



## **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 work.**



**ASA and its member companies are shaping  
the future of work.**





# Serving the Staffing Industry, Shaping the Future of Work

The American Staffing Association is an organization like no other. It is a community of thought leaders, a highly effective advocacy group, a provider of cutting-edge learning opportunities, a conduit for strategic connections and technology solutions, and much, much more.

ASA members—who represent the very best companies in the staffing, recruiting, and workforce solutions industry—tell us that ASA is an exceptional organization because it plays a critical role in supporting their success every day. ASA takes great pride in that because what its members do is vitally important.

Each week, staffing companies employ more than 3 million temporary and contract employees nationwide—providing businesses the talent they need, employees the work they want, and helping the economy grow.

On the following pages, you'll see valuable resources and strategic opportunities that come with your ASA membership. This is of course just a snapshot. Being an ASA member is a multifaceted, comprehensive experience that fuels your company's success.

Thank you for experiencing ASA.



Richard A. Wahlquist  
President and CEO



## Be a Part of the Nation's Strongest Staffing Advocacy Efforts

- Five Decades of Success at Federal, State, and Local Levels
- Public Policy Rapid-Response Teams in High-Risk States
- Grassroots Campaigns
- Partnerships With Government Agencies
- PR Outreach to Improve Industry Perception and Position



## Protect Your Business Through Enhanced Legal Compliance

- Model Contracts
- Best Practices
- Sample Operational Policies
- Record-Keeping Requirements
- Tool Kits—Joint Employment and Indemnity
- Issue Papers on Legal Topics
- E-Verify Laws



## Gain Valuable and Timely Legal Education and Information

- Four ASA Certification Programs
- Staffing-Specific Laws—Federal, State, and by Sector
- ASA Staffing Law Conference
- Webinars on Legal Topics
- Monthly ASA Legal Line Video Series
- Safety Standard of Excellence Program



## Stay on Top of the Latest Legal Compliance News

- Daily Legal Watch in *Staffing Today* Newsletter
- *Staffing Law* Newsletter
- Timely Legal and Legislative Updates and Issue Alerts
- *Employment Law for Staffing Professionals*
- *Co-Employment: Employer Liability Issues in Third-Party Staffing Arrangements*



## Connect With Industry Peers on Legal Topics

- ASA Legal Team of Attorneys
- ASA Central—Exclusive Online Community
- ASA Staffing Law Conference
- Staffing World®—ASA Convention and Expo
- Regional Councils and State Chapters



Legal Resources

Compliance

Guidance

# STRONG ADVOCACY

ASA keeps members up-to-date on staffing law developments and **advocates on behalf of the staffing, recruiting, and workforce solutions industry.** ASA tracks and engages on hundreds of federal and state bills, court decisions, and agency rulings each year, and provides member companies with comprehensive legal and compliance information and resources to help them manage and protect their businesses.





## Attend National and Regional Events

- Staffing World®—ASA Convention and Expo
- ASA Staffing Law Conference
- Regional Staffing Symposiums
- Local Networking Events



## Engage With Your Industry Peers

- Online Communities
- Sector-Specific Member Groups
- Searchable ASA Member Directory
- Live Webinar Discussions
- Interest Groups
- Town Hall Forums



## Get Involved in Membership Sections

- Sector-Specific Volunteer Opportunities
- Town Hall Forums for Each Section
- Section Networking at Events
- Sector-Specific Social Media Resources



## Take Advantage of Leadership Opportunities

- Women in Leadership Interest Group
- Mentor Match Program
- Inclusion and Diversity Interest Group
- Staffing World Ambassadors
- Staffing as a Career Initiative
- Committees, Taskforces, Councils, and Interest Groups

The background of the entire page is a blurred photograph of an audience seated in a conference hall, viewed from behind. The audience members are out of focus, creating a sense of depth and atmosphere. The lighting is soft and even.

Networking Events

Online Discussions

Sector Groups

# POWERFUL CONNECTIONS

ASA membership helps convene thought leaders, business partners, and industry experts to explore best practices, exchange ideas, share knowledge, and craft solutions. These **strategic connections provide an important network for your company, which can lead to new business opportunities** and continued growth.





## Prepare Employees for Success

- Lexicon of Industry Terms and Usage
- RightSkill Recruiter Program™
- Targeted ASA Webinars
- Search and Placement Communication Guide
- Communicating With Job Seekers Handbook



## Track Trends for Informed Decisions

- Daily, Monthly, and Quarterly Publications
- Research Bulletins and ASA Workforce Monitor Infographics
- Marketing Tools and Industry Information
- Staffing Industry Statistics
- Market Data by State
- Occupational Sector Profiles



## Connect With Colleagues

- Online Community Discussions on Timely Topics
- Section Communities and Discussions
- Staffing World®—ASA Convention and Expo
- ASA Staffing Law Conference
- Regional Events
- Live and On-Demand ASA Webinars
- Virtual Town Hall Forums



## Understand Important Compliance Issues

- Four Prestigious Employment Law Certification Programs
- Monthly ASA Legal Line Video Series
- Issue Papers on Timely Industry Topics
- Comprehensive Legal Books: *Employment Law for Staffing Professionals* and *Co-Employment: Employer Liability Issues in Third-Party Staffing Arrangements*



## Download Valuable Best Practices

- Temporary and Contract Employee Safety
- Workers' Compensation
- Model Contracts
- Social Media Usage



Certification Programs

Webinars

Industry Events

# INNOVATIVE EDUCATION

ASA members have access to the industry's **most comprehensive and respected educational resources**. Members cultivate knowledge and expertise that sets them apart from their competition, enhances operations, and protects them from legal pitfalls.





## Use Benchmarking Data to Drive Decisions

- Staffing Turnover and Tenure Data
- ASA Staffing Compensation & Benefits Survey
- ASA Operations Benchmarking Survey



## Be Prepared for Industry Changes and Opportunities

- ASA Data Dashboard
- Analysis and Reporting of Current Government Data
- Weekly ASA Staffing Index
- Quarterly Employment & Sales Survey
- ASA Annual Economic Analysis—Staffing Industry Playbook
- Research and Data Reported Daily in *Staffing Today*



## Utilize Reliable Data and Research to Drive Business Decisions

- ASA Skills Gap Index Presentation for Clients
- Downloadable Staffing Stats Infographics
- State-Level Staffing Industry Statistics
- Occupational Sector Profiles
- ASA Workforce Monitor® Series—Employment Trends
- ASA Staffing Employee Survey—Data About Temporary Workers
- Supplemental Nursing Research



## Connect With Experts, Gain Data Insights

- BLS Monthly Employment Data
- Gross Domestic Product
- Federal Reserve Beige Book Interactive Summary
- Labor and Economic Research
- Research by ASA Members
- Quarterly ASA State of the Industry Webinars



Industry Research

Benchmarks

Data-Driven Strategies

# STRATEGIC INTELLIGENCE

ASA members tap into research and data resources that have a direct impact on their business decisions. From valuable **government economic data to industry sector-specific information, ASA delivers the strategic intelligence your company needs** to make important decisions.



## **Develop Your Thought Leadership Connections**

- Managed Services Forum
- Roundtables for Owners, CEOs, and CIOs
- Women in Leadership Interest Group
- Inclusion and Diversity Interest Group
- Jobs for America's Graduates–ASA Partnership
- OSHA–ASA Alliance
- ASA–National Safety Council Partnership
- Leadership Councils
- Peer Advisory Groups



## **Maximize Operational Excellence for Your Company**

- Leadership and Volunteer Opportunities
- Webinars on Business Management and Administration
- Revenue Retention and Growth Strategies
- Compliance Issues and Managing Risk



## **Stay on Top of Technology Trends and Solutions**

- Industry-Specific Content on Automation Trends
- ASA Workforce Monitor® Infographics and Data
- Leadership Forums and Content
- Staffing Industry Technology Ecosystem Map



## **Promote the Staffing and Recruiting Industry**

- National Awards Programs
- Public Relations Committee and Industry Marketing Subcommittee
- Staffing Advocacy Opportunities
- Staffing as a Career Initiative
- Internal Corporate Hiring Resources



A woman with blonde hair and red lipstick is shown in profile, speaking at a podium. The background is a soft, out-of-focus mix of white and light brown tones.

Leading Change

Disruptive Innovation

Strategic Strength

# MEANINGFUL LEADERSHIP

ASA members are **forward-thinking industry leaders and innovators who tap into powerful association resources and networks.** Owners and c-suite executives as well as aspiring company leaders maximize their potential when they engage with the association and its networks.



# Experience ASA.



“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 company and the industry.”

—Adam Hatcher, Esq., CSP  
MAU Workforce Solutions

“I am so glad that I became an ASA Certified Staffing Professional, and I look forward to maintaining my credential. This industry is fast-paced and always changing, so it is important to keep up.”

—Emily Sullivan, CSP, Westaff





# Experience Success.

“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, CSP, TSC, CSC  
AtWork Group

“ASA provides timely, high-quality analysis of the most important issues and developments facing the staffing industry today, as well as a forum for the exchange of ideas and a multitude of networking opportunities. I am very impressed with the quality of ASA legal and advocacy initiatives.”

—Thomas Kernan, CHP  
Staff Stat Professionals

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

—Patti Hampton, CSP  
Nonprofit HR



American Staffing Association

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[americanstaffing.net](http://americanstaffing.net)

