



# American Staffing Association

The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA and its member companies are leaders, advocates, and innovators who are shaping the future of business.



*Protecting and advancing the interests  
of the industry for 50 years.*



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advocates, and innovators who are  
shaping the future of business.

## Welcome to the ASA Experience

*The American Staffing Association is an organization like no other.*

Not only because ASA is the nation's largest, most influential trade association representing the staffing, recruiting, and workforce solutions industry. And not just because it's known the world over as a hallmark of industry excellence.

Members tell us they believe ASA is an exceptional organization because it helps fuel their companies' success.

Each week, staffing companies employ 3.2 million temporary and contract employees in businesses nationwide. Companies get the talent they need. Employees get the work they want. And the U.S. economy can keep moving forward.

The staffing industry plays an extraordinary and meaningful role in the story of this nation, and ASA is proud to serve as its voice, advocate, and provider of world-class services—including legal and legislative resources, prestigious professional credentials, executive-level networking events, industry best practices, sector-specific research and data, and much more.

ASA strives every day to exceed the expectations of its member companies. The stories these companies share with ASA are a testament to the association's value, and now I am glad to share these stories with you.

On the following pages you'll read compelling narratives based on real communications from ASA members. These stories are topical—each focusing on an area of particular importance to those at the forefront of this great industry.

Thank you for experiencing ASA.



Richard Wahlquist  
President and CEO

**Get Access to Innovative Ideas**

ASA produces nearly 50 live webinars each year—all of which are free to member firms. Watch ASA webinars on your mobile devices, too.



**Learn and Get Connected**

The ASA Staffing Law Conference and Staffing World® deliver the industry's largest and most comprehensive learning and networking events.



**Tap Into Expert Resources**

ASA publishes must-have textbooks for industry professionals as well as ebooks, issue papers, best practices, and model contracts.



# INNOVATIVE Executive Education

strategy

**Y**ou don't know what you don't know, as they say. Clients often don't realize how much there is to know about the staffing and workforce solutions business. Of course they haven't learned those details—they know their business. Which means I have to know mine.

ASA certification programs prove our industry's dedication to our profession. Certification also conveys a very powerful message to clients that they are dealing with professionals that have the expertise to help protect their interests.

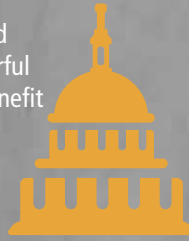
ASA also is a valuable resource for supplementing our company's internal training programs. The association works with leading experts and trainers on sales, recruiting, operational development, and strategic business opportunities. Thanks to ASA, clients can count on me and my staff for cutting-edge business practices and innovative ideas that benefit their companies.

Clients and business colleagues call me for help because they know I am a credible resource they can count on and trust.

*I know that being a member of ASA  
has made all the difference.*

**Become a Part of the  
Grassroots Effort**

ASA and its affiliated chapters form powerful partnerships that benefit your firm, your clients, and the industry as a whole.



# voice

# STRONG Advocacy

**Stay Ahead of  
Compliance Issues**

ASA advocacy efforts, legal analysis, FAQs, and online resources help staffing firms stay ahead of change.



**Tap Into the Power of ASA**

The ASA legal team leads powerful lobbying efforts that champion the best interests of the industry.



**M**y voice is heard and makes an impact—even though I'm not on Capitol Hill every day meeting with members of Congress, educating them about the staffing industry. But it all gets done and gets done well.

ASA is my advocate, my proxy, my lobbyist, my go-to resource when I need legal information. The association alerts me immediately when a legal or legislative development could affect my business operations and my clients. ASA positions my team members as well-informed and strategic consultants our clients can rely on to address critical concerns—such as precedent-setting court decisions and compliance issues when new laws are passed.

As the industry has grown so have the complexity and scrutiny of the business. ASA makes sure the industry has a strategic seat at the table when decisions are being made on Capitol Hill or in other areas of government, including OSHA, the EEOC, and state legislatures.

Thanks to five decades of ASA advocacy work, there is no place in the world with a more favorable regulatory environment for the staffing, recruiting, and workforce solutions industry than the U.S.

*To me, that alone is worth the cost of  
ASA membership.*

# POWERFUL Connections

**N**o one knows my business challenges better than other staffing professionals. Meeting and connecting with my peers has been an invaluable way to learn, share ideas and strategies, and communicate with companies in my sector. And ASA makes it easy for us to connect and stay informed through an exclusive online community for members called ASA Central.

I also make powerful connections at Staffing World® and the ASA Staffing Law Conference, where members of my team come together to explore best practices, develop new ideas, and share knowledge and expertise.

The connections we've made and the leadership opportunities we've been afforded through ASA have allowed us to continuously develop and grow in the industry.

*Being an ASA member means my firm is part of a powerful community.*

# community



### Foster Valuable Partnerships

Engage with one or more ASA sections—health care; office-administrative; industrial; professional-managerial; search and placement; or engineering, IT, and scientific.

### Get the Answers You Need

ASA Central, the association's exclusive online community, allows you to post questions and join strategic discussions.



### Connect at ASA Events



ASA hosts the largest learning and networking event in the industry—Staffing World, where thousands of industry professionals convene. The expo is the biggest show of its kind.

# VALUABLE EXPERTISE on the ACA

**Protect Your Firm's Growth**  
ACA regulations mean increased costs. ASA gives you information and resources that help you communicate with clients and protect your firm's bottom line.



**W**hen the Affordable Care Act was signed into law, our staffing company had a lot of questions. Who would be considered a full-time employee under the law? How were we supposed to calculate penalties if we had employees who receive subsidies? That was five years ago, and ASA has been there to offer guidance and resources every step of the way.

The association worked closely with government officials to shape the regulations that address the unique challenges we face, and to educate lawmakers about the value and complexities of our industry. ASA has been in constant communication with members to explain the regulations and to notify us when rules change.

You'd think that with the final release of the ACA employer mandates much of the confusion would subside—but it hasn't and the changes haven't stopped yet. I know ASA will always be working on behalf of the industry and that it will continue to be my most valuable resource as we navigate this law.

*I know I can count on ASA  
to keep my company ahead of change.*

guidance



**Ensure Your Compliance**  
There's nothing simple about the ACA and its employer regulations. Use ASA resources to make sure your company and your clients are compliant with the law.

**Access ACA Resources 24/7**  
ASA has a website dedicated to ACA information specifically for staffing companies. You'll find timely news and analysis, FAQs, and more.



# STRATEGIC Business Intelligence

I think the data and research ASA provides is worth the cost of membership alone. As my business continues to grow, I don't have the time or resources to dig into and analyze the government data, industry research, and sector-specific information that help my company make smart decisions. I trust ASA to do all that strategic legwork for me.

For example, the ASA Data Dashboard is an amazing, dynamic, online tool that instantly shows me current and historical data, and charts the data so I can quickly produce reports that our management team uses for benchmarking and strategic planning.

I know I can trust ASA as a credible source. As the voice of our industry, the association is looking out for me and my business.

*ASA helps my company stay ahead of change and continue on the growth path.*

## Get Reliable Industry Data

The ASA Staffing Index, ASA Data Dashboard, and many other data-driven resources give your firm the strategic business intelligence it needs.



## Track Economic Trends

Get timely, industry-specific information and analysis on key issues affecting labor markets and the economy.



## Access Sector-Specific Data

Health care, industrial, IT, professional, and more—ASA provides data specific to your company's industry sector. The landmark ASA Staffing Employee Survey delivers valuable information about temporary and contract workers at a sector level.



trust



## Experience the Power of ASA

### Tap Into a Network of Peers

“You are networking with professionals who live and breathe the same staffing challenges that you do every day. The connections and information are powerful.”

—Patty Hampton, CSP, Nonprofit HR

### Gain a Powerful Advocate for Your Firm

“ASA provides insight and guidance on key issues that impact our business—such as the Affordable Care Act. ASA is an abundant resource for our firm. For me, that is priceless.”

—Lesia Francis, CSP, Staffmark

### Differentiate Your Company

“An ASA credential is a true differentiator in this industry. In a market that is billions strong in the U.S., there’s no one company that owns more than 4% of market share—so there’s a real opportunity to differentiate your firm.”

—Dan Campbell, CSP, Hire Dynamics LLC

### Access Valuable Data and Benchmark Your Operations

“ASA provides current and relevant information specific to industry trends and benchmarks. The guidance we receive positions us to be strategic and competitive.”

—Jason Leverant, PHR, CSP,  
@WORK Group

### Get Breaking News Affecting Your Firm

“You’ll be among the first to know when there is a legislative issue that may affect your business. The ASA legal team keeps close watch on activities on Capitol Hill and in state legislatures to ensure the best possible outcome for your firm and the industry.”

—Adam Hatcher, Esq., CSP, MAU Workforce Solutions

### Hone Your Competitive Edge

“ASA data and research provide powerful, industry-specific information that contributes to my company’s strategic planning. ASA resources make us a smarter, more competitive firm.”

—James A. Essey, CSP, The Temp  
Positions Group of Cos.





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