagel@pmcinsurance.com](mailto:bnagel@pmcinsurance.com) 📧 [pmcinsurance.com](http://pmcinsurance.com)

PMC's staffing services program, StaffPro<sup>3</sup>, provides staffing firms competitive workers' compensation and other insurance solutions, as well as best-in-class proven risk management services. We work through your retail agent to directly access our exclusive insurance carriers. We have the most guaranteed cost, small, medium, and high deductibles, as well as alternative insurance solutions.



# Staffing World Exhibitors



## R. A. Cohen Consulting

### BOOTH 235

**Business and Administrative Services; Consulting and Market Research**

Sam Sacco 📞 910-769-4057

[sam@racohenconsulting.com](mailto:sam@racohenconsulting.com) 📧  
[racohenconsulting.com](http://racohenconsulting.com)

Sam Sacco and Brian Kennedy combine more than 75 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 180 successful staffing industry transactions, finding the best cultural fit and business value for clients.



## rapid! PayCard

### BOOTH 105

**Debit Payroll Cards; Financial Services; Insurance and Employee Benefits; Payroll Cards; Payroll Distribution**

Virna Wilfong 📞 813-337-5080

[vwilfong@rapidpaycard.com](mailto:vwilfong@rapidpaycard.com) 📧 [rapidpaycard.com](http://rapidpaycard.com)

rapid! brings robust services to payroll departments in a single platform. The combination of rapid! PayCard, OnDemand, and Disbursements enables employers to cut costs and improve efficiency while giving employees the freedom to choose how and when they get paid.



## Sense

### BOOTH 241

**Advertising, Sales, and Marketing; Front-Office Recruiting Technology; Information Technology Services; Recruiting Support; Software and Services, Web-Based; Software Systems**

Alexandra Kane 📞 908-489-2805

[alexandra@sensehq.com](mailto:alexandra@sensehq.com) 📧 [sensehq.com](http://sensehq.com)

From two-way texting for recruiters to NPS; from redeployment and recruitment marketing to candidate engagement and a recruiting chatbot, Sense is the only all-in-one automated engagement solution built for staffing.



## Serveture LLC-WorkN

### BOOTH 204

**Software and Services, Web-Based; Software Systems; Time and Attendance**

Jodda Perry 📞 404-409-7746

[jperry@workn.com](mailto:jperry@workn.com) 📧 [workn.com](http://workn.com)

Serveture LLC-WorkN is a private labeled online staffing solution. Our mission is to help traditional staffing firms transform their business to the human cloud while also benefiting from real time scheduling, check-in/out function, performance reviews, worker recruitment, and engagement. WorkN has open APIs to work with existing ATSS and time clocks.

## Shiftgig

### BOOTH 231

**Software and Services, Web-Based; Software Systems; Time and Attendance**

Stephanie Zatyko 📞 919-538-1634

[stephanie@shiftgig.com](mailto:stephanie@shiftgig.com) 📧 [shiftgig.com](http://shiftgig.com)

Shiftgig is a digital staffing software company that helps leading staffing firms with flexible talent pools to retain, optimize, and redeploy their workforce. Build your own self-service staffing marketplace with mobile apps for workers and clients. To learn more visit [shiftgig.com](http://shiftgig.com).

# Staffing World Exhibitors

## Spark Hire

### BOOTH 249

**Employment Screening; Software and Services, Web-Based; Software Systems**

Jeremy Tolan 📞 224-545-5599

[sales@sparkhire.com](mailto:sales@sparkhire.com) 📧 [sparkhire.com](http://sparkhire.com)

Spark Hire's leading video interviewing platform helps staffing and recruiting firms efficiently connect with their candidates and improve how these candidates are marketed to their clients. The result is a distinct competitive advantage, more placements, and increased revenue. Join more than 5,000 customers in over 100 countries. Learn more at [sparkhire.com](http://sparkhire.com).

## Talent.com

### BOOTH 237

**International Recruitment; Internet Career Sites; Software and Services, Web-based**

Chloe Timsit 📞

[chloe@talent.com](mailto:chloe@talent.com) 📧 [talent.com](http://talent.com)

Over 75 million job seekers visit talent.com every month, making us one of the largest candidate pools online. Our goal is to connect employers around the world with the most talented job seekers.



## TCI Business Capital

### BOOTH 208

**Accounts Receivable Financing; Collections and Receivables Management; Financial Services; Payroll Funding; Software and Services, Web-Based; Time and Attendance**

Katie Andrews 📞 952-210-5350

[kandrews@tcicapital.com](mailto:kandrews@tcicapital.com) 📧 [tcicapital.com](http://tcicapital.com)

With TCI Business Capital, not only can you get the fast funding needed to cover payroll costs and other operating expenses, but you have access to staffing experts and back-office solutions to help your business grow. We've got your back...office solutions, payroll funding, and payroll processing.



## TempWorks Software

### BOOTH 240

**Front-Office Recruiting Technology; Payroll Distribution; Payroll Funding; Software and Services, Web-Based; Time and Attendance; W-2 Services**

Brett Cavanagh 📞 651-287-8395

[brett.cavanagh@tempworks.com](mailto:brett.cavanagh@tempworks.com) 📧 [tempworks.com](http://tempworks.com)

TempWorks Software specializes in staffing software and outsourced back-office services. Online application portals, payroll processing, invoicing, flexible reporting, and more offer our clients the support needed to grow. Contact us today for a demo of Beyond, our mobile ATS and CRM browser-based solution, and Buzz, a leading app for employee engagement with time capabilities.

## Text-Em-All

### BOOTH 210

**Front-Office Recruiting Technology; Recruiting Support; Software and Services, Web-Based**

Jonathan Melton 📞 877-226-3080

[sales@call-em-all.com](mailto:sales@call-em-all.com) 📧 [text-em-all.com](http://text-em-all.com)

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## TIMECO

### BOOTH 213

**Time and Attendance**

Scott Rutledge 📞 713-781-5302

[srutledge@timeco.com](mailto:srutledge@timeco.com) 📧 [timeco.com](http://timeco.com)

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# Staffing World Exhibitors



## TRICOM

### BOOTH 206

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

Shelly Wilkinson 📞 262-509-6331

[swilkinson@tricom.com](mailto:swilkinson@tricom.com) 📧 [tricom.com](http://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.



## UHY LLP

### BOOTH 209

**Client Services; Financial Services; Investment Banking; Mergers and Acquisitions; Risk Management**

Jessica Labut 📞 586-843-2507

[jlabut@uhy-us.com](mailto:jlabut@uhy-us.com) 📧 [uhy-us.com](http://uhy-us.com)

For over 50 years, UHY LLP, certified public accountants, has been providing comprehensive audit, attest, tax, business advisory, and related services to the staffing industry. UHY's national practice is one of the top professional services firms serving more than 100 staffing clients around the country.



## UKG (formerly Kronos and Ultimate Software)

### BOOTH 202

**Payroll Distribution; Software and Services, Web-Based; Time and Attendance**

Matt Dowling 📞 978-947-4541

[matthew.dowling@ukg.com](mailto:matthew.dowling@ukg.com) 📧 [kronos.com](http://kronos.com)

Building on 70 years of experience from two leaders in HR solutions, UKGTM combines the strength and innovation of Ultimate Software and Kronos®. Individually, we've always put people at the center of everything we do. Together, we're committed to inspiring workforces and businesses around the world, helping to pave the way forward for our people, customers, and industry.

## Villing + Co.

### BOOTH 242

**Advertising, Sales, and Marketing; Social Media; Website Design and Internet Services**

Jay Mattern 📞 574-277-0215

[jay@villing.com](mailto:jay@villing.com) 📧 [villing.com](http://villing.com)

Villing+Company is a team of talented specialists committed to providing strategic marketing solutions that enhance our staffing clients' brands and drive success. We specialize in marketing strategy, content marketing, digital advertising, and web development.



# Staffing World Exhibitors



## WorkLLama

### BOOTH 220

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

Kelly Rector 📞 404-698-5220

[krector@workllama.com](mailto:krector@workllama.com) 🌐 [workllama.com](http://workllama.com)

WorkLLama is a talent community platform that helps companies leverage their brands to create powerful candidate, employee, and client experiences. Its technology makes it possible to foster meaningful, more human connections with talent, leading to exceptional and inspired branded talent communities that fuel business success.



## World Wide Specialty Programs

### BOOTH 101

**Insurance and Employee Benefits; Workers' Compensation**

Dorothy Taylor 📞 631-390-0900

[dtaylor@wwspi.com](mailto:dtaylor@wwspi.com) 🌐 [wwspi.com](http://wwspi.com)

For over 50 years, World Wide Specialty Programs has provided the staffing industry with superior protection and support to help the staffing industry grow. World Wide has made it a priority to stay on top of the latest industry news, trends, and insights, and to innovate products and services.

## Zipwhip

### BOOTH 248

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

Mike Wood 📞 206-816-3608

[mwood@zipwhip.com](mailto:mwood@zipwhip.com) 🌐 [zipwhip.com](http://zipwhip.com)

Zipwhip's texting for staffing and recruiting is the fast, easy, and convenient way to engage with candidates. Zipwhip's direct network connectivity, intuitive cloud-based software, and an enterprise-grade API mean businesses can use any computer or mobile device to securely and reliably reach their customers, every time. Your customers are only a text away: [zipwhip.com](http://zipwhip.com).

## EXPERIENCE THE EXPO!

The virtual reality expo hall at Staffing World is like nothing you've ever experienced before! Using the avatar you create to participate in this year's event, you can have one-on-one conversations with exhibitors or join in group discussions about specific products and services. You can visit the virtual Staffing World expo throughout the week. Check out a list of valuable prizes you can win on page 18.



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