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Oct. 24-26 ■ Chicago, IL
ASA Convention & Expo

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TOP THREE REASONS TO ATTEND STAFFING WORLD

Brought to you by the American Staffing Association, Staffing World is the largest, most comprehensive convention and expo in the industry. Each year, thousands of staffing executives, professionals, leaders, and innovators convene at Staffing World to share cutting-edge strategies, exchange best practices, and explore the latest products that help leverage world-class companies.

1



Staffing World delivers premier executive education you won't find anywhere else. World-renowned speakers and industry experts present high-level, interactive, and industry-specific content. Staffing World offers continuing education opportunities and rich insights that will inform and delight seasoned as well as rising executives.

2



Staffing World is where the industry's leaders come together to network. It offers myriad elite-caliber networking opportunities and experiences like no other staffing industry event. From informal meetings during the attendee luncheons to high-visibility events such as the Grand Finale, Staffing World offers numerous occasions and venues to connect with longtime partners, forge relationships with colleagues, and establish new acquaintances.

3



Staffing World features the largest, most comprehensive industry expo anywhere. Explore the latest products and services you need to hone your firm's competitive edge. Shop leading industry suppliers for two-plus days. Test products, compare services, and make deals. The Staffing World expo is where success begins.



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



American Staffing Association

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

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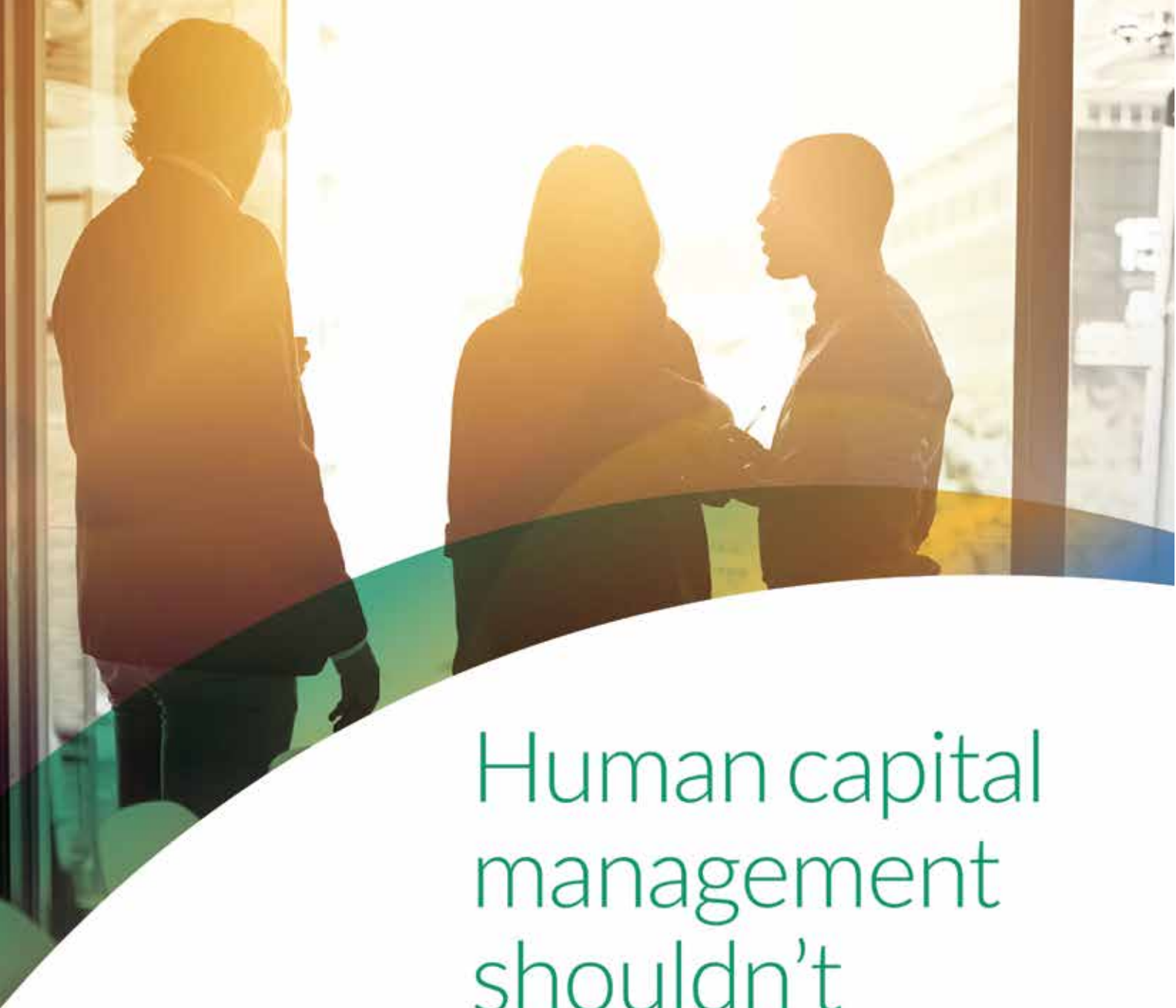
In the coming months, the health insurance landscape will continue to evolve. Our portfolio of ESC products is built for continuity and flexibility on our Staffing-Specific Administrative Platform. No matter what the future holds, ESC will continue to lead the industry, ensuring your temporary associates are covered, and your bottom line is protected.

Booth #501

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The American Staffing Association is pleased to recognize all of its sponsors for Staffing World 2017—particularly its corporate partners. Please join ASA in thanking this year's sponsors for their commitment to the success of the ASA annual convention and expo. This list is current as of July 1, 2017.

CORPORATE PARTNERS



WANT TO BE A STAFFING WORLD SPONSOR?

Contact Kim Kelemen at 703-253-1169 or kkelemen@americanstaffing.net. Or visit americanstaffing.net and click on the Industry Suppliers section.



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DON'T MISS THIS

NEW

STAFFING WORLD TECH PARK

Get all the technology answers your staffing and recruiting company needs at the Staffing World Tech Park! See short “Shark Tank”-style presentations from an exclusive group of technology experts, who will address staffing-specific tech challenges.

STAFFING WORLD WELCOME MIXER

The Welcome Mixer at Staffing World is the first networking and social event of the convention. It's an ideal rallying point for colleagues who have flown in from around the country and a fun event where you'll enjoy food and drinks—Tuesday, Oct. 24, 3–4 p.m.

Squeeze more learning in!

PRECONVENTION WORKSHOPS

Jump-start your Staffing World learning—take part in one or more preconvention workshops on timely recruiting and sales topics, delivered to you by industry experts.

Plus, earn additional continuing education (CE) toward ASA credential renewal.

Tuesday, Oct. 24, 1–3 p.m.

EXPO GRAND OPENING

Each year the Expo Grand Opening kicks off the largest, most comprehensive expo in the industry. Enjoy food and drinks with your colleagues during this festive first visit with exhibitors—Tuesday, Oct. 24, starting at 5:30 p.m.

ASA NATIONAL STAFFING EMPLOYEE OF THE YEAR AWARD

Meet the 2018 National Staffing Employee of the Year in a special ceremony before the Second General Session, and learn about the winning All-Stars in each of the sectors through a special display in the Expo hall.

Sponsored by



IT'S A CELEBRATION!

KOOL & THE GANG TO HEADLINE THE GRAND FINALE

Staffing World 2017 is going to deliver the biggest celebration the industry has ever seen! Headlining this year's Staffing World Grand Finale—**Grammy Award-winning band Kool & the Gang, one of the music industry's most iconic and sampled bands of all time.** With hits like “Celebration,” “Get Down On It,” “Ladies Night,” and “Jungle Boogie,” Kool & the Gang has won two Grammy Awards and seven American Music Awards, and sold more than 70 million albums worldwide, earning 31 gold and platinum albums.

Staffing professionals who register for the full convention and expo package each receive a ticket to the Grand Finale on Thursday, Oct. 26. A cocktail reception starts at 7 p.m., and the Grand Finale begins at 7:30 p.m.

Staffing World Grand Finale sponsored by





AGENDA

Subject to change. Visit staffingworld.net for the most current information. All convention events take place at the McCormick Place Convention Center unless indicated otherwise.

MONDAY, OCT. 23

- 1:30–5 p.m.** ASA Board of Directors Meeting
- 6–9 p.m.** ASA Board of Directors Dinner
(invitation only)

TUESDAY, OCT. 24

- 8 a.m.–12 noon** ASA Board of Directors Meeting
- 8 a.m.–7:30 p.m.** Registration Open
- 10 a.m.–12 noon** Chapter Leadership and Regional Councils Meeting
- 12:15–1:30 p.m.** ASA Leadership Awards Luncheon
(invitation only)
- 1–3 p.m.** Preconvention Workshops
- 1:30–3 p.m.** Legal and Legislative Committee Meeting
- 1:30–3 p.m.** Section Council Leaders Meeting
- 3–4 p.m.** Staffing World Welcome Mixer
- 4–5:30 p.m.** Opening General Session With Josh Linkner
- 5:30–7:30 p.m.** Expo Grand Opening
- 6–6:30 p.m.** Book Signing With Josh Linkner

WEDNESDAY, OCT. 25

- 7–8:15 a.m.** Legal and Legislative Committee Breakfast Meeting
- 7:30–8:30 a.m.** Continental Breakfast
- 7:30–8:30 a.m.** First-Time Attendee Breakfast
- 7:30 a.m.–7 p.m.** Registration Open
- 8:30–10 a.m.** General Session With Jonathan Mildenhall

10–11 a.m.

10 a.m.–7 p.m.
11–11:45 a.m.
11 a.m.–12:30 p.m.

12–2 p.m.
12–2 p.m.

12:30–1 p.m.
1–2 p.m.

1:15–1:45 p.m.
2:15–3:15 p.m.
2:15–4:15 p.m.

2:15–4:15 p.m.
3:15–4:15 p.m.

3:15–4:15 p.m.
3:15–4:15 p.m.

4:15–5:30 p.m.
4:15–5:30 p.m.
5–7 p.m.

7–9 p.m.

THURSDAY, OCT. 26

7:45–8:45 a.m.

8–9 a.m.
8 a.m.–3:30 p.m.
9–10:30 a.m.

10:30–11:30 a.m.

10:30 a.m.–2:30 p.m.
10:45–11:15 a.m.

11:30 a.m.–12:30 p.m. Workshops

Refreshment Break in the Expo

Expo Open

Workshops

Trending Insights Roundtables

Lunch in the Expo

Special Owners Session (Part I)
(RSVP required—see page 24.)

Idea Labs in the Expo

Annual ASA Membership Meeting

Idea Labs in the Expo

Workshops

Special Consulting Session

CFO Roundtable

Managed Services Forum

CIO Roundtable

Refreshment Break in the Expo

Section Forums

Workshop

Networking Reception in the Expo

ASA StaffingPAC

Industry Leader Event
(invitation only)

Education and Certification Committee Breakfast Meeting

Continental Breakfast

Registration Open

General Session With Mark Schulman

Refreshment Break in the Expo

Expo Open

Book Signing With Mark Schulman

Workshops

11:30 a.m.–1 p.m.
12:30–2 p.m.

12:30–2:30 p.m.
12:30–2:30 p.m.

12:45–1:15 p.m.
1:15–2:15 p.m.

1:15–2:15 p.m.

1:30–2 p.m.
2:30–3:30 p.m.
3:30–4 p.m.

4–5:15 p.m.

7–7:30 p.m.
7:30–11 p.m.

Immersion Programs

Women in Leadership

Interest Group Lunch

Lunch in the Expo

Special Owners Session (Part II)
(RSVP required—see page 34.)

Idea Labs in the Expo

Safety Committee Lunch Meeting

Staffing as a Career Committee Lunch Meeting

Idea Labs in the Expo

Workshops

Refreshment Break

Outside General Session

Closing General Session With Mick Ebeling

Grand Finale Reception

Staffing World Grand Finale

HOW TO REGISTER

Go to staffingworld.net to complete an online registration form, or download a PDF and fax it to 866-428-9256. Save up to \$150 per person when you register by Sept. 8. After that date, regular/on-site registration prices apply.

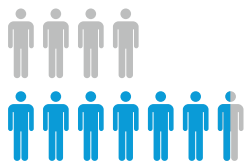
MEMBER DISCOUNT

ASA members enjoy a significant discount on Staffing World 2017 registration fees. Visit americanstaffing.net/join to join ASA today, or call 703-253-2020.

REGISTRATION POLICIES

Visit staffingworld.net to see full registration policies for Staffing World 2017.

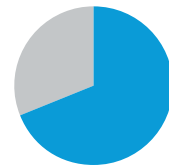
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PACKAGE PRICING

		CONVENTION and EXPO	EXPO ONLY		GUEST
		Full	Wed. 10/25	Thur. 10/26	Full
Keynotes		■			
Workshops		■			
Expo		■	■	■	■
Tuesday Welcome Mixer		■			■
Tuesday Expo Grand Opening		■			■
Wednesday Breakfast		■			■
Wednesday Refreshment Breaks		■	■		■
Wednesday Expo Hall Luncheon		■	■		■
Trending Insights Roundtables		■			
Section Forums		■			
Wednesday Networking Reception		■	■		■
Immersion Programs		■			
Thursday Breakfast		■			■
Thursday Refreshment Break		■		■	■
Thursday Expo Hall Luncheon		■		■	■
Thursday Grand Finale		■			■
Full Workshop Recordings		■			
ADVANCE: Through Sept. 8	MEMBER	\$1,925	\$505	\$350	\$830
	NONMEMBER	\$2,325	\$655	\$500	\$980
REGULAR: After Sept. 8	MEMBER	\$2,075	\$555	\$400	\$880
	NONMEMBER	\$2,475	\$705	\$550	\$1,030

■ Included in Package
■ Not Included

DETAILS

The registration packages shown here are available to staffing professionals only (owners, executives, and employees of staffing and recruiting firms). Registration packages for industry suppliers (providers of products and services to the staffing industry) are sold separately; visit staffingworld.net for details.



GET A TEAM DISCOUNT

After registering one person from the company for the full convention and expo package at the full rate, take 10% off each additional convention package for team members from your company. This discount applies only to staffing professionals and is valid only when purchasing full convention and expo packages.

10%

A woman with short dark hair, wearing a white blazer, is looking down at a smartphone in her right hand. She is also holding a tablet in her left hand. The background is a library with bookshelves filled with books. A large purple diagonal shape is overlaid on the left side of the image, containing the main text.

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BOOTH # 707

AkkenCloud offers the only true all in one platform for staffing and recruiting agencies. Stop by booth # 707 to learn more.

HOTEL AND TRAVEL

STAFFING WORLD 2017 LOCATION:

McCORMICK PLACE CONVENTION CENTER

2301 South Dr. Martin Luther King Jr. Drive
Chicago, IL 60616

SPECIAL GROUP RATE

ASA has secured room blocks for Staffing World attendees at hotels in close proximity to the convention center. These rates are available until the cut-off dates, subject to availability.

Hyatt Regency McCormick Place

2233 South Dr. Martin Luther King Jr. Drive
Chicago, IL 60616

Room rate: \$289 single/double, plus taxes and fees

Cut-off date: Sept. 29

Marriott Marquis Chicago

2121 South Prairie Ave.
Chicago, IL 60616

Room rate: \$319 single/double, plus taxes and fees

Cut-off date: Oct. 2

ROOM RESERVATIONS

Go to the Hotel and Travel section of staffingworld.net to see full reservation details and to reserve online. ASA urges convention attendees to make their hotel reservations as soon as possible. When making your reservation, ask for the ASA Staffing World 2017 convention rate.

AIRPORT AND GROUND TRANSPORTATION

The O'Hare International Airport (ORD) is 20 miles from the McCormick Place Convention Center, where Staffing World 2017 takes place. The Chicago Midway International Airport (MDW) is 10 miles away from the convention center. The airports and the convention center also are convenient to the hotels for convention participants.

See additional travel information, including details about area airports, train and bus service, car rentals, and local directions on the Hotel and Travel page of staffingworld.net.

PARKING

On-site private vehicle parking is available at the convention center's 2,100-vehicle garage. Enter the parking garage on South Dr. Martin Luther King Jr. Drive, adjacent to the West building.

The daily rate is \$23. Parking rates may range from \$23 to \$36. Payment is due upon entry, and there are no in-and-out privileges.

Accessible parking is available in Lot A (located on South Dr. Martin Luther King Jr. Drive) and Lot C (located underground in Lakeside Center). For parking questions, call 312-567-8360.

ATTIRE

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

WEATHER

The Chicago area enjoys October average highs of 56 degrees Fahrenheit. Average lows are 44 degrees Fahrenheit.

AVOID THE ON-SITE CROWDS

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

Registration area sponsored by





FOUR WORLD-RENOWNED KEYNOTE SPEAKERS



JOSH LINKNER

Author, five-time tech entrepreneur

Linkner is an authority on fostering creativity, entrepreneurship, and disruptive innovation. An avid venture capitalist and mentor, Linkner has invested in more than 100 start-ups and twice has been named Ernst & Young Entrepreneur of the Year. At Staffing World, Linkner will present a fascinating look at the risks staffing companies face when they rely on the past to determine the future. He'll also discuss valuable tools and techniques for fostering innovation, creativity, and disruption within your organization.

OPENING GENERAL SESSION

Tuesday, Oct. 24

4-5:30 p.m.

Sponsored by



JONATHAN MILDENHALL

Chief marketing officer, Airbnb

Mildenhall is a world-renowned business executive and brand ambassador who has propelled profits at Airbnb. Mildenhall is also well known for his creative work when he was with the Coca-Cola Co., when his "Open Happiness" campaign became the company's most awarded marketing platform in its history. Since 2014, Mildenhall has been with Airbnb, where he says he has never worked harder, never worked smarter, and never felt more creative in his life. At Staffing World, Mildenhall will share his creative insights and Airbnb experiences, and inspire you to think differently about your business to maximize success and profitability.

SECOND GENERAL SESSION

Wednesday, Oct. 25

8:30-10 a.m.

Sponsored by



MARK SCHULMAN

Celebrity drummer, author

Schulman has enjoyed an unprecedented career as a first-call drummer for world-class rock and pop artists, including P!nk, Cher, Foreigner, Sheryl Crow, Stevie Nicks, Destiny's Child, and Billy Idol. Schulman is also an educator—he has taught at the Los Angeles Music Academy and hosted drum clinics worldwide. He also serves as board chairman for Create Now!, a nonprofit organization that aims to help at-risk children through creative arts mentoring. Schulman has packaged these inspiring experiences to author *Conquering Life's Stage Fright* and to arm the audiences he speaks to with three steps, or strategies, that he says are essential to break-through moments—whether in life or in business.



THIRD GENERAL SESSION

Thursday, Oct. 26

9–10:30 a.m.

Sponsored by



MICK EBELING

Founder and chief executive officer, Not Impossible Labs;
author

Ebeling and his technology-driven solutions are the epitome of innovation and creativity. His organization's first project was an ocular tracking device, called the EyeWriter, which enables individuals with paralysis to communicate and create art using only the movement of their eyes. *Time* magazine called it one of the "50 Best Inventions of 2010." Ebeling aims to expand human possibilities and potential through technology. In his book, *Not Impossible: The Art and Joy of Doing What Couldn't Be Done*, he recounts his life experiences, the EyeWriter project, and Project Daniel—which took Ebeling to Sudan to 3D-print prosthetic limbs and fit them for children of the war-torn region. At Staffing World, Ebeling will share his unique mindset and forward-thinking strategies that can help you and your company tackle any challenge.



CLOSING GENERAL SESSION

Thursday, Oct. 26

4–5:15 p.m.



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CONTINUING EDUCATION

Staffing World offers multiple ways to earn continuing education (CE) hours toward maintaining your ASA Certified Staffing Professional®, Technical Services CertifiedSM, Certified Health Care Staffing Professional®, or Certified Search Consultant® credential. Learn more at americanstaffing.net/certification.

CONTINUING EDUCATION AT STAFFING WORLD 2017

By attending the various sessions and workshops at Staffing World, you can earn continuing education hours required for ASA certification renewal—including some legal CE hours. To earn CE hours at Staffing World, you just scan your name badge before each session you attend. There will be barcode scanners available as you enter each session. Your earned CE hours will appear in your online CE status within two weeks after the convention.



Certified Staffing Professional



Technical Services Certified



Certified Search Consultant



Certified Health Care Staffing Professional

PRESTIGIOUS CERTIFICATION PROGRAMS

ASA promotes legal, ethical, and professional practices for the staffing, recruiting, and workforce solutions industry. Staffing firm owners, executives, managers, recruiters, and other employees committed to legal, ethical, and professional practices earn CSP®, TSCSM, CHP®, and CSC® credentials from ASA.

After earning these credentials, certified professionals maintain their credentials through continuing education programs offered by ASA and other approved providers. Certified individuals must complete at least 30 hours of approved continuing education every three years. At least six of the 30 CE hours must

pertain to employment law. Staffing professionals who are CHP-certified also need six hours of health care-specific CE.

To learn more about ASA certification, visit americanstaffing.net/certification.

JOIN THE INDUSTRY ELITE

More than 9,000 staffing professionals have reached the height of industry excellence. These individuals have earned one or more credentials from ASA. Join the industry elite. Learn more at americanstaffing.net/certification.



HR CERTIFICATION INSTITUTE

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

EARN THE HIGHEST LEVEL OF SAFETY STANDARD

The Safety Standard of Excellence® mark, created by ASA and the National Safety Council, enhances your firm's brand to clients and talent when they see that your firm prioritizes safety.

Visit americanstaffing.net/safety for more information and to see a list of companies that have already earned the mark.



American Staffing Association

JOIN THE INDUSTRY ELITE



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KEY

- Revenue Retention and Growth
- Hiring Internal Talent and Leading People
- Compliance and Risk Management
- Business Management and Administration
- All categories
- Women in Leadership
- Keynote Sessions

STAFFING WORLD 2017 EDUCATION SCHEDULE

Tuesday, Oct. 24		Wednesday, Oct. 25		
1-3 p.m. PRECONVENTION WORKSHOPS	4-5:30 p.m.	8:30-10 a.m.	11-11:45 a.m. WORKSHOPS	11 a.m.-12:30 p.m.
<p>(1-3 p.m.) The New Language of Staffing</p>	<p>OPENING GENERAL SESSION: Executing Imagination: Turning Raw Ideas Into Powerful Results (J. Linkner)</p> <p> Book Signing With Josh Linkner (6-6:30 p.m.)</p>	<p>SECOND GENERAL SESSION: Work That Matters (J. Mildenhall)</p>	<p>Artificial Intelligence—Legal Implications of Taking the “Human” Out of Human Resources (T. McCutchen)</p> <p>Raise the Bar—Recruit Like the FBI (C. LaDouceur)</p> <p>From Obligation to Genuine Commitment—Winning the Minds and Hearts of Your Staff (J. Carchidi)</p> <p>Managing a Profitable Existence Within the Talent Acquisition Technology Ecosystem (B. Delle Donne)</p> <p>Strategies for Conducting Legally Compliant Interviews (J. Klimpl; A. Singer)</p> <p>Women in Leadership—Establish a Strategy to Advance Your Career</p>	<p>Trending Insights Roundtables</p>
<p>(1:30-2:15 p.m.) Money Makers for The Recruiting Professional (J. Ruffini)</p>				
<p>(2:30-3 p.m.) How NOT to Sell Staffing—Become a Trusted Adviser (D. Searns; B. Smith)</p>				



STAFFING WORLD 2017 EDUCATION SCHEDULE


Wednesday, Oct. 25				
12–2 p.m.	12:30–1:45 p.m. IDEA LABS	2:15–3:15 p.m. WORKSHOPS	2:15–4:15 p.m. THOUGHT LEADER SESSIONS	4:15–5:30 p.m.
Special Owners Session Part I Developing High-Performance Teams Within a Culture of Commitments and Accountabilities <i>(B. Hodes; L. Sheridan)</i> Reservations required—see page 24.	(12:30–1 p.m.) The Runaround Dilemma: Urgent vs. Important <i>(M. Murphy)</i>	Scaling Your Staffing Business: Secrets to Success <i>(Facilitated by A. Green)</i>	2:15–4:15 p.m. SPECIAL CONSULTING SESSION—Winning the Talent War: Strategies for Building a Lean, Flexible, High-Performance Workplace <i>(B. Tulgan)</i>	SECTION FORUMS
		Engage Technology Disruptors or Get Left Behind <i>(Facilitated by M. Whitmer)</i>	2:15–4:15 p.m. CFO Roundtable <i>(Facilitated by S. Poole)</i>	Engineering, IT, and Scientific: Emerging Sector Trends and Opportunities
		Diagnosing the Pulse Points to Recruiting Success <i>(M. Lejeune)</i>	3:15–4:15 p.m. Managed Services Forum <i>(Facilitated by J. Healy)</i>	Health Care: The Makings of Success—Perspectives of Hospitals, VMSs, MSPs, and Staffing Firms
	(1:15–1:45 p.m.) Attracting, Engaging, and Retaining “A” Players <i>(S. Ring)</i>	Women in Leadership—Convincing Venture Capitalists You’re a Good Risk <i>(Facilitated by L. Penn)</i>	3:15–4:15 p.m. CIO Roundtable: Top Five Issues in Managing an Enterprise IT Department <i>(Facilitated by M. Whitmer)</i>	Industrial: Upskilling: A Story of a Partnership Between Staffing Firms and Clients
		Forecast: Occupational Safety and Health Trends for 2018 <i>(M. Lies)</i>		Office-Administrative: Attracting and Engaging the New Workforce of Administrative Professionals
		Data Breach! What to Do If Your Firm Falls Victim <i>(C. Larose)</i>		Professional-Managerial: Sourcing Strategies in a Tight Labor Market
				Search and Placement: The Voice of the Client
				Workshop
				Dissecting an M&A Transaction <i>(Facilitated by S. Sacco)</i>



KEY			
■	Revenue Retention and Growth	■	All categories
■	Hiring Internal Talent and Leading People	■	Women in Leadership
■	Compliance and Risk Management		Keynote Sessions
■	Business Management and Administration		

STAFFING WORLD 2017 EDUCATION SCHEDULE

Thursday, Oct. 26

9-10:30 a.m.	11:30 a.m.-12:30 p.m. WORKSHOPS	11:30 a.m.-1 p.m. IMMERSION PROGRAMS	12:30-2:30 p.m.	12:45-1:45 p.m. IDEA LABS	2:30-3:30 p.m. WORKSHOPS	4-5:15 p.m.
THIRD GENERAL SESSION: Conquering Life's Stage Fright: Three Steps to Top Performance (M. Schulman)	Running an Efficient Back Office to Maximize Profitability (Facilitated by J. Bell)	Staffing Technology You Can't Live Without—Must-Haves in Recruiting and Talent Engagement, Sales and Client Engagement, and Back-Office Operations (Facilitated by J. Essey)	Special Owners Session Part II Developing High-Performance Teams Within a Culture of Commitments and Accountabilities (B. Hodes; L. Sheridan) <i>Reservation required—see page 34.</i>	12:45-1:15 p.m. ASA Market Intelligence—What, Where, and How (C. Poole)	Immigration-Related Inquiries of Temporary Workers—Know Your Liability (H. Konrad)	CLOSING GENERAL SESSION: Making the Industrial Revolution 2.0 (M. Ebeling)
	Women in Leadership—Managing Talent: How Strong Is Your Bench?	Candidate Engagement: The Blueprint to an 85% Response Rate (S. Zappar)			Get in the Driver's Seat: Maximizing That VMS Partnership You Didn't Really Want (L. Sasser)	
	Building an Effective Delivery Model Within a Talent Supply Chain (Facilitated by J. Healy)	Strategic Brilliance: Simple Secrets to Effective Leadership (S. Wintrip)		12:45-1:45 p.m. Digital Marketing Simplified (Facilitated by A. Bleibtreu)	Situational Leadership (M. Lucas)	
	Robotics and Humans at Work—Staffing Solutions of the Future (Facilitated by J. Leverant)	Compensation Plans on Steroids: Drive Performance, Revenue, and Gross Profit (T. Kosnik)			Risk Management Best Practices to Increase Market Recognition and Profits (Facilitated by B. Nagel)	
	Protecting Temporary Workers: Roles and Responsibilities of Host Employers and Staffing Firms (A. Harper; G. Lescallett; S. Pancamo)				Reputation: From Service to Storytelling to Supercharge Your Growth (E. Gregg)	
 Book Signing With Mark Schulman (10:45-11:15 a.m.)					Staffing as a Career—Using the Program and Getting Results (Facilitated by T. Baker)	
					Staffing Solutions for a More Diverse Workforce (Facilitated by R. Wahlquist)	



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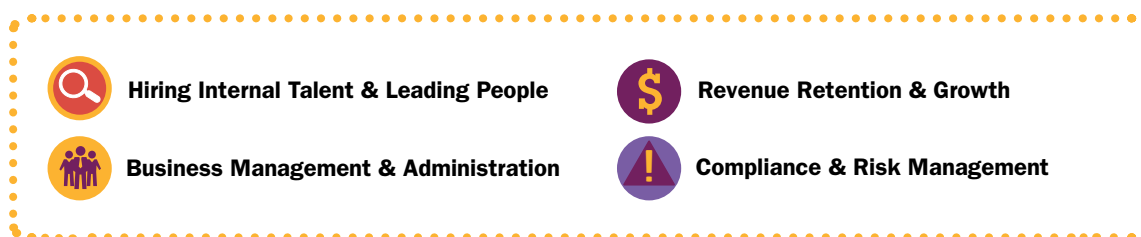
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SESSION DESCRIPTIONS

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

Use the following key to identify the content areas that Staffing World sessions fall under.



TUESDAY, OCT. 24

PRECONVENTION WORKSHOPS

Jump-start your Staffing World learning—take part in one or more workshops on timely recruiting and sales topics, delivered to you by industry experts. Early birds can earn additional continuing education hours toward renewal of their ASA credentials.

session will be especially beneficial for anyone who is involved in communications and marketing, sales, and recruiting. Walk away with a handbook that includes the right words and phrasing to attract top candidates in the competitive talent marketplace. Everyone who attends will receive a special ASA certificate of completion. 🧑

a tremendous refresher on topics that often get lost over time. In a world where it is easy to overcomplicate things, this is a “keep it simple” approach that can have an exponential impact on results. 💰

1–3 p.m.

The New Language of Staffing

It's not what you say—it's what they hear. How can you woo job seekers to fill your talent pipeline? During this interactive, two-hour preconvention workshop exclusively for ASA members at Staffing World, you will learn what to say (and what to avoid) as well as how to say it to become a valued first choice for job seekers. This new language of staffing is based on extensive research querying U.S. job seekers and their influencers to determine their needs, and how staffing companies can be valued partners by addressing job seeker challenges. This

1:30–2:15 p.m.

Money Makers for the Recruiting Professional

John Ruffini, vice president of sales, Jackson Nurse Professionals

Every successful professional is grounded in the fundamentals of their business, and the world of recruiting is no different. This session will center around key fundamentals and proven recruiting techniques that, if implemented, will improve your efficiencies and effectiveness, and help you earn more money. If you are new to recruiting, this is a must-attend session. If you are experienced, it is

2:30–3 p.m.

How NOT to Sell Staffing—Become a Trusted Adviser

David Searns, chief executive officer, Haley Marketing; Brad Smith, director of search engine optimization and social media marketing, Haley Marketing

Want to sell more staffing services? Then stop selling staffing! Join marketing experts David Searns and Brad Smith to learn how to modify your sales approach to get beyond the commodity trap. See how you can change your sales process to improve call-to-appointment metrics, reduce margin pressures, and position yourself as a trusted adviser. 💰



SESSION DESCRIPTIONS: WEDNESDAY, OCT. 25

WEDNESDAY, OCT. 25

WORKSHOPS

11–11:45 a.m.

Artificial Intelligence—Legal Implications of Taking the “Human” Out of Human Resources*Tammy McCutchen, partner, Littler Mendelson PC; former administrator, U.S. Department of Labor, Wage and Hour Division*

Artificial Intelligence (AI) has quickly become one of the most talked-about trends in recruiting, onboarding, and even compliance. This session will explore the intersection between AI, human resources, and employment law. What is “artificial intelligence”? What is the state of technology? Can AI perform HR functions? Attendees will leave this session understanding which HR functions are ripe for AI, what new legal challenges are emerging (or may emerge), and how to ensure compliance in this fast-changing HR space. 🗣️

Raise the Bar—Recruit Like the FBI*Conni LaDouceur, president and chief sourcing strategist, EQC Talent Sourcing Experts*

Talent sourcing is undergoing a paradigm shift; it's a new game with new rules, and agility is key. In this increasingly digitized and networked business environment, winning organizations such as the Federal Bureau of Investigation proactively go beyond traditional workforce sourcing to gain a competitive advantage via neuro-linguistic programming (NLP). LaDouceur reveals best practices in identifying, sourcing, and reeling in the most qualified talent—not just the easily findable. Both novice and experienced recruiters will benefit

from the internet, database, and phone sourcing techniques demonstrated in this session. Get ready to raise the recruiting bar. 💰

From Obligation to Genuine Commitment—Winning the Minds and Hearts of Your Staff*Jim Carchidi, CSP, chief executive officer, JFC Staffing Cos.*

Learn how to make the shift from manager to coach by using your personal power, talents, vision, values, and integrity in a way that moves your employees forward. In this highly interactive, humorous, and reflective presentation infusing storytelling with hard facts, participants will learn how to conduct one-on-one meetings with employees to create new opportunities and will leave challenged to think differently. 🗣️

Managing a Profitable Existence Within the Talent Acquisition Technology Ecosystem*Brian Delle Donne, president, Talent Tech Labs*

Join your colleagues for a strategic overview of the talent acquisition technology ecosystem, a labyrinth of emerging services and products that have come to market to better enable staffing delivery either as a service you can use, or one you may have to compete against one day. In an industry that has seen explosive growth over the past few years, talent acquisition technologies have overwhelmed the market. Learn how to consider the best suppliers through each step of sourcing, engaging, and selecting the talent you deploy to your clients. Talent Tech Labs representatives will be on hand in the

expo hall after this session to dive deeper into the landscape and to give guidance on how to evaluate companies before you make a big spending decision. 🗣️

Strategies for Conducting Legally Compliant Interviews*Jason Klimpl, Esq., attorney, Tannenbaum Helpert Syracuse & Hirschtitt LLP; Andrew W. Singer, Esq., partner, Tannenbaum Helpert Syracuse & Hirschtitt LLP*

Government agencies, lawmakers, and plaintiffs' lawyers are increasingly scrutinizing potential barriers to employment, such as unlawful discrimination during candidate interviews and improper questions on employment applications. Given the constantly evolving landscape of employment laws, staffing firms must continually review their recruitment processes for legal compliance. Join two industry attorneys for a crash course in avoiding common legal pitfalls during the interviewing and recruitment process. Among other things, the speakers will provide practical guidance with respect to protected classes and new laws affecting the recruitment process, including selecting proper interview formats; handling disabilities and other sensitive information from candidates; and what to do after interviews. 🗣️

Women in Leadership—Establish a Strategy to Advance Your Career

Hear from a panel of staffing firm executives who learned how to self-advocate early in their careers to advance their career in the staffing industry. The panel will discuss the



SESSION DESCRIPTIONS: WEDNESDAY, OCT. 25

value of developing your personal elevator pitch and share strategies to help you gain trust within your professional circle and with your clients. This session is designed for emerging leaders. 🔍

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TRENDING INSIGHTS

11 a.m.–12:30 p.m.

Explore the industry's most pressing business and operational issues and gain practical solutions in this roundtable learning and networking session. Choose three discussions from more than 20 topics, which may include upskilling the workforce, workplace safety, state legislative challenges, I-9/E-Verify/immigration issues, managing during inflation, remote staffing, profiting with vendor management systems and managed service providers, social media recruiting, and more. 🔍 💰 👤 ⚠️

SPECIAL OWNERS SESSION (PART I)

12–2 p.m.

Developing High-Performance Teams Within a Culture of Commitments and Accountabilities

Bruce Hodes, president and founder, CMI; **Leo Sheridan**, chief executive officer, Advanced Group of Cos.

Business owners will benefit greatly from the ideas, techniques, and tips that renowned consultant Bruce Hodes shares to help them scale their businesses. Hodes has advised hundreds of companies and has spent two decades specifically with the Advanced Group of

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Why Tannenbaum Helpern?

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

Employment/Staffing Law

- Client agreements
- Employment agreements (staff and temporary employees)
- Restrictive covenants
- Commission and incentive plans
- Licensing
- Severance and workforce reductions
- Governmental audits
- Anti-discrimination training
- Harassment investigations
- HR policies & procedures
- Family and Medical Leave Act
- Wage & hour compliance
- Unfair competition
- Disability accommodation
- Background checks
- Candidate screening and onboarding procedures

Franchising

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

Litigation & Dispute Resolution

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

Corporate

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

Intellectual Property

- Copyrights
- Patents
- Trade secrets
- Trademarks

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Join us on October 25 at 11am for a workshop on [Strategies for Conducting Legally Compliant Interviews](#) and on October 26 at 9am for a keynote session featuring [Mark Schulman](#). See you at Staffing World 2017!



SESSION DESCRIPTIONS: WEDNESDAY, OCT. 25



Hiring Internal Talent
& Leading People



Revenue Retention
& Growth



Business Management
& Administration



Compliance & Risk
Management

Cos., helping to position it as one of the largest staffing firms in the country. As an owner, Leo Sheridan will join Hodes to reveal what he's learned from starting his business in 1988 and growing it to \$200M in revenue. Participants may choose to attend one or both parts of this two-day session. They will receive exercise workbooks, a copy of Hodes's latest book, and additional powerful tools.

■ Part I (Wednesday, Oct. 25, 12–2 p.m.)

- Developing high performing leadership teams
- Creating a high-performance culture with exceptional talent
- Mission and vision—what's your purpose?

■ Part II (Thursday, Oct. 26, 12:30–2:30 p.m.)

- Strategic planning
- Execution and operational discipline
- Meeting flow that truly works and makes a difference

Limited seats are available at this reservation-only workshop. Register for Staffing World first, then send an email to elawson@americanstaffing.net to reserve your spot. Please indicate in the subject line, "Bruce Hodes Consulting Session," and add "Wednesday," "Thursday," or "Both" in the message.

IDEA LABS

12:30–1 p.m.

The Runaround Dilemma: Urgent vs. Important

Mark Murphy, senior consultant, training and development, Next Level Exchange

Efficient time management is key to getting the most out of your day. This idea lab will help you reach your goals by teaching you how to budget your time wisely and effectively—and how to rethink and reprioritize on a moment's notice. During this efficient, 30-minute session, attendees will learn how to increase productivity by being proactive rather than reactive. They will also learn effective skills to manage multiple priorities, how to identify what's urgent and what's important, techniques for balancing one's professional and personal life, and how to increase confidence in their ability to make and keep commitments.

1:15–1:45 p.m.

Attracting, Engaging, and Retaining "A" Players

Sean Ring, manager, business development, Innovative Employee Solutions

Money is not all it's cracked up to be. In this workshop, you will learn

how to grow your internal team of "A" players by offering a progressive work/career experience. Today's employees want more than just a paycheck; they want a workplace that makes them feel fulfilled and genuinely happy. With unemployment near all-time lows, firms must use creative techniques to increase their employer brand and attract the best internal talent. Learn how alternatives to the almighty dollar can amplify trust, growth, and empathy within your organization. See how an active social responsibility program can energize internal staff, creating positive shockwaves in all facets of your business.

WORKSHOPS

2:15–3:15 p.m.

Scaling Your Staffing Business: Secrets to Success

Facilitated by **Aaron Green, CSP**, chief executive officer, Professional Staffing Group

Panelists: **Jeff Bowling**, former chief executive officer, The Delta Cos.; **Dan Campbell, CSP**, executive chairman, Hire Dynamics LLC; **Jeff Harris**, co-founder and chief executive officer, ettain group

Last year's workshop room couldn't contain the audience or the enthusiasm for this popular foursome of staffing executives and friends. This year, they return to Staffing World—in a larger room—with more bold and candid conversations about their respective companies and how they've leveraged one another for success. The panelists come from four different regions of the country and represent four different niches. Learn the secrets to their success as these staffing professionals share stories—good and bad—about the toughest business decisions they've ever made; promoting, demoting, and growing their teams; and more. See how you can adopt their business structures, beliefs,

NEW THIS YEAR: THOUGHT LEADER SESSIONS

Don't miss these unique executive thought leadership discussions, created by and for top staffing executives in technology, finance, recruitment process outsourcing, and managed service provider global markets:

Special Consulting Session (page 28)

CFO Roundtable (page 30)

Managed Services Forum (page 30)

CIO Roundtable (page 30)





SESSION DESCRIPTIONS: WEDNESDAY, OCT. 25

systems, and tools to promote success in your own firm. 💰

Engage Technology Disruptors or Get Left Behind

Facilitated by **Mike Whitmer**, global chief information officer, Recruit Holdings Co.

If you're an industry chief information officer or technology professional, you know your c-suite colleagues rely on you to stay current with technological changes. This workshop will focus on current technology disruptors that must be leveraged *right now* for success. Discuss emerging technologies, including artificial intelligence, biometrics, and

natural language processing, that will change the staffing industry going forward. Arm yourself with critical information that you can use to increase client loyalty, create more operational efficiency, provide talent faster, and improve the service provided to your customers. **This workshop is the precursor to "CIO Roundtable: Top Five Issues in Managing an Enterprise IT Department," starting at 3:15 p.m.** 🧑

Diagnosing the Pulse Points to Recruiting Success

Mike Lejeune, president, Simple Leadership

To outpace the competition, today's

recruiting professional must be a master of recruiting effectiveness with every call. This interactive session analyzes case studies and best practices of leading recruiting and sales professionals, focusing on key pulse points of the recruiting process that build relationships and drive success. Not only is Lejeune a master of helping new recruiters gain a deeper understanding of success principles, he also engages seasoned veterans to become energized by looking at proven practices in a new and refreshing way. Attendees will walk away from this workshop with practical tools and scripts to immediately implement at their desks. 💰

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Brian Kennedy @ 416.229.6462
brian@racohenconsulting.com



SESSION DESCRIPTIONS: WEDNESDAY, OCT. 25

Women in Leadership—Convincing Venture Capitalists You're a Good Risk

Facilitated by *Loretta Penn*, president, PECC LLC

Whether you are starting a company or expanding into new verticals, securing funding from a venture capitalist can be a tricky process. Females searching for funding often face additional challenges from skeptical investors. Hear from a panel of women who have successfully navigated the venture capitalist process and from someone who has been an investor. Learn what—other than feasibility studies—went into these owners' pitches to help them win over venture capitalists. From being able to answer the right questions, to connecting with investors on a personal level and recognizing when to inject humor, you'll leave this session knowing what to bring to the table before you make the big ask. This session is designed for senior executives.

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Forecast: Occupational Safety and Health Trends for 2018

Mark Lies, partner, Seyfarth Shaw LLP

If you are wondering what initiatives and trends the U.S. Occupational Safety and Health Administration may follow in 2018, look no further than this session—presented by a top occupational safety and health lawyer who has represented employers in complying with regulations issued by OSHA. Lies will discuss current policies under the Trump Administration, as well as what to watch for in penalty and liability policies, how to manage OSHA inspections, and how to reduce the risk of OSHA citations. You will also learn about recent criminal actions against employers and managers for safety and health violations, and hear

recommendations on how to avoid such liabilities.

Data Breach! What to Do If Your Firm Falls Victim

Cynthia Larose, Esq., CIPP, chair, privacy and security practice, Mintz Levin

Take part in this data breach simulation and experience what it's like to be on the other end of attempted data theft. Staffing firms have masses of sensitive personal information on file, and as such are tempting targets for thieves. Damage caused by data breaches goes beyond monetary loss—it can compromise company brand and diminish trust from would-be clients. Don't miss this workshop, where you'll get expert legal and operational advice and training on preparing your company, including establishing a breach response team, creating internal and external communications plans, and determining whether you have the appropriate insurance coverage.

Hiring Internal Talent & Leading People

Business Management & Administration

Revenue Retention & Growth

Compliance & Risk Management

NEW THOUGHT LEADER SESSIONS

2:15–4:15 p.m.

SPECIAL CONSULTING SESSION—Winning the Talent War: Strategies for Building a Lean, Flexible, High-Performance Workplace

Bruce Tulgan, chief executive officer, RainmakerThinking Inc.

The nature of work and employment continues to change dramatically. Your clients now face fierce competition, high risk, erratic markets, constrained resources, and unpredictable resource needs. How can you best help them build a lean, flexible, high-performance workforce? In this exclusive two-hour consulting session led by best-selling author, business consultant, and highly-rated past keynoter Bruce Tulgan, attendees will learn how to build a high-performance culture around the norms of strong leadership. Tulgan will share his keys to onboarding and training, as well as controlling turnover. Plus, arm yourself with proven strategies and tactics that leverage the talents of today's multigenerational workforce.



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. **The official Twitter hashtag for the convention is #StaffingWorld.** Use it in all your social media postings and become part of the conversation—before, during, and after Staffing World.



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CHECK IT OUT! An exclusive online community just for staffing and recruiting professionals attending the convention is live on ASA Central, asacentral.americanstaffing.net.



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SESSION DESCRIPTIONS: WEDNESDAY, OCT. 25



Hiring Internal Talent
& Leading People



Revenue Retention
& Growth



Business Management
& Administration



Compliance & Risk
Management

CFO Roundtable

Facilitated by **Shawn Poole**, executive vice president and chief financial officer, EmployBridge Holding Co.

As the staffing and workforce solutions industry continues to rapidly evolve, so does the role of the chief financial officer. Join your colleagues to network and engage in this interactive discussion led by CFOs from staffing firms of all sizes. Discussion will focus on the CFO's everchanging role, as well as skills and metrics that are needed for the CFO tool kit. Participants will also discuss back-office automation, increasing speed of business and related support processes, and the digital impact on finance.

3:15–4:15 p.m.

Managed Services Forum

Facilitated by **John Healy**, chairman of the corporate members committee and vice president, World Employment Confederation
Panelists: **Denis Pennel**, managing director, World Employment Confederation; **Richard Wahlquist**, president and chief executive officer, American Staffing Association

Meet with peers and explore ways to improve understanding of the recruitment process outsourcing (RPO) and managed service provider (MSP) market at a global level. This forum will allow you to collaborate with fellow thought leaders on topics such as association advocacy, best practices and networking, quality standards, profiling the market, and the role of MSPs and RPOs. Discuss these and other ways that the World Employment Confederation and their national federations, like ASA, provide value to their members.

CIO Roundtable: Top Five Issues in Managing an Enterprise IT Department

Facilitated by **Mike Whitmer**, global chief information officer, Recruit Holdings Co.

The CIO Roundtable is a thought leadership group created for and by top technology executives in the staffing industry. This is an opportunity to meet peers and collaborate with fellow thought leaders through topic-based discussions. If you are a chief information officer or have the senior IT role within your organization, attend this session to discuss information security, data protection, cloud computing, artificial intelligence, big data, and business intelligence. **This session accompanies the workshop “Engage Technology Disruptors or Get Left Behind,” which starts at 2:15 p.m.**

SECTION FORUMS

4:15–5:30 p.m.

Always popular sessions at Staffing World, Section Forums deliver content specific to a sector of the industry: engineering, IT, and scientific; health care; industrial; office-administrative; professional-managerial; and search and placement. These six areas also are represented by six ASA sections, which are free to join for ASA members. Learn more at americanstaffing.net/sections. Content areas for each forum are listed below. Watch staffingworld.net for more information.

ENGINEERING, IT, AND SCIENTIFIC:
Emerging Sector Trends and Opportunities

HEALTH CARE: The Makings of Success—Perspectives of Hospitals, VMSs, MSPs, and Staffing Firms

INDUSTRIAL: A Story of a Partnership Between Staffing Firms and Clients

OFFICE-ADMINISTRATIVE: Attracting and Engaging the New Workforce of Administrative Professionals

PROFESSIONAL-MANAGERIAL: Sourcing Strategies in a Tight Labor Market

SEARCH AND PLACEMENT: The Voice of the Client

WORKSHOP

4:15–5:30 p.m.

Dissecting an M&A Transaction

Facilitated by **Sam Sacco**, principal, R.A. Cohen Consulting

Panelists: **Al De Bellas**, founder and president, De Bellas & Co.; **Dave Phillips**, managing director, Childs Advisory Partners

An experienced panel of mergers and acquisitions (M&A) experts will examine three different acquisitions from both the seller's and buyer's points of view. Watch the transactions unfold from the beginning decision to acquire or sell, through the marketing process, negotiation stage, valuation process, due diligence practice, professional needs assessment, to the closing process. Both buyers and sellers of distinct levels of experience will learn valuable information, including the components of selling and buying a staffing company, current company values and market conditions, and how to avoid mistakes in the M&A process. Plus, see what company integration entails, and learn what to do—and what not to do.



SESSION DESCRIPTIONS: THURSDAY, OCT. 26

THURSDAY, OCT. 26

IMMERSION PROGRAMS

11:30 a.m.–1 p.m.

Staffing Technology You Can't Live Without—Must-Haves in Recruiting and Talent Engagement, Sales and Client Engagement, and Back-Office Operations

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

The four subject matter experts who brought past Staffing World attendees the highly rated “Hot Tech” sessions will be in Chicago this year to present the best technology solutions you should be using throughout the workforce solutions ecosystem. This interactive session will begin with an overview of top technology solutions from established vendors as well as start-ups in three specific areas, followed by breakout groups that allow attendees to learn more by interacting with the panelists and other attendees—including a discussion on how to adapt each solution to mobile use. You'll be able to switch breakout groups to cover multiple topics while you engage in thought-provoking discussions with your peers. This is a roll-up-your sleeves, solutions-based session, so come prepared to learn from your colleagues and leave with actionable ideas. 🧑‍💻

Candidate Engagement: The Blueprint to an 85% Response Rate

Stacy Zapar, founder, Tenfold and The Talent Agency

Sourcing in today's talent market involves both identification and engagement. It has become easier than ever to find

great talent—the real trick is getting candidates to respond to your outreach. In this session led by Stacy Zapar, the “most connected woman on LinkedIn” for several years running, you'll learn a variety of actionable tips, tricks, and strategies that have consistently led to an 85%+ response rate when proactively sourcing candidates. See which tools, outreach strategies, and engagement techniques work best, are easy to implement, and lead to real results. 💰

Strategic Brilliance: Simple Secrets to Effective Leadership

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

Effective leadership isn't about crafting a brilliant strategy. It's about creating a workable strategy that can be brilliantly executed by your team. In this unique workshop with Scott Wintrip, author of *High Velocity Hiring: How to Hire Top Talent in an Instant*, attendees will discover simple secrets to creating practical strategies for key objectives—such as faster growth, market expansion, and improved profitability—as well as the four failure factors that undermine strategic initiatives. Special hand-picked leaders will join Wintrip for part of the program, sharing how they've leveraged key attributes of top leaders—including practical humility and helicopter leadership—and how they've overcome a common issue impacting many staffing leaders—nice person syndrome. 💰

Compensation Plans on Steroids: Drive Performance, Revenue, and Gross Profit

Tom Kosnik, president, Visus Group

A great compensation plan is a critical

piece to the success of a staffing firm. It can either motivate or discourage sales representatives and recruiters, depending on how it's structured. The pressure to perform in sales and recruiting is huge, and too often reactive, misaligned, and ineffective initiatives are put in place—rarely yielding the desired effects. One thing you can do to keep this from happening is to break your team into manageable sections, using the various sales levers of strategy, structure, people, and process. This workshop will teach you to use these levers in developing an engaging compensation plan that will drive performance, revenue, and profit. 🔍

WORKSHOPS

11:30 a.m.–12:30 p.m.

Running an Efficient Back Office to Maximize Profitability

Facilitated by Judi Bell, chief operating officer, People 2.0

Competition is fierce. Profit margins are thin. Staffing firms are exhausting all options to gain more strategic advantages and get ahead. Through all that effort, you need to ensure that your back office is running efficiently. While exploring the latest best practices for operating an efficient back office, this session will address maximizing efficiencies in your billing process, risk management, credit, key performance indicators and finance, intelligent dashboards, and more. The discussion topics are ideal for owners who are interested in growing their business and want to learn how to best leverage technology as a competitive advantage. 💰

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— Wendy Benning-Swanson, President / CEO, VERUM Technical Staffing

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SESSION DESCRIPTIONS: THURSDAY, OCT. 26

Women in Leadership—Managing Talent: How Strong Is Your Bench?

The key to succession planning is having a strong bench. But often it is hard to grow the business, advance your own career, and ensure you have a team that is capable and ready to move into key professional and leadership positions. Learn from staffing executives who have excelled at identifying future leaders in their firm and built a bench of performers to help their company achieve success. This session is designed for midlevel executives and entrepreneurs.

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Building an Effective Delivery Model Within a Talent Supply Chain

Facilitated by **John Healy**, chairman, corporate members committee, and vice president, *World Employment Confederation*

The managed service provider (MSP) business model and the gig economy have disrupted the traditional retail

staffing business model. While many organizations have seen these points of disruption as threats to their business, others have used them as opportunities to expand. Hear from those on the front line—the companies who are deploying these models—as well as from those staffing company owners who have been able to seize the opportunity that the changing market conditions have created.

Robotics and Humans at Work—Staffing Solutions of the Future

Facilitated by **Jason Leverant**, TSC, CSP, CSC, CHP, president and chief operating officer, *AtWork Group*

The potential for robots to hijack sourcing and recruiting functions is causing angst among some staffing professionals. Refresh your perspective and hear how robots can enhance the staffing industry, working side-by-side with humans. This workshop will feature working relationships that emerge within companies that use both temporary workers and robots. The discussion will unveil today's evolving workforce and prove that both internal and temporary associates can work successfully with

robots. Attend this workshop for a vision of a truly comprehensive workforce solution.

Protecting Temporary Workers: Roles and Responsibilities of Host Employers and Staffing Firms

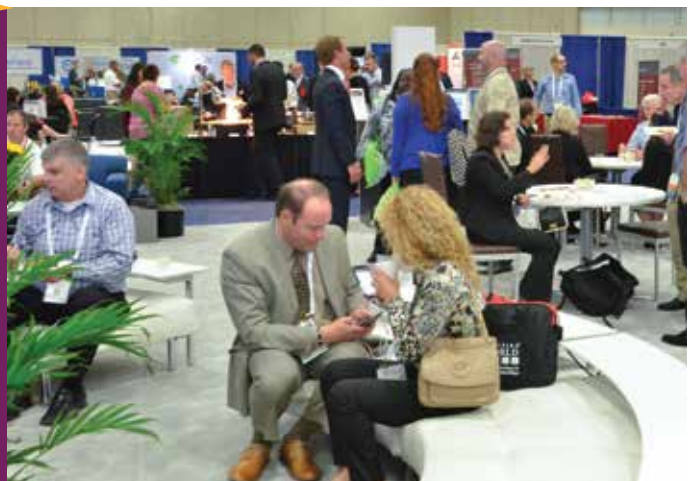
Amy K. Harper, Ph.D., director for workplace safety initiatives, *National Safety Council*; **Gary D. Lescallett**, assistant regional administrator for enforcement programs, *U.S. Occupational Safety and Health Administration*

Sharon Pancamo, dual CSHO, occupational safety manager, *Elwood Staffing Services*

Promoting and ensuring temporary worker safety and well-being is the responsibility of every staffing firm. In fact, the U.S. Occupational Safety and Health Administration's Temporary Worker Initiative says that both host employers and staffing firms have roles in complying with workplace health and safety requirements, and that they share responsibility for ensuring temporary worker safety and health. Amy Harper of the National Safety Council will join industry safety expert Sharon Pancamo and OSHA assistant regional administrator Gary Lescallett to review a fictional case study, created jointly

NEW THIS YEAR: BRAIN DATES

Everyone has a story to tell and lessons to teach. Brain Dates remove the barriers to networking and help you get to the meaningful conversations right away. These one-on-one learning meetings with fellow participants are scheduled before going to the convention, and are based on what you're interested in. Visit the Brain Dates page in the ASA Central Staffing World Community at asacentral.americanstaffing.net to learn more.





SESSION DESCRIPTIONS: THURSDAY, OCT. 26



Hiring Internal Talent
& Leading People



Revenue Retention
& Growth



Business Management
& Administration



Compliance & Risk
Management

by ASA and NSC in alliance with OSHA, using OSHA citations as a guideline. Pancamo will also share her experience with the Safety Standard of Excellence® program, created by ASA and NSC.

SPECIAL OWNERS SESSION (PART II)

12:30–2:30 p.m.

Developing High-Performance Teams Within a Culture of Commitments and Accountabilities

Bruce Hodes, president and founder, CMI; Leo Sheridan, chief executive officer, Advanced Group of Cos.

Business owners will benefit greatly from the ideas, techniques, and tips that renowned consultant Bruce Hodes shares to help them scale their businesses. Hodes has advised hundreds of companies and has spent two decades specifically with the Advanced Group of Cos., helping to position it as one of the largest staffing firms in the country. As an owner, Leo Sheridan will join Hodes to reveal what he's learned from starting his business in 1988 and growing it to \$200M in revenue. Participants may choose to attend one or both parts of this two-day session. They will receive exercise workbooks, a copy of Hodes's latest book, and additional powerful tools.

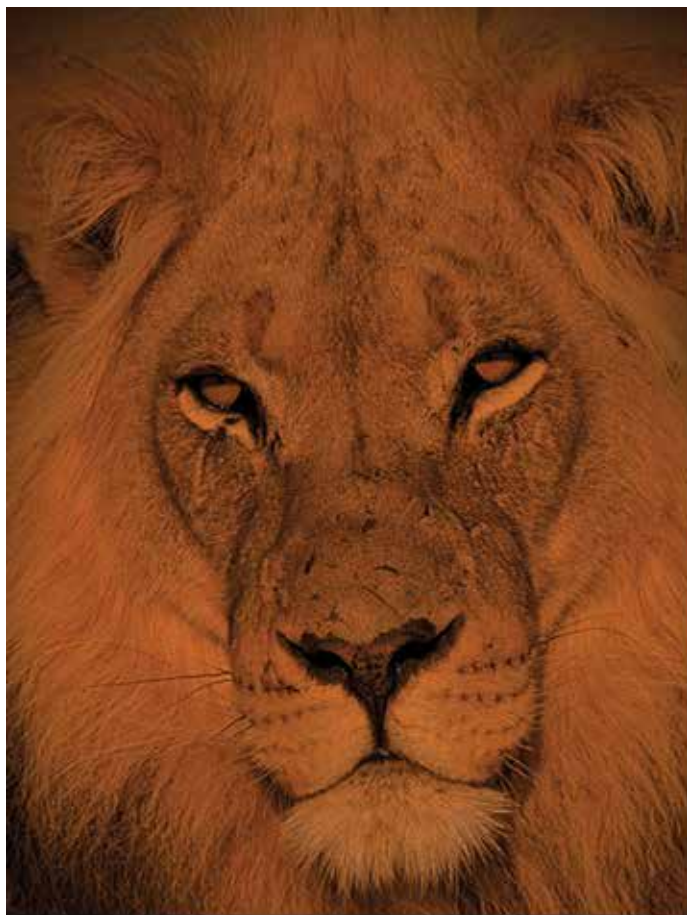
■ Part I (Wednesday, Oct. 25, 12–2 p.m.)

- Developing high performing leadership teams
- Creating a high-performance culture with exceptional talent
- Mission and vision—what's your purpose?

■ Part II (Thursday, Oct. 26, 12:30–2:30 p.m.)

- Strategic planning
- Execution and operational discipline
- Meeting flow that truly works and makes a difference

Limited seats are available at this reservation-only workshop. Register for Staffing World first, then send an email to



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SESSION DESCRIPTIONS: THURSDAY, OCT. 26

elawson@americanstaffing.net to reserve your spot. Please indicate in the subject line, "Bruce Hodes Consulting Session," and add "Wednesday," "Thursday," or "Both" in the message. 🧑

IDEA LABS

12:45–1:15 p.m.

ASA Market Intelligence—What, Where, and How

Cynthia Poole, director of research, American Staffing Association

ASA has a wealth of staffing industry information. Join this Q&A session to find out what research and data are available, where to access the resources, and how the information can be used to support data-driven business decisions.



12:45–1:45 p.m.

Digital Marketing Simplified

Facilitated by Adam Bleibtreu, chief marketing officer, On Assignment Inc.

Digital marketing is so much more than search engine optimization. While staffing firms are trying to increase website visits, they also must be concerned with increasing their firm's overall online presence and visibility to potential clients and candidates. This hands-on session will share how to effectively employ email campaigns and search engine optimization for job posts, and how to develop content for social media channels. Learn how to apply current digital marketing techniques specifically designed to improve inbound candidate flow and increase client awareness. 💰

WORKSHOPS

2:30–3:30 p.m.

Immigration-Related Inquiries of Temporary Workers—Know Your Liability

Helen Konrad, Esq., director, immigration practice group, McCandlish Holton PC

As staffing firms strive to meet client demand, they often are faced with increased client involvement in the process of screening and hiring workers for temporary assignments. Clients may request that staffing firms screen applicants based upon citizenship or visa status—or even require staffing firms to furnish Form I-9 documentation (the sharing of which is illegal). Immigration laws can be murky legal territory, and what constitutes unlawful citizenship and national origin discrimination is often unclear. Attend this session with one of the top immigration lawyers in the country as she teaches you what you can and cannot share with client companies, and how to educate clients and avoid legal exposure. ⚠️

Get in the Driver's Seat: Maximizing That VMS Partnership You Didn't Really Want

Linda Sasser, president, Impact Performance Group

"The client is bringing in a third-party vendor management system (VMS)." While your first reaction may be to groan when you hear this news, VMS companies often share the same goals as staffing providers—they want to save the client money, streamline their staffing needs, and provide the information that data-hungry clients want to make better decisions. They just approach these objectives from an entirely different angle. Join staffing industry professional

**DON'T MISS THIS GREAT NETWORKING OPPORTUNITY**

Network with old and new friends, continue conversations with exhibitors, and shop the expo hall during this year's Networking Reception, Wednesday, Oct. 25, 5–7 p.m.



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**Hiring Internal Talent
& Leading People****Revenue Retention
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Management**

SESSION DESCRIPTIONS: THURSDAY, OCT. 26

and leadership expert Linda Sasser to hear how you can use your industry expertise, communication skills, and influence to finesse your relationship with third-party VMS companies and the client. You will learn to identify and work toward common goals with the VMS; establish positive communication and a good relationship; utilize data provided by the VMS to make better decisions; and more. 💰

Situational Leadership

Mary B. Lucas, CSP, chief talent officer,
Supplemental Health Care

Situational Leadership II is one of the most widely-taught leadership models because of its ability to help people excel as self-leaders and as leaders of others. Experience it first-hand, as staffing industry executive Mary B. Lucas leads you through practical exercises that enhance your capabilities in developing individuals, teams, and organizations; establishing effective relationships that bring out the best; and driving a common language of leadership in diverse teams. Attendees will receive materials that will help them employ this leadership model as soon as they return to the office. 🔍

Risk Management Best Practices to Increase Market Recognition and Profits

Facilitated by **Bill Nagel**, vice president and director, *PMC Insurance Group*

A panel of industry experts will provide insight on quality of insurance submissions, proper classification of clients and the workplace, credit and financial strength, reduction of costs based on reduced loss experience, risk management best practices, quality of workforce, safe work environments,

treatment of injured workers after an accident or injury, marketing of best-in-class risk management, and more. ⚠️

Reputation: From Service to Storytelling to Supercharge Your Growth

Eric Gregg, chief executive officer, *Inavero Inc.*

It's the core of trust in any business relationship, yet how strategic is your firm in cultivating, measuring, and amplifying its reputation? Join the staffing industry's leading expert on service quality for a lively, informative discussion on how to build, measure, maintain, and amplify your firm's reputation. Driven by feedback from more than 1.5 million client and job candidates analyzed over the past decade, the session highlights hard-earned lessons and pragmatic tactics for building a service worth talking about and amplifying the impact—both online and off. This session will help you translate service excellence to persuasive storytelling to drive your firm's growth in 2018 and beyond. 💰

Staffing as a Career—Using the Program and Getting Results

Facilitated by **Threase Baker, TSC, CSP**, president, *Abbttech Professional Resources*; **Brad Block, CSP**, vice president and principal, *Rotator Staffing Services Inc.*; **Susan Dietrich**, principal owner, *AllTek Staffing and Resource Group Inc.*

In the U.S., there are about 20,000 staffing and recruiting companies, which altogether operate around 39,000 offices. Staffing companies are hiring interns, entry level college graduates, and early career professionals at unprecedented levels for internal full-time positions. Promoting the staffing

**NEW**

WOMEN IN LEADERSHIP LEARNING SERIES

ASA is pleased to offer three workshops—designed for every career stage—at Staffing World this year as part of the ASA women in leadership learning series.

EMERGING LEADERS:

Establish a Strategy to Advance Your Career (Wed. 11–11:45 a.m.)

MIDLEVEL EXECUTIVES AND ENTREPRENEURS:

Managing Talent: How Strong Is Your Bench? (Thurs. 11:30 a.m.–12:30 p.m.)

SENIOR EXECUTIVES:

Convincing Venture Capitalists You're a Good Risk (Wed. 2:15–3:15 p.m.)

Members of the women in leadership interest group will be invited to attend a networking luncheon on Thursday, Oct. 26 from 12:30–2 p.m. **Interested in joining the group?** Log in to your ASA Central profile and click "Join a Section or Interest Group" to update your preferences.

Sponsored by

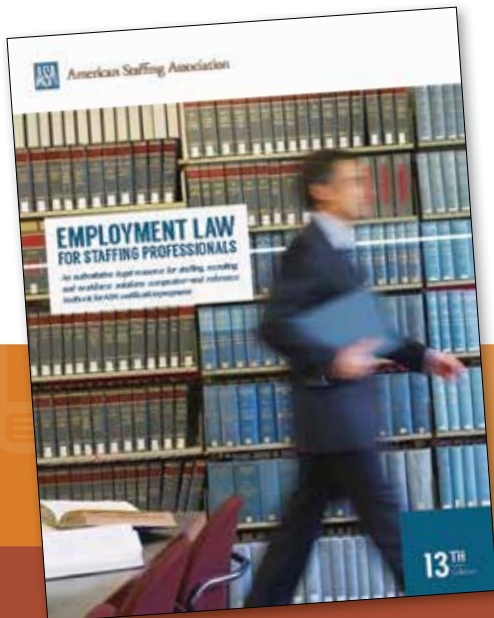


WOMEN IN LEADERSHIP

**INTEREST
GROUP**

Two Resources Every Industry Professional Should Have...

Updated editions of the industry's most important legal resources are available from the American Staffing Association.



Employment Law for Staffing Professionals—13th edition

This edition includes comprehensive updates and provides detailed practical guidance to help staffing and recruiting firms comply with employment laws. This book focuses on preventive measures and techniques aimed at reducing the risk of legal liability for employment law violations.

Co-Employment: Employer Liability Issues in Third-Party Staffing Arrangements—8th edition

This edition, written by ASA senior counsel Edward A. Lenz, addresses the legal and operational implications of co-employment situations and focuses on those critical areas affecting the terms and conditions of employment, such as employee benefits, workers' compensation, and labor relations.



Available in Print and Ebook Formats

These must-have legal resources are available in print and as ebooks—for Kindle and Nook as well as Apple and Android mobile devices. Industry professionals who are studying the text can use the ebooks to search and bookmark content.

Now Is the Perfect Time to Get Certified!

The ASA Certified Staffing Professional®, Technical Services CertifiedSM, and Certified Health Care Staffing Professional® packages now include the updated editions of the *Employment Law* and *Co-Employment* books. These ASA certification packages also feature updated workbooks, new video learning modules, and updated exam materials. Go to americanstaffing.net/certification for details.

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**Hiring Internal Talent
& Leading People****Revenue Retention
& Growth****Business Management
& Administration****Compliance & Risk
Management**

SESSION DESCRIPTIONS: THURSDAY, OCT. 26

profession can help tackle the internal talent shortage. This panel of staffing executives who serve multiple industries will share with attendees how they are using the ASA Staffing as a Career initiative and resources to identify and hire recruiters and sales representatives for their organizations. Learn about internship and management training programs, and how staffing firms are collaborating with local colleges and universities to recruit new employees to fill internal positions.

Staffing Solutions for a More Diverse Workforce

Facilitated by Richard Wahlquist, president and chief executive officer, American Staffing Association

With a tight U.S. labor market and numerous positions that go unfilled each year, it's imperative that companies take creative and inclusive approaches with their hiring. This session will identify both opportunities and challenges in building a diverse staff. From gaining buy-in and commitment from leadership to fostering employee engagement and benchmarking progress, the panelists

will show you how they developed comprehensive diversity programs at their firms. Learn exceptional ways to inspire individuals with diversities of thought, culture, experience, and physical abilities to work and thrive at your firm. Plus, see how diversity benefits your company's bottom line by positively affecting both productivity and staff morale.



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NETWORKING OPPORTUNITIES

NEW

BRAIN DATES

These one-on-one learning meetings with fellow participants take place throughout the convention, and are based on what you're interested in. Visit the ASA Central Staffing World Community to learn more.

NEW

WOMEN IN LEADERSHIP SESSIONS AND LUNCH

In honor of the association's newly formed women in leadership interest group, Staffing World will feature several workshops addressing the value of women leaders in the global staffing industry, and identifying leadership and advancement opportunities for women. The convention will also host a women in leadership networking lunch. See the session descriptions and agenda for more details.

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WELCOME MIXER

Tuesday, Oct. 24, 3–4 p.m.

Kick off your Staffing World experience at the first networking event. Meet ASA staff, volunteers, and board members. Enjoy hors d'oeuvres and refreshments. Catch up with long-time colleagues, and make connections with new ones, to start your week of networking, education, expo shopping, and fun.

EXPO GRAND OPENING

Tuesday, Oct. 24, 5:30–7:30 p.m.

Visit the largest, most comprehensive staffing industry expo. Enjoy hors d'oeuvres and cocktails. Gain fresh ideas and meet future business partners. Nowhere else will you be able to peruse, compare, and learn about so many staffing-specific products.

NEW

FIRST-TIME ATTENDEE BREAKFAST

Wednesday, Oct. 25, 7:30–8:30 a.m.

Is this your first time at Staffing World, the industry's largest convention and expo? If so, join other first-timers for a networking breakfast, where you'll receive tips about maximizing your convention experience and get to know your fellow attendees.

TRENDING INSIGHTS

Wednesday, Oct. 25, 11 a.m.–12:30 p.m.

Trending Insights consists of topic-specific roundtables that feature numerous small-group discussions—an ideal way to learn, network, and share strategies with peers. Staffing professionals explore common business issues and discuss practical solutions in this peer-to-peer format for three rounds of 30 minutes each.

NETWORKING LUNCHES

Wednesday, Oct. 25, 12–2 p.m.

Thursday, Oct. 26, 12:30–2:30 p.m.

Staffing World attendees and exhibitors have the opportunity to talk business, network, and enjoy each other's company over a hot lunch in the expo hall.

NETWORKING RECEPTION

Wednesday, Oct. 25, 5–7 p.m.

Network with old and new friends, continue conversations with exhibitors, and shop the expo hall while you enjoy hors d'oeuvres and cocktails. The expo hall features the industry's largest, most comprehensive staffing, recruiting, and workforce solutions marketplace.

ASA StaffingPAC INDUSTRY LEADER EVENT

(by invitation only)

Wednesday, Oct. 25, 7–9 p.m.

The industry leader event is a special evening of great food and entertainment. To find out how you can become an industry leader and receive an invitation to attend, contact Krissy Bailey at 703-253-2036 or kbailey@americanstaffing.net.

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STAFFING WORLD GRAND FINALE

Thursday, Oct. 26, 7:30–11 p.m.

Celebrate with new and old friends at this festive event, where you'll enjoy food, drinks, and spectacular entertainment by Kool & the Gang. A cocktail reception begins at 7 p.m.

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The Safety Standard of Excellence program has been designed by the American Staffing Association and the National Safety Council to encourage staffing companies to adopt workplace safety best practices and standards, and to foster and measure continuous safety improvements across all industry sectors.



Learn more about the Safety Standard of Excellence program at americanstaffing.net/SSE, where you'll find program criteria, a preliminary assessment tool, and much more.



EXPERIENCE THE WORLD-CLASS EXPO

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

EXPO HOURS AND EVENTS

TUESDAY, OCT. 24

5:30–7:30 p.m. Expo Grand Opening

WEDNESDAY, OCT. 25

10 a.m.–7 p.m. Expo open
 10–11 a.m. Refreshment break in the Expo
 12–2 p.m. Networking lunch in the Expo
 12:30–1:45 p.m. Idea Labs in the Expo
 3:15–4:15 p.m. Refreshment break in the Expo
 5–7 p.m. Networking reception in the Expo

THURSDAY, OCT. 26

10:30 a.m.–2:30 p.m. Expo open
 10:30–11:30 a.m. Refreshment break in the Expo
 12:30–2:30 p.m. Networking lunch in the Expo
 12:45–2 p.m. Idea Labs in the Expo

DON'T MISS THE EXPO GRAND OPENING!

Staffing World attendees always rave about the expo—it's the world's largest industry marketplace. Don't miss the Expo Grand Opening. And throughout the convention, enjoy networking lunches, visit the ASA Booth, and so much more at the one and only Staffing World expo. Go to staffingworld.net for more expo details.



40+ PRODUCT AND SERVICE CATEGORIES

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

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

Categories subject to change.

A photograph of three people walking on a city street. In the center, a woman with long dark hair wears a wide-brimmed dark hat and a patterned scarf, laughing joyfully. To her left, a woman with curly red hair smiles. To her right, a person in a black leather jacket is partially visible. The background shows a blurred city street with cars and buildings.

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CHECK OUT ASA IN THE EXPO HALL

The ASA booth is always a hub of activity and networking throughout *Staffing World*. Meet up with your colleagues, talk 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 ASA's 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.
- **StaffingPAC**—Get updates on the ASA political action committee's activities and hear about political candidates who support the industry.
- **Bookstore**—Purchase best-selling books by Staffing World presenters.
- **ASA Central online**—Learn how to update your profile and connect with your peers. Visit asacentral.americanstaffing.net.
- **Charging station**—While you enjoy your visit to the ASA booth, plug in your mobile device and power up.

PROCLAIM YOUR PRIDE

Let conference attendees know who you are—or how you're feeling—by attaching ribbons to your badge that announce your chapter, committee, section, or even your attitude. "Fun ribbons" are available in the registration area.





FEATURED EXHIBITORS



AMGTIME

BOOTH: 1023

Software Systems; Software and Services, Web-Based; Time and Attendance; Payroll Distribution
Marine Galstyan ★ 800-960-3735 ext. 809
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AMGtime provides flexible time and attendance solutions, including software on both cloud and PC, top of the line biometric devices, mobile apps, specialized industry solutions, payroll integrations, and more. AMGtime is adaptable for basic to complex configurations and is simple to implement, providing organizations with the highest level of efficiency and ROI.



AUTOMATED BUSINESS DESIGNS

BOOTH: 901

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BARROW GROUP

BOOTH: 300

Health Insurance; Insurance and Employee Benefits; Workers' Compensation

Bob Barrow ★ 770-338-7392

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BOOTH: 1105

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FEATURED EXHIBITORS

**COATS****BOOTH: 718**

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**PEOPLNET****BOOTH: 418**

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sales@peoplenet.com ★ peoplenet.com

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adejak@snb.com ★ snb.com

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rina@zohocorp.com ★ zoho.com/recruit

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

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Access Capital	accesscapital.com		Bridgeport Capital Services	bridgeportcapital.com	
ADP LLC	adp.com/smartcompliance		Bridgware Systems	bridgware.net	
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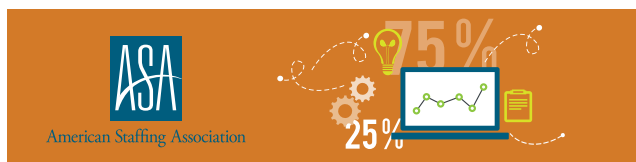
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AGR Financial LLC	agrfinancial.com	29	409
AkkenCloud	akkencloud.com	12	707
Automated Business Designs	abd.net	40	901
Barrow Group	barrowgroup.com	34	300
Bullhorn	bullhorn.com	9	401
CareerBuilder	hiring.careerbuilder.com	4	813
CHILDS Advisory Partners	childsadvisorypartners.com	21	no booth
De Bellas & Co.	debellas.com	36	no booth
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Jonathan Mildenhall is a world-renowned business executive and brand ambassador who has propelled profits at Airbnb. Mildenhall is also well-known for his creative work when he was with the Coca-Cola Co., when his "Open Happiness" campaign became the company's most awarded marketing platform in its history. Mildenhall will inspire you to think differently about your business to maximize success and profitability.



Mark Schulman has enjoyed an unprecedented career as a first-call drummer for world-class music artists, including P!nk, Cher, Foreigner, and Sheryl Crow. Schulman, who also helps lead a nonprofit organization that provides creative arts mentoring for at-risk children, has packaged his experiences to provide his audiences with strategies for creating breakthrough moments—whether in life or in business.



Mick Ebeling and his technology-driven solutions are the epitome of innovation. His organization's first project was an ocular tracking device, called the EyeWriter, which enables individuals with paralysis to communicate and create art using only eye movements. Ebeling aims to expand human potential through technology. He will share his unique mindset and forward-thinking strategies that can help you and your company tackle any challenge.

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AD INDEX, *continued*

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Madison Resources	madisonresources.com	39	200
Monster	monster.com/staffing	11	701
R.A. Cohen Consulting	racohenconsulting.com	27	828
Seacoast Business Funding	seacoastbusinessfunding.com	54	no booth
Staffing Industry Analysts	collaboratingigeeconomy.com	51	515
Sterling National Bank	snb.com/payroll	16	607
Tannenbaum Helpert Syracuse & Hirschtritt LLP	thsh.com	25	no booth
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World Wide Specialty Programs Inc.	wwspi.com	inside front cover	601

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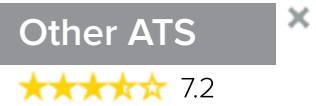
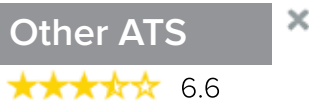
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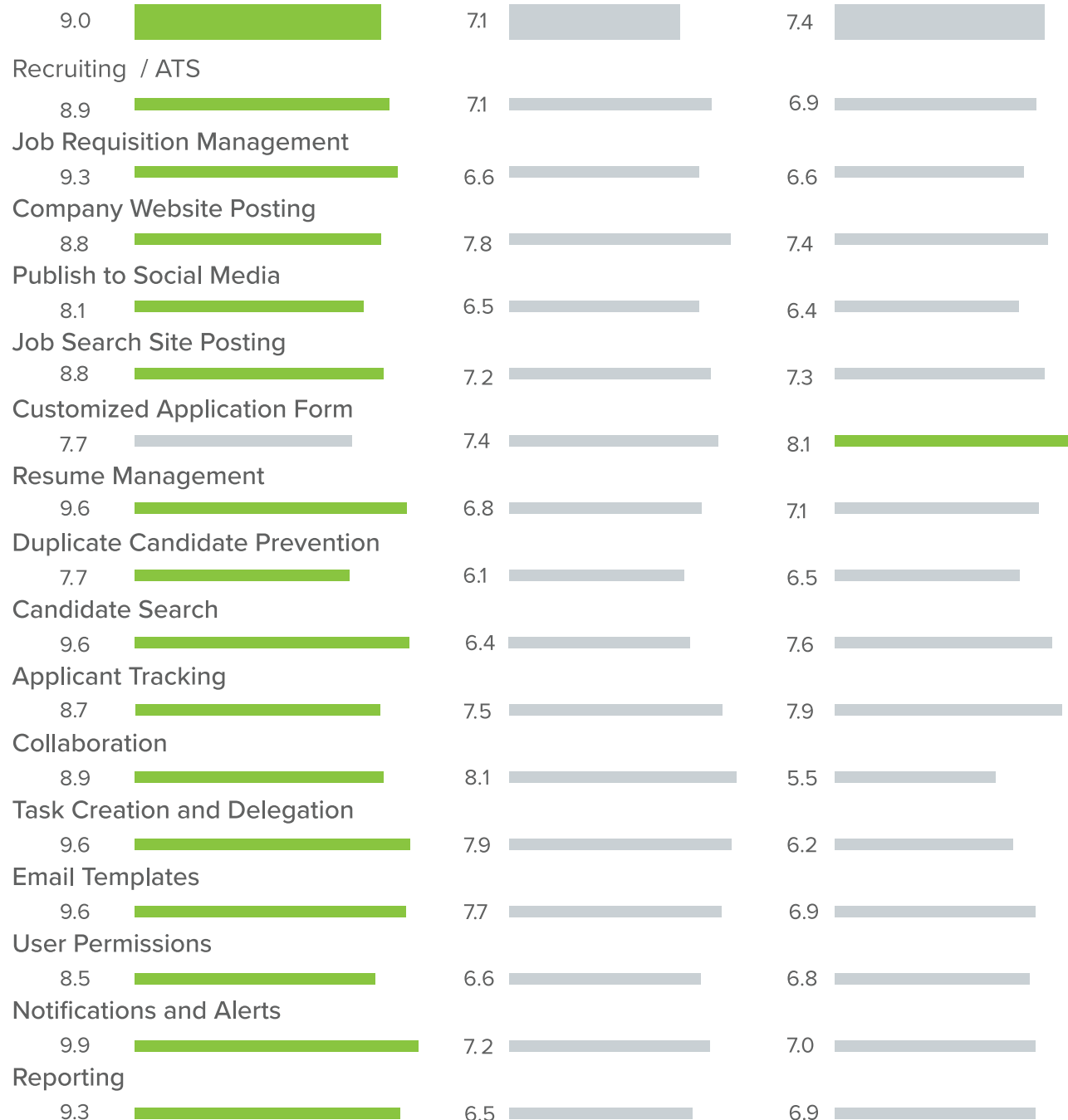
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