

# STAFFING

S U C C E S S

Published by the American Staffing Association | 2015 Editorial Calendar  
(as of Feb. 13, 2015—subject to change)

## January–February

- **Meet the 2015 National Staffing Employee of the Year**—Tom Sutton loves designing spacecraft systems for a living, but working with Volt Workforce Solutions means he has a flexible schedule he loves, too. Learn about this year's National Staffing Employee of the Year. Sutton, who also loves riding his Harley and playing golf, has been a contract employee for most of his professional career. He says that over the years the pay and flexibility kept calling him back.
- **Service Recovery Tactics That Work**—Even the best-run staffing firms will experience break-down in service. Here are seven strategies, from ASA corporate partners Inavero and CareerBuilder, for not only making good when errors occur, but effectively increasing client satisfaction levels post-blunder.
- **Strategic Business Intelligence You Need**—Launched in late 2014, the ASA Data Dashboard is like no resource the industry has ever seen. This dynamic online tool delivers an interactive view of key staffing industry and economic data. See how it works and get the data and analysis your company needs to make strategic decisions.
- **Industry Hall of Famer**—Each year, ASA honors an individual who has made outstanding contributions to ASA and the industry. These standout professionals are inducted into the ASA Leadership Hall of Fame. The latest inductee is Kathie Hanratty, president of Jaci Carroll Staffing Services. Well-known for her spirit of giving and service, Hanratty offers inspiring insights into the career and business she launched with her mom nearly 35 years ago.

## March–April

- **ACA Update: Beware the Hidden Trap in Self-Funded Major Medical Plans**—The latest from ASA Affordable Care Act expert Ed Lenz focuses on self-funded plans that involve employer exposure to catastrophic liability under major medical plans. Lenz and co-author Alden Bianchi also address potential claims risks associated with gaps in stop-loss coverage. Plus—a preview of ACA-focused content on tap at the 2015 ASA Staffing Law Conference.
- **Stand-Out CSR Initiatives**—From Volt Workforce Solutions' "Volt Military Heroes Program," which provides employment resources and other support to military personnel transitioning to civilian life, to Rangam Consultants' "Rangam Cares" program, which addresses shortcomings in the special-needs school education system specific to students with autism, corporate social responsibility (CSR) initiatives help staffing firms make a world of difference at a personal level. This feature looks at stand-out examples, strategies, and ASA Care Award recipients.
- **Staffing Industry Leader Q&A**—An exclusive *Staffing Success* interview with a high-profile industry executive.

## May–June

- **The Learning Curve**—A strategic look at how ASA educational and related offerings—including ASA certification programs, ASA webinars, events, the ASA Resource Library, ASA Central discussions, and more—are fueling competitive strategies in an increasingly competitive staffing and recruiting marketplace.
- **Business Gurus on Staffing**—An insightful look at the staffing, recruiting, and workforce solutions industry through the eyes of nationally renowned business strategists and best-selling authors slated as keynote speakers at Staffing World® 2015. Plus, a preview of the upcoming ASA convention and expo.
- **In Support of Supplemental Nurses**—The latest research published by professor Linda H. Aiken, RN, of the University of Pennsylvania Center for Health Outcomes and Policy Research provides valuable data supporting the value and abilities of contract workers in the health care field. Also: top issues and initiatives of the ASA health care section.

## July–August

- **10 Strategies for Internal Recruiting and Retention**—It's no secret that the staffing and recruiting industry has a high turnover rate among corporate employees. Even the best firms in the business must tackle recruiting and retention issues. This article examines the latest data and offers proven strategies for recruiting and retaining high-caliber staffing professionals. Plus—get the latest on a new ASA initiative to promote the staffing profession.
- **When It's Family**—The staffing business is one where family-owned companies historically have thrived. The people-focused nature of the business seems to attract and retain parents, children, siblings, spouses, and even in-laws. Here's a heartwarming look at some of these family businesses, including some of the inherent challenges that come with the territory. The strategies these companies rely upon for success are also valuable for any company in the industry.
- **Staffing Industry Leader Q&A**—An exclusive *Staffing Success* interview with a high-profile industry executive.

## Special Issue

■ **American Staffing 2015**—The ASA annual economic analysis of the staffing industry provides a comprehensive and forward-looking view of the size, scope, and dynamics of the staffing industry. This much-anticipated issue is a resource valued by staffing firms, industry analysts, journalists, and policy makers alike.

## September–October

■ **Promoting the Profession**—Why do so few individuals graduate from college with their sights set on careers in the staffing and recruiting industry? Staffing professionals serving on a special ASA taskforce have begun addressing this question as well as developing strategies focused on the future. Find out what they've uncovered and read about the specific tactics staffing companies are using right now to keep their corporate hiring pipelines healthy.

■ **Election Scenarios, Legislative Forecast**—The ASA legal team takes a strategic look at the 2016 presidential candidates and lays out the potential scenarios affecting the staffing industry under a new administration. Plus, how state elections could potentially affect legislative agendas for ASA chapters.

■ **How to Use Data to Increase Sales and Brand Your Firm as a Thought Leader**—According to Inavero and CareerBuilder data, more than half of all closed business pitches in 2014 included data or educational elements. From salary ranges to hiring trends, top staffing firms are making their clients smarter while they outpace their competitors. See which key components are of most value to prospective clients and how best to build the educated sale into your process.

■ **Staffing World 2015 Expo**—Plan your supplier appointments and start your shopping list with this preview of the world's largest staffing industry marketplace—just one more reason to attend Staffing World 2015, Oct. 27–29 in Nashville, TN. Plus, the latest listing of exhibitors scheduled to appear at the Staffing World 2015 expo.

## November–December

■ **The Cultural Side of M&A**—Beyond the financials, branding, and leadership changes, a merger of companies also brings with it a merger of cultures among internal employees. Consider these strategies for handling the cultural side of a company merger. And even if your firm is not in M&A mode—get some key takeaways about instilling a strong corporate culture in new employees and veteran employees.

■ **Being a Master Recruiter**—Written by a top-rated ASA convention speaker and popular webinar presenter on the topic of recruiting, this strategy-packed article examines the roadblocks that separate a typical recruiter from a top producer. Get the tactics recruiters need to overcome right-now challenges and maximize results.

■ **Meet the New ASA Chairman**—An engaging profile of incoming ASA chairman Lesa Francis, CSP, president and chief executive officer of Staffmark, one of the top 10 commercial staffing companies in the U.S. Staffmark is headquartered in Cincinnati, OH, and operates more than 280 locations.

■ **Staffing World 2015 and Awards Coverage**—A roundup of what happened in Nashville, TN, at the ASA annual convention and expo, including coverage of those staffing firms that received ASA Staffing VOICE Awards for their outstanding communications strategies and products.

*Editorial calendar and all topics are subject to change. To submit an article proposal, send an outline and 100-word abstract to success@americanstaffing.net.*

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## In every issue of the magazine— DEPARTMENTS

**Staffing Currents**—A quick and engaging look at recent and significant industry news and research, including the “Staffing Stats” infographic that presents useful data.

**The Law and You**—Legal experts present a fictional staffing industry scenario that readers may encounter in their daily business operations, and then offer solutions that can help firms comply with laws and regulations.

**Recruiting Today**—A real-world perspective on the recruiting business, including tips and advice on how recruiters can work smarter and quickly adapt to industry trends and challenges.

**Sections Sound Off**—Staffing professionals from the industry's major sectors address issues and trends affecting sector-specific business operations in a quick question-and-answer format.

**ASA for You**—The latest on ASA member benefits, events, announcements, print and digital resources, ASA certification programs, webinars, and more.

**Staffing Community**—Recent ASA member company news, ASA social media updates, and recognition of new members, StaffingPAC contributors, and newly certified staffing professionals.

**Business Shortcuts**—A roundup of the latest and most useful business resources, including books, Web sites, smartphone applications, blogs, and more.

## COLUMNS

**The Voice of Staffing**—Message from the ASA president and chief executive officer that discusses the latest news and information affecting the staffing industry and the association.

**The Last Word**—Message from the ASA chairman that reaches out to members from the perspective of a seasoned staffing industry executive and elected association leader.