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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.

**Staffing World delivers premier executive education you won't find anywhere else**. Worldrenowned 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.



**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.



**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 three days. Test products, compare services, and make deals. The Staffing World expo, featuring the Tech Park and technology-focused presentations, 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.









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The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA and its state 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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## **STAFFING WORLD SPONSORS**

The American Staffing Association is pleased to recognize all of its sponsors for Staffing World 2018—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, 2018.



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**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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## EARNING



## SV

## DON'T MISS THIS

BACK BY POPULAR DEMAND! STAFFING WORLD TECH PARK

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

#### STAFFING WORLD WELCOME MIXER

Monday, Oct. 15, 4-6 p.m.

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.

#### **EXPO EXTRAVAGANZA**

Tuesday, Oct. 16, 5:30-7:30 p.m.

Each year the expo reception showcases the largest, most comprehensive expo in the industry. Enjoy food and drinks with your colleagues during this festive yet strategic visit with exhibitors.

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#### ASA NATIONAL STAFFING EMPLOYEE OF THE YEAR AWARD

Meet the 2019 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* 



## **NOVATION LEADERSHIP**

#### EXPERIENCE THE EXCLUSIVE SHOW

#### ANDY GRAMMER TO HEADLINE THE GRAND FINALE

Don't miss a once-in-a-lifetime opportunity to attend this private concert at Staffing World 2018. Multiplatinum-selling pop artist Andy Grammer is all about inspiring and empowering the world by communicating his truths through his music. The first male pop star in a decade—since John Mayer—to reach the Top 10 at Adult Pop Radio on his first two singles, Grammer has taken the music world by storm with a succession of anthemic pop hits, six of which are certified gold or better. His debut album featured the platinum singles "Keep Your Head Up" and "Fine by Me." Other hits include "Honey, I'm Good," "Good to Be Alive (Hallelujah)," "Fresh Eyes," and "Give Love."

The Grand Finale also will feature a performance by the musical and political comedy group, the Capitol Steps.

Staffing World Grand Finale sponsored by







## STAFFING WORLD 2018 AGENDA

Schedule subject to change. All convention events take place at the Gaylord National Resort & Convention Center, unless indicated otherwise,

#### MONDAY, OCT. 15

8 a.m5 p.m. Board of Direct	tors 7:15
Meeting	
9 a.m12 noon Chapter Leade	rship
Meeting	7:30
12–1:30 p.m. Leadership Aw	ards 7:30
Lunch (invitatio	n only) 8:30
2-3:30 p.m. Section Counc	il
Leaders Meeti	ng <b>10-</b>
2-3:30 p.m. Regional Coun	cil
Leaders Meeti	ng <b>10</b> a
<b>3-6 p.m.</b> Registration O	ben <b>10:1</b>
4–6 p.m. Welcome Mixe	r
6:30-9 p.m. Board of Direct	tors <b>11</b> a
Dinner (invitation	on only) <b>12:1</b>

#### **TUESDAY, OCT. 16**

TUESDAT, UGT. I		12:15-2 p.m.	Lunch in the Expo
7-8:15 a.m. 7:30-8:30 a.m. 7:30-8:30 a.m. 7:30 a.m7:30 p.m 8:30-10 a.m.	Legal and Legislative Committee Meeting, With Breakfast Breakfast First-Time Attendee Breakfast Registration Open Opening General Session With Jeremy	2-3:45 p.m. 3:45-4 p.m. 4-5 p.m. 5-7 p.m. 6:30-11 p.m.	Immersion Programs Refreshment Break Outside Workshops Workshops Networking Reception in the Expo StaffingPAC Industry Leader Event (invitation only)
	Gutsche		
10-10:30 a.m.	Refreshment Break	THURSDAY, OCT.	18
	Outside General		
	Session	7:45-8:45 a.m.	Education and
10:15-10:45 a.m.	Book Signing With		Certification
40.45 40	Jeremy Gutsche		Committee Meeting,
10:45 a.m12 noor		0.0	With Breakfast
	Discussions and Workshops	8–9 a.m. 8 a.m.–5 p.m.	Breakfast
12:15-2 p.m.	Networking Lunch and	9–10:30 a.m.	Registration Open General Session
12.10 <sup>-</sup> 2 p.m.	Annual Membership	J-10.30 a.m.	With Anders Sorman-
	Meeting		Nilsson
2-7:30 p.m.	Expo Open	10:30-11:15 a.m.	Refreshment Break in
2:15–4 p.m.	Workshops and Tech		the Expo
-	Park Presentations in	10:30 a.m2:30 p.m.	Expo Open
	the Expo	10:45-11:15 a.m.	Book Signing With
3:30-4:15 p.m.	Refreshment Break in		Anders Sorman-
	the Expo		Nilsson
4:15-5:30 p.m.	Section Forums	<b>11:30</b> a.m <b>12:30</b> p.m.	Workshops
5:30-7:30 p.m.	Expo Extravaganza		

#### WEDNESDAY, OCT. 17

Staffing as a Career

Committee Meeting,

With Breakfast

Molly Fletcher

**Registration Open** 

**Book Signing With** 

Workshops and Tech

Park Presentations in

Molly Fletcher

General Session With

Refreshment Break in

Breakfast

the Expo

the Expo

Expo Open

5-8:15 a.m. 0-8:30 a.m. 0 a.m.-7 p.m. 0-10 a.m. 10:45 a.m. a.m.–7 p.m. 15-10:45 a.m. a.m.-12:15 p.m. Workshops 12:15-1:45 p.m.

7:45-8:45 a.m.	Education and
	Certification
	Committee Meeting,
	With Breakfast
8-9 a.m.	Breakfast
8 a.m5 p.m.	Registration Open
9-10:30 a.m.	General Session
	With Anders Sorman-
	Nilsson
10:30-11:15 a.m.	Refreshment Break in
	the Expo
10:30 a.m2:30 p.m.	Expo Open
10:45-11:15 a.m.	Book Signing With
	Anders Sorman-
	Nilsson
11:30 a.m12:30 p.m.	Workshops

#### 12:30-2 p.m.

12:30-2:15 p.m. 12:45-2 p.m. 12:45-2:15 p.m. 2:30-3:30 p.m. 3:30-3:45 p.m.

3:45-5 p.m.

7-11 p.m.

**Employee Safety** Committee and SSE Forum, With Lunch (invitation only) Lunch in the Expo Women in Leadership Interest Group Networking Lunch (invitation only) Workshops and Tech Park Presentations in the Expo Workshops **Refreshment Break Outside General** Session **Closing General** Session With Mel Robbins **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 when you register by Sept. 14. After that date, regular/on-site registration prices apply.

#### **MEMBER DISCOUNT**

ASA members enjoy a significant discount on Staffing World 2018 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 2018.

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PACKAGE PRICING	1	CONVENTION and EXPO	EXPO ONLY		GUEST
		Full	Wed. 10/17	Thur. 10/18	Full
Keynote Presentations		•			
Educational Sessions					
Ехро					
Monday Welcome Mixer		•			
Tuesday Breakfast					
Tuesday Refreshment Breaks		•			
Tuesday Lunch					
Tuesday Expo Extravaganza					
Wednesday Breakfast					
Wednesday Refreshment Break					
Wednesday Expo Hall Lunch					
Wednesday Networking Receptio	n				
Thursday Breakfast					
Thursday Refreshment Break					
Thursday Expo Hall Lunch					
Thursday Grand Finale		•			
Full Workshop Recordings					
ADVANCE: Through Sont 14	MEMBER	\$2,195	\$525	\$365	\$865
ADVANCE: Through Sept. 14	NONMEMBER	\$3,165	\$675	\$515	\$1,015
REGULAR: After Sept. 14	MEMBER	\$2,495	\$575	\$415	\$915
REGULAR: Alter Sept. 14	NONMEMBER	\$3,595	\$725	\$565	\$1,065

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#### 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.



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STAFFING WORLD 2018 LOCATION:

#### **GAYLORD NATIONAL RESORT & CONVENTION CENTER**

201 Waterfront St. (National Harbor) Oxon Hill, MD 20745

#### **SPECIAL GROUP RATE**

Staffing World attendees have a special room block set aside at the Gaylord National Resort where the convention takes place. This rate is available until Sept. 19, subject to availability.

Gaylord National Resort & Convention Center

201 Waterfront St. (National Harbor) Oxon Hill, MD 20745

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

Includes internet in sleeping room. Check-in for the Gaylord begins at 3 p.m. Checkout is at 11 a.m.

#### **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 2018 convention rate.

Call 888-236-2427 or 301-965-4000.

#### AIRPORT AND GROUND TRANSPORTATION

The Ronald Reagan Washington National Airport is 8 miles from the Gaylord National Resort & Convention Center, where Staffing World 2018 takes place and the host hotel for convention participants.

#### PARKING

On-site private vehicle parking is available at the convention center's garage. Enter the parking garage on Waterfront St., adjacent to National Harbor Blvd.

The daily self-parking rate is \$30. The daily valet parking rate is \$45. Parking rates may range from \$12 (hourly) to \$40. Payment is due when departing, and there are no in-and-out privileges.

Accessible parking is available in the Fleet, Mariner, and St. George garages. Parking questions? Call 301-965-4000.

#### ATTIRE

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

#### WEATHER

The metro Washington, DC, area enjoys October average highs of 68 degrees Fahrenheit. Average lows are 50 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







## FOUR WORLD-RENOWNED KEYNOTE SPEAKERS



#### **JEREMY GUTSCHE**

Chief executive officer, TrendHunter.com; innovation expert; and *New York Times* best-selling author

### Adapt and Disrupt: How to Innovate and Capture New Business Opportunities

Tuesday, Oct. 16 8:30–10 a.m.

**OPENING GENERAL SESSION** 

Sponsored by



The business world is experiencing its highest rate of change in modern history: In 10 years, 40% of Fortune 500 companies no longer will exist in a meaningful way, making it clear that no company can afford to stagnate. The time for innovation and disruption is now. Jeremy Gutsche of TrendHunter. com will deliver to the Staffing World audience a compelling keynote presentation that speaks to agile adaptation, disruption, innovation, and maximizing new business opportunities—and the strategies growth-focused companies must make their own if they want to succeed well into the future. He will challenge the Staffing World audience to define core values, and then move toward a new outlook on innovation, disruption, and adaptation.



#### **MOLLY FLETCHER**

Former sports agent, business consultant, and author

#### Inspiring Game-Changers: The Winning Strategies of Fearless Negotiators

SECOND GENERAL SESSION Wednesday, Oct. 17 8:30-10 a.m.

Sponsored by



Building on more than two decades of fierce negotiation experience as a high-profile sports agent, Molly Fletcher delivers to the Staffing World audience strategies that will inspire you and your colleagues to become game-changers within your company and approach negotiation fearlessly. As president of client representation for sports and entertainment agency CSE, Fletcher was one of the world's only female sports agents. She was hailed as the "female Jerry Maguire" by CNN as she recruited and represented hundreds of the biggest names in sports. Now Fletcher works with organizations to excel at the bargaining table, kickstart growth, and take advantage of new opportunities. She will pull from her vast experience and negotiating knowledge to challenge the Staffing World audience to trade comfort for courage, obstacles for opportunity, and circumstances for vision. She will deliver the strategies you and your company need to fear less and innovate more.



#### **ANDERS SORMAN-NILSSON**

Founder and creative director, Thinque; futurist; and innovation strategist

#### Digilogue: How to Win the Digital Minds and Analogue Hearts of Clients and Talent

How is your company keeping up with the speed of technology? Have you lost market share to digital disruptors? Some staffing companies may be careening into the digital future at top speed, while others maintain a slower, analogue approach. The most strategic businesses realize there is an important middle ground, which Anders Sorman-Nilsson calls "Digilogue"—a place where digital and analogue strategies converge to produce maximum results. At Staffing World, he will deliver proven strategies for thriving in a Digilogue environment—one where technology and digital solutions for staffing companies converge with the human touch and strategic partnership they can offer clients and talents. In the context of technology-driven disruption and solutions, Sorman-Nilsson also will offer a fresh and thought-provoking perspective on those unique aspects of the staffing business that should remain analogue—and how those analogue aspects will reclaim market share and amplify a brand's existing equity in an increasingly digital market.



THIRD GENERAL SESSION Thursday, Oct. 18 9–10:30 a.m.

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Tannenbaum Helpern Syracuse & Hirschtritt up

#### **MEL ROBBINS**

Entrepreneur, best-selling author, business consultant, and human behavior specialist

#### How the Five-Second Rule Can Transform Your Sales Strategies

Having the world at our fingertips has completely shifted the selling cycle, the client psyche, and the effectiveness of today's sales strategies. Highly successful entrepreneur and business consultant Mel Robbins will deliver to the Staffing World audience the vision, mindset, and tactics your company needs right now to guide a client's journey—from consideration to close. She will coach industry professionals on her successful five-second rule—a form of metacognition that can interrupt stagnating sales habits, prevent the perils of overthinking, and awaken the prefrontal cortex, making change and influence easier to accomplish. She will present the five-second rule in the context of helping you become more masterful at influencing people, engaging clients, closing the sale, and ultimately growing your business.

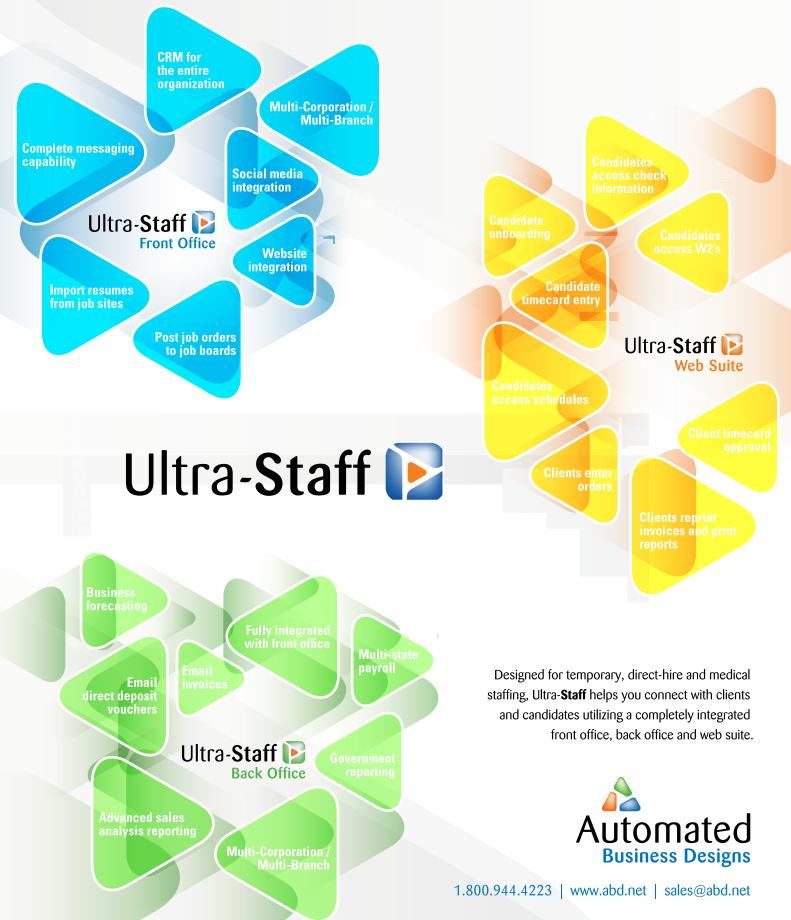


CLOSING GENERAL SESSION Thursday, Oct. 18 3:45–5 p.m.

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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 Certified<sup>SM</sup>, Certified Health Care Staffing Professional®, or Certified Search Consultant® credential. Learn more at *americanstaffing.net/certification*.

#### CONTINUING EDUCATION AT STAFFING WORLD 2018

By attending the various sessions and workshops at Staffing World, you can earn up to 17.25 continuing education hours required for ASA certification renewal including some legal CE hours.

<b>M</b>			p B
Certified Staffing	Technical Services	Certified Search	Certified Health Care
Professional	Certified"	Consultant"	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®, TSC<sup>SM</sup>, 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 11,000 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**



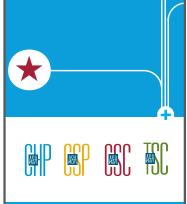
Staffing World sessions will be submitted to the HR Certification Institute for recertification credit hours.

#### MAKE YOUR CASE: WHY ATTEND STAFFING WORLD

Staffing World is the most important event in the staffing, recruiting, and workforce solutions industry. It's an investment in yourself, your company, and your future. Visit **staffingworld.net/convince** and use the tools and tactics provided to convince the right person at your company on why you should attend the convention and expo in metro Washington, DC, this year.







Learn more at americanstaffing.net/ certification.



#### **STAFFING WORLD 2018 EDUCATION SCHEDULE**

		τι	JESDAY, OCT. 16				
8:30–10 a.m.	<b>OPENING GENERAL S</b> <b>Adapt and Disrupt: H</b> (J. Gutsche)	ESSION: ow to Innovate and Cap	ture New Business Op	portunities	Jeren	Signing With ny Gutsche 15–10:45 a.m.)	
10:45 a.m12 noon ROUNDTABLE DISCUSSIONS AND WORKSHOPS	Roundtable Discussions	Manage and Lead a Top-Performing Sales Team (L. Sasser)	Top-PerformingLeadership:ales TeamAdvocating for			How to Conduct an Effective Post-Accident Investigation (N. DeJesse; M. Lies)	What Do Smart Financial Executives Want to Know? (R. Badolato; C. Bartlett; B. Elliott; J. Neff; S. Poole)
Tomonero	🕷 බූං (\$) 🕓 🚺	\$	<u>\$</u>	<u>چ</u> (\$			). Nell, S. Pobley
2:15-2:45 p.m. Workshops	টে Tech Park Presentations Staffing's Secret Sauce: Building a Sales Strategy and Execution That Wins (J. Mastel)						
3-4 p.m. WORKSHOPS	Tech Park Presentations	Address Your Int Talent Shortage- Implement a Co Recruiting Progr (Facilitated by T.	– Art and S llege Making E ram Great Ca				
	e	12		\$			
4:15-5:30 p.m SECTION FORUMS	Engineering, IT, and Scientific Social Networking and Recruiting: How the Game Is Changing in 2018 (M. Nagler)	Health Care The Price Is Right (Facilitated by S. Savitsky)	Industrial Innovation and Education: A Partnership to Close the Skills Gap (Facilitated by F. Britt)	Taking the Candidate Interview D	AdministrativeMTaking theECandidateaInterview DigitalA		Search and Placement       late     The Million Dollar Recruiter Mindset: How the Top 1% Think and Act (M. Lejeune)
	\$	\$	Britt)		\$	(	\$ \$

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



#### **STAFFING WORLD 2018 EDUCATION SCHEDULE**

WEDNESDAY, OCT. 17										
8:30–10 a.m.	SECOND GENERAL SESSION: Inspiring Game-Changers: The Winning Strategies of Fearless Negotiators (M. Fletcher) Book Signing With Molly Fletcher (10:15-10:45 a.m.)									
11 a.m12:15 p.m. WORKSHOPS	Capitalize on Industr Opportunities (Facilitated by C. Davidson)	(Facilitated by C. Davidson)Industry (Facilitated by K. Taunton)(B. Frydenlund; P. Turnes)(D. Keller; E. Novak)							pany	
12:15-1:15 p.m. Workshops	Tech Park Prese									
12:45-1:45 р.т. WORXSHOPS	Tech Park Presentations       Field Trip: Safety Assessment of the Gaylord National Hotel (S. Davis)							National Hotel		
1:15-1:45 p.m WORKSHOPS	Empowering All: Inclu (J. Sheehy; R. Tajudeer		nt With Disa	abilities	The ASA Leg Working for (K. Goodwin		Team an	ıd StaffingPA	c-	
2-3:45 p.m. IMMERSION PROGRAMS	2018's Most Innovative Technology Tools to Reshape Your Staffing Business (Facilitated by J. Essey)		Barriers: e Biggest s You Need and How am; T.	Operati Buildin Training (J. Char	D. Milhaupt)	Team Up: Strategies an Solutions for Industry's Bi Challenges (J. Bowling; A Papas; M. Wi	r the Iggest I. hitmer)	<b>The Staffi</b> <b>Show</b> (L. Malett; J. Thomas,	)	
4–5 p.m. WORKSHOPS	The Invisible Wall: Immigration and I-9/E-Verify Updates You May Have Missed (H. Konrad)	Examinin M&A Trai A Two-Sic (D. Phillip Sacco; A.	nsactions: led View os; S.	and Pr		Creating a R Culture (S. Love)	eferral	lf You're S You're Doi Wrong—Fi What You (J. Ruffini)	ing It All ocus on Control	Human Forces That Shape Leadership (B. Yoh)
	0		*		\$		\$		\$	<u>Q</u>



#### KEY



#### **STAFFING WORLD 2018 EDUCATION SCHEDULE**

			TH	URSDA	Y, OCT. 18					
9–10:30 a.m.	THIRD GENERAL SESS Digilogue: How to Win Clients and Talent (A. Sorman-Nilsson)	Hearts of	Book Signing With Anders Sorman-Nilsson (10:45–11:15 a.m.)							
11:30 a.m 12:30 p.m WORKSHOP <mark>S</mark>	Four Ways to Motivate Your Sales Force (Facilitated by D. Poljak)	ate Your Sales     Part I: How to La       More Clients and       tated by       iak)       Quickly       (S. Wintrip)				Breaking Barriers, Building Teams (R. Mosley)		Managing Using Gamification and More Millennial Tools (K. Butler)		Does Your Company's Safety Generate Business? (A. Harper, R. Loose)
12:45-1:30 p.m. WORKSHOPS	Tech Park Presentations (A. Edwards)			omoting	Sexual Har Protect You and Your Er (D. Gabor)	r Company	Voice	-1:45 p.m. of the Client ated by N. tite)		
1:45-2:15 p.m WorkShop <mark>s</mark>	Tips to D			arketing: 20 Quick rive Dramatic Results s; B. Smith) \$			e Market	0		
2:30–3:30 p.m. WORKSHOPS	Blockchain: Are You Ready for the Future of Staffing Technology? (J. Leverant)				Women in I Transforma Change Wif Company (Facilitated	thin Your	The Most Entertaining Employment Law Game Show Ever (S. Dwyer; T. Malara; B. Sakata)		a <b>me</b> a;	Just-in-Time Talent Part II: How to Land More Clients and Get Them Buying Quickly (S. Wintrip)
3:45-5 p.m.	CLOSING GENERAL SESSION: How the Five-Second Rule Can Transform Your Sales Strategies (M. Robbins)									



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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.



**Business Management** & Administration

& Growth



Management



**Compliance & Risk** 

Women in Leadership

**Hiring Internal Talent** 

& Leading People

#### **TUESDAY, OCT. 16**

#### **ROUNDTABLE DISCUSSIONS**

#### 10:45 a.m.–12 noon

Attendees are empowered to explore the staffing industry's most pressing business and operational issues and gain practical solutions in peer-to-peer facilitated roundtable learning and networking sessions. Kick off your Staffing World experience by gaining topic-specific insights from others. Qualifies for 1.25 CE hours. Q (\$) 🚷 🌗 🛟

#### **WORKSHOPS**

10:45 a.m.–12 noon

#### Manage and Lead a Top-Performing **Sales Team**

Linda Sasser, chief executive officer, Impacting Leaders

Have you had a successful sales career within the staffing industry, yet are shocked at how challenging it is to lead your own sales team? You're not alone.

Even when you're a pro at the game, making the transition from player to player-coach and finally to coach isn't a seamless transition. In this workshop, Linda Sasser will share her industry experiences and expertise in motivating, developing, and leading a top-performing staffing sales team. Find out what your sales team needs from you (but won't tell you), the shared habits of highly successful sales teams, and how to set expectations and enforce accountability. Qualifies or 1.25 CE hours. (S)

#### Women in Leadership: Advocating for Ourselves as Women Leaders

Kelly Irons, chief solutionist, developUS

Studies like the Thompson Reuters Women of Influence survey have found that women in executive leadership positions report they are uncomfortable engaging in self-promotion. This hesitancy is likely costing women leaders in the staffing industry promotions and pay raises—especially since men don't have the same reluctance to self-promote, Presenter Kelly Irons has practical advice for women who

are ready to advocate for themselves, which focuses on recognizing, preparing, initiating, and navigating self-advocacy opportunities. Qualifies for 1.25 CE hours. 🚱

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#### Industry Trends Driving Staffing **Company Growth in 2018 and** Beyond

Eric Gregg, chief executive officer and founder, Inavero

Client, candidate, and employee expectations are changing faster than ever, and today's staffing providers must continually seek out opportunities to adapt and evolve their offerings—or risk being left behind. Join Eric Gregg for a look at key findings from new research (conducted in partnership with ASA) that highlights the relationship between service strategy and company growth. Attendees will learn about industry trends and service benchmarks, hardfought lessons from the field of client and candidate satisfaction, and tangible strategies for shepherding business

growth now and in the future. **Qualifies** for 1.25 CE hours. (\$

#### How to Conduct an Effective Post-Accident Investigation

Nicholas DeJesse, assistant regional administrator, cooperative and state programs, Occupational Safety and Health Administration Region III; Mark A. Lies II, Esq., partner, Seyfarth Shaw LLP

While ASA members keep safety at the top of their business priorities. accidents can happen in the workplace. Explore the potential legal liability that can arise with workplace accidents, and the recommended steps for staffing professionals in investigating incidents, including witness interviews and documentation. Experts from OSHA and law firm Sevfarth Shaw will share case studies and focus on how to conduct a competent post-accident analysis designed to identify the causes of the accident, and recommend appropriate corrective actions. Qualifies for 1.25 legal CE hours. 🚺

#### What Do Smart Financial Executives Want to Know?

Panelists: Robert Badolato, chief financial officer, CoWorx Staffing Services; Chuck Bartlett, chief financial officer, HW Staffing Solutions; Ben Elliott, chief financial officer, Randstad; Jonathan Neff, chief financial officer, Hire Dynamics LLC; Shawn Poole, executive vice president and chief financial officer, EmployBridge

Maximize your bottom line by thinking like a business owner in this workshop specially designed by chief financial officers, which will focus on financial levers that create value pertinent to the industry. Panelists will share what has worked and war stories about volume growth, cash generation, technology, and risk management related to cyber security and greater use of software as a service solutions. Join these CFOs as they explore how to be a strategic leader, how to plan for the worst (the next recession), and how artificial intelligence (AI) and robotics automation processing (RPA) are impacting the future of your business. **Qualifies for 1.25 CE hours.** 

#### 2:15-2:45 p.m.

#### Staffing's Secret Sauce: Building a Sales Strategy and Execution That Wins

Josh Mastel, founder and chief executive officer, UpRoar Partners LLC

The staffing business is a crowded space, and there's a lot to keep track of: Is your team chasing the right business, and how are they getting in front of decision makers? Is cold calling really dead? What is the most effective sales strategy in today's changing marketplace? So how do you stay ahead of the curve with the strategy your sales team is executing on? This fast-paced, thirty-minute workshop will send you on your way to building the right sales strategy, backed with the best way to execute it. **Qualifies for 0.5 CE hours.** (§)

#### 3–4 p.m.

#### Address Your Internal Talent Shortage—Implement a College Recruiting Program

Facilitated by Threase Baker, TSC, CSP, president, Abbtech Professional Resources Panelists: Brad Block, CSP, vice president, principal, Rotator Staffing Services Inc.; Amy Bollinger, TSC, CSP, CSC, CHP, director, learning and development, AtWork Group; Michele McCauley, senior vice president, human resources, and principal, Apex Systems

Staffing companies are hiring interns, entry-level college graduates, and early

career professionals at unprecedented levels for internal corporate positions. Promoting the staffing profession can help tackle the internal talent shortage. This panel of staffing executives will show you why every staffing firm can benefit from a college recruiting program, and how you can get started. Learn from experts who have implemented a program and successfully expanded their sourcing, recruiting, and sales teams. **Qualifies for 1.0 CE hour.** 

#### Going Old School: The Art and Science of Making Every Call a Great Call

Paul Siker, chief executive officer, Advanced Recruiting Trends

Recruiting has always been a vocation that is grounded in effective and timely communications. In a market climate where the demand for capable talent dramatically exceeds the available supply, being adept at making compelling introductory calls to passive candidate prospects is an essential skill. Increasingly, email, text messaging, social media, and other technologyenabled communications are the path of least resistance for recruiters. Join Paul Siker as he shares the science, psychology, mechanics, and word tracks that can allow any recruiter to favorably distinguish his or herself in the eyes and ears of talented candidates. In this highly interactive session, attendees will learn to execute techniques Siker has successfully utilized with individual contributors, line managers, and executive-level candidates. Qualifies for 1.0 CE hour. 🚯



### New Legal Rules for Identifiyng and Fixing Pay Discrimination

Scott Pechaitis, Esq., principal, Jackson Lewis PC

Federal and state governments have been slowly changing the definition of "pay discrimination" in an effort to close the persistent gender "pay gap." The effort has been supercharged by the #MeToo movement and stories of sexual harassment in all industries that have been dominating headlines. Big data and the digital age have changed how we look at pay discrimination, with Equal Employment Opportunity Commission and class-action attorneys using data to advance lawsuits. All of this has led to a whole new set of best practices for setting starting salaries, monitoring pay ranges, broadening conceptions of comparable work, and ensuring employees are paid fairly. In this workshop, attendees will learn about the evolving equal pay landscape and tips for building a defensible compensation system. **Qualifies for 1.0 legal CE hour.** 

#### **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*. Each Section Forum qualifies for 1.25 CE hours.



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#### **SECTION FORUMS**

#### 4:15-5:30 p.m.

#### ENGINEERING, IT, AND SCIENTIFIC: Social Networking and Recruiting: How the Game Is Changing in 2018 Matthew Nagler, managing partner, BANKW Staffing

Recruiting has been on a dramatically changing curve for the last couple of years. These changes all lead to the junction of low unemployment numbers and the critical importance of a strong employer brand and recruiting efforts. Recruiters are at the helm of shifting the mass "apply" mentality to one of strategy and targeted effort. Join other Staffing World attendees for a dynamic discussion on how to effectively communicate your company's employer brand, and the employment brands of your client companies. §

#### HEALTH CARE: The Price Is Right

Facilitated by **Stephen Savitsky**, chairman and president, ATC Healthcare Services Inc. Panelists: **Christopher Coates, CHP**, chief operating officer, OR Nurses Nationwide; **Kirk Marshall**, president, Northeast Med Staff; **Barry McDonald**, president, Preferred Healthcare Registry

This panel will discuss techniques to learn market rates and factors that affect pay rates for medical staffing. They will explore the dangers of overpaying, negotiations, and managing expectations of both your candidates and clients. (\$

#### INDUSTRIAL: Innovation and Education: A Partnership to Close the Skills Gap

Facilitated by **Frank Britt**, chief executive officer, Penn Foster

By 2025, the manufacturing industry projects a two million worker deficit due to lack of skilled talent. Employers must consider solutions outside typical recruitment methods to generate a skilled workforce and close skills gaps. This session will showcase how employees are advancing into harder-to-fill positions and higher-paying careers thanks to an innovative education program from one of the nation's largest workforce specialist staffing agencies. Attendees will learn how one forward-thinking manufacturer has taken the lead in this effort, offering pay increases, advancement opportunities, and other incentives to associates completing the programs.

#### OFFICE-ADMINISTRATIVE: Taking the Candidate Interview Digital

Jacob Rhoades, senior vice president, Parker Staffing Services

In 2010, Steve Jobs introduced Facetime, which for the first time integrated video chat directly into the operating system and hardware of a handheld device. While video teleconferencing existed before this point, it was primarily software-driven and unreliable or too expensive. Today, video chat is ubiquitous and smart phones represent a gateway directly to job seekers. Despite this, many staffing agencies still insist on in-person interviews with their candidates. Four years ago, one agency made the leap fully into digital interviewing. This session will share how it implemented, lessons learned, the benefits they've seen, and where they plan to go next. It is their belief that video interviewing is a low-

Business Management & Administration Compliance & Risk Management Hiring Internal Talent & Leading People Women in Leadership

cost, low-barrier methodology to improved satisfaction, faster speed-to-fill, and lower costs for the industry as a whole. (\$)

#### PROFESSIONAL–MANAGERIAL: Enhance Candidate and Client Acquisition Through Digital Marketing

Adam Bleibtreu, chief marketing officer, Creative Circle and ASGN Inc.

Explore traditional and nontraditional marketing techniques to enhance client and candidate acquisition. See demonstrations using media channels like LinkedIn, Facebook, Instagram, Twitter, and paid media to build your business, and learn how to use analytics to determine effectiveness.

#### SEARCH AND PLACEMENT: The Million Dollar Recruiter Mindset: How the Top 1% Think and Act

*Mike Lejeune*, president, Mike Lejeune Consulting

Are high-flying recruiters who generate more than a million dollars in search fees just wired differently? As part of a research project on leading high performing teams, Mike Lejeune, senior partner with Allen Austin Executive Search and Leadership Advisory Services, met with industry leading professionals who consistently break the \$1,000,000 barrier to better understand their strategies for success. He discovered that they all share traits that are not caused by DNA but rather consistent techniques and strategies. It is the combination of how they act and think that generates world-class results. This workshop provides a roadmap to the methods and mindset that produces breakthrough performance. (\$)

#### WEDNESDAY, OCT. 17

#### WORKSHOPS

#### 11 a.m.–12:15 p.m.

#### Market Intelligence to Capitalize on Industry Opportunities

Facilitated by **Cynthia Davidson**, director of research, American Staffing Association

Are you in search of data-driven information and insights to help you target opportunities for your staffing company? Join this Q&A session to find out what employment trends are impacting the staffing industry currently and into the future, what research and data are available, where to access those resources, how to interpret the trends, and how that business intelligence can be applied to support data-driven decisions. Leave the session with a copy of the 2018 ASA Staffing Industry Playbook. **Qualifies for 1.25 CE** hours.

#### Growth Strategies for Diverse Suppliers in the Workforce Solutions Industry

Panel facilitated by **Ken Taunton**, **CSC**, president, The Royster Group

Panelists: Norma Márquez-Barahona, diversity and inclusion manager, Randstad North America; Chris Rowland, global diversity officer, ManpowerGroup; Kate Zawyrucha, practice director, strategic partnerships and sourcing, Apex Systems

Diverse staffing companies from across the U.S. (including minority, veteran, LGBT, small, and woman-owned businesses) often partner with larger companies that have minority supplier initiatives and opportunities. Program leads from ManpowerGroup, Randstad, and Apex Systems will discuss business growth strategies and their processes regarding selection and partnering with minority owned staffing companies. Get to know key players in the diversity supplier space at Staffing World's inaugural diversity supplier networking opportunity and learning forum. Qualifies for 1.25 CE hours. (S)



**Brian Frydenlund**, principal, Growth Mindset Group; **Paige Turnes**, chief financial officer and principal, Apex Systems

How do you best measure success in your staffing company-gross margin percent? Mark-up percentage? Operating Income? Become a more well-rounded staffing leader by enhancing your understanding of staffing company financial metrics. Learn key financial terms and concepts, the basics of income statements and balance sheets, how to critically analyze financial data, and how to recognize financial patterns and opportunities for your company. Participants will gain valuable insight into organizational financial strategy through small-group case studies as they gain a better understanding of financial data and how to communicate financial performance to staff. Qualifies for 1.25 CE hours. 🚱





#### **ENGAGE WITH COLLEAGUES VIA SOCIAL MEDIA**

There's already a steady buzz on various social media platforms about this year's can't-miss Staffing World experience. **Use #StaffingWorld** in all your social media postings and become part of the conversation—before, during, and after the event.

- @StaffingTweets
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- **Use the Staffing World 2018 filter**

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

#### Background Screening: What You Don't Know Can Hurt Your Company

**Debra Keller**, vice president of compliance, Reference Services Inc.; **Erin Novak**, counsel, Montgomery McCracken Walker & Rhoads

Are you violating the Fair Credit Reporting Act? Did you know you're liable for negligent hiring? In today's litigious environment, performing background checks is more important than ever: An employer can improve applicant quality, reduce employee theft and violence, and protect themselves from negligent hiring. However, not understanding what makes a background check truly comprehensive



or the differences between bad data and good data can almost render a background check useless. Learn about comprehensive reports, data sources, and many hot legal compliance traps and how to avoid them. It's a must attend session for all staffing professionals who are responsible for talent management, hiring and recruiting, or compliance practices in their organization. **Qualifies for 1.25 legal CE hours.** 

#### 12:15 –1:15 p.m.

#### The New Language of Staffing

Catherine Farr, director, maslansky + partners

It's not what you say—it's what they hear. How can you woo job seekers to fill your talent pipeline? 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 workshop 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. **Qualifies for 1.0 CE hour.** 

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#### 12:15 –1:15 p.m.

#### Medical Marijuana and Opiate Usage in the Workplace: Industry Insights

Diane Geller, Esq., partner, Fox Rothschild LLP

When asking candidates if they are willing to submit to a drug test for your clients, they explain that they use medical marijuana or opioids. How do you handle this? Can you ask for proof? Join Diane Geller as she provides expert advice on what you can and cannot ask candidates about this topic du jour, and what is or is not allowed in states allowing recreational or medical marijuana use. You'll leave this workshop with industry intelligence about what is on the horizon regarding federal and state enforcement. Qualifies for 1.0 legal CE hour.

#### 12:45–1:45 p.m.

#### Field Trip: Safety Assessment of the Gaylord National Hotel

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

Do you know how officials from the U.S. Occupational Safety and Health Administration conduct workplace safety assessments and inspections? Here is your chance to accompany authorized OSHA outreach trainers on a safetyfocused walkthrough of the Staffing World 2018 host property. Meet briefly for an orientation, then get your site assessment tool and become part of the inspection team. This unique convention experience will teach you how to think like an OSHA inspector and tell you what to look for when visiting a client site to ensure its safety. Wear comfortable shoes. Qualifies for 1.0 legal CE hour. 

#### 1:15–1:45 p.m.

#### Empowering All: Inclusion of Talent With Disabilities

Jennifer Sheehy, deputy assistant secretary, Office of Disability Employment Policy; Renee Tajudeen, director, policy communication and outreach, U.S. Department of Labor Office of Disability Employment Policy

Learn about National Disability **Employment Awareness Month and ways** your company can become engaged as well as support client celebration activities. Observed each October, NDEAM is a nationwide campaign that celebrates the contributions of workers with disabilities, ensuring that all Americans have access to the services and support to enable them to work. Understand the business case for including talent with disabilities in your workforce. About 56.7 million (nearly one in five) Americans have a disability, with 20 million being of working age. Including talent with disabilities brings unique perspectives and innovation to the workforce, and can help meet today's talent shortages. Learn how disability inclusion branding becomes a talent acquisition and sales benefit. Qualifies for 0.5 CE hours.

#### The ASA Legislative Affairs Team and StaffingPAC—Working for You

KarenJo Goodwin, chief executive officer, Exact Staff Inc.; Toby Malara, Esq., government affairs counsel, American Staffing Association

The ASA legislative affairs team protects the staffing industry by promoting a probusiness, free-market agenda focused on growing the economy and creating incentives for companies to invest and hire. Their efforts are augmented by the association's political action committee, StaffingPAC, which supports candidates of both political parties who value the vital role that business in general, and the



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Network with old and new friends, continue conversations with exhibitors, and shop the expo hall during this year's Networking Reception, Wednesday, Oct. 17, 5–7 p.m.





staffing industry, plays in U.S. economic growth and job creation. In this informative session, learn about the ASA policy agenda and legislative priorities, as well as how StaffingPAC helps the legal team achieve its goals. **Qualifies for 0.5 CE hours.** 

#### **IMMERSION PROGRAMS**

#### 2–3:45 p.m.

#### 2018's Most Innovative Technology Tools to Reshape Your Staffing Business

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

Technology is changing the landscape of the staffing industry at a frenetic pace. Business owners and senior managers are faced with an important decision: either embrace the changes and integrate them into their business models or get left in their competitors' dust. In this information-packed workshop, a panel of tech-savvy professionals will walk you through the ASA technology ecosystem map, showing you just how broad-based the changes are across every aspect of the staffing business. Then they will introduce you to the newest technology tools for client attraction and engagement; employee attraction, screening, engagement, and retention; and back-office efficiencies. They will finish out with a speed round demonstrating enhancements recently introduced in software you already use in your business. Leave with actionable ideas you can take back to your office and implement to make your staffing company more efficient. Qualifies for 1.75 CE hours. 👘 🍈

#### Bust Through Growth Barriers: The Three Biggest Mistakes You Need to Avoid and How

Amy Bingham, consultant and trainer, Bingham Consulting Professionals; Tom Kosnik, president, Visus Group

Failing to plan, failing your people, and failing to consistently grow profit are the three biggest mistakes seen in the presenters' combined 40 years of staffing industry consulting expertise. If you're like many owners, you're an entrepreneur who started with a client or two and grew a company that may today be overly dependent on them. A healthy staffing business requires a roadmap. You also have a team of employees who depend on your success for their own. That requires hiring right, managing correctly, and developing leaders who can run your business whether you're there or not. Finally, you need a financial model that provides visibility to the business so you can sleep at night knowing you're managing cash flow and everyone will be paid. In this immersion program the presenters will share what doesn't workand what unequivocally does work-to sustain a profitable business over time. Qualifies for 1.75 CE hours. (\$)

#### From Creation to Operationalization: Building a New Hire Training Program

Jenny Chandler, manager of training and development, Advanced Group; Tara Hurley, CSP, director of recruiter training and process excellence, Advanced Group; Deborah Milhaupt, director of sales training and process excellence, Advanced Group

How do your new producers learn your business, processes, systems, and the industries you serve? If it is ad hoc, informal, or decentralized, you have an opportunity to improve new producer results and scale your business. Advanced Group embarked on this journey in late 2016, when operations representatives from three business units came together to tackle a long overdue initiative to standardize and centralize training within HR. In May 2017, Advanced Group launched the Foundations new hire training program. In the year that followed, the program would undergo a continuous improvement initiative that included multiple schedule iterations, several training material reworks, and thousands of content updates to ensure it met the needs of the business and had a real impact on new producers' success. Find out from the team that lived the process how they created and operationalized a best-in-class new hire training program. Qualifies for 1.75 CE hours. 🎧

#### Team Up: Strategies and Solutions for the Industry's Biggest Challenges

Jeff Bowling, chief executive officer, The Delta Cos; Art Papas, chief executive officer, Bullhorn; Mike Whitmer, CSP, global chief information officer, Recruit Global Staffing

In this experiential learning opportunity, your creativity and entrepreneurial spirit will be harnessed to work within competitive teams while solving some of the staffing industry's biggest challenges. Bring with you best practices and innovative solutions for recruiting and retaining talent; improving the candidate experience using technology; and differentiating your business from others. Working together in teams, participants will engage in a shared leadership experience and peerto-peer problem solving where they'll benefit not only from their own team's conversation, but also that of othersas each team will ultimately pitch their solutions to a panel of judges (think Shark Tank). You'll walk away with great ideas, success strategies, and solutions



to problems that you can immediately implement upon your return.

Qualifies for 1.75 CE hours. 👘 🎧

#### The Staffing Today Show With John Thomas & Lori Malett

Lori Malett, CSC, president, Hatch Staffing Services; John Thomas CSP, CSC, professional staffing field consultant and national recruiting center manager, Express Employment Professionals

Join other Staffing World attendees for this live show where the hosts interact with recruiters, staffing professionals, and sales representatives from the audience to discuss today's most important issues facing staffing professionals. This fast-paced session will cover recruiting, sales, negotiations, and servicing your clients. From the opening monologue to the closing credits, you will be gaining insight and knowledge to make an impact when you return to the office.

Qualifies for 1.75 CE hours. 🛞

#### **SESSION DESCRIPTIONS: WEDNESDAY, OCT. 17**

#### WORKSHOPS

#### 4–5 p.m.

#### The Invisible Wall: Immigration and I-9/E-Verify Updates You May Have Missed

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

No matter what industry segment your staffing firm operates in, you have definitely been impacted by the sea of changes in policies of this administration. All staffing firms are affected by the exponential increases in I-9 and U.S. Department of Justice





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investigations. Many will also feel the impact in the coming year of the elimination of many work authorized categories that did not require sponsorship, like Deferred Action for Childhood Arrivals and Temporary Protected Status. Other categories threatened to be eliminated are the optional practical training extension for science, technology, engineering, and mathematics degree holders and the H4 visa employment authorization document. Finally, professional staffing has also seen an increase in documentary requirements for H-1B visas. This session will summarize what has changed, what may change, and how to fight back against all of it. Qualifies for 1.0 legal CE hour. 🕼

#### Examining Actual M&A Transactions: A Two-Sided View

Dave Phillips, managing director, Bowstring Advisors; Sam Sacco, principal, R. A. Cohen Consulting; Akash Taneja, managing director, De Bellas & Co.

An experienced panel of merger and acquisition (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 gain 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. Qualifies for 1.0 CE hour. 🕋



#### SESSION DESCRIPTIONS: WEDNESDAY, OCT. 17

#### Plan, Position, and Propel Your Business to New Heights

Leo Sheridan, chief executive officer, Advanced Group

Kickstart your journey to exponential growth with this session's step-by-step blueprint to evolve your business. Learn how effective strategic planning, a clear vision, and high-performing leadership can help you build a sustainable business. The presenter will walk you through identifying a strategic focus for your business, developing the best structure to support it, and building a high-performing culture to execute on your plan. Throughout the session, he will also offer helpful tips on what contributed to his organization's impressive growth and resounding success. Qualifies for 1.0 CE hour. 🚯

#### **Creating a Referral Culture**

Scott Love, Scott Love Associates

In sales, everyone knows that referrals are the best source of new prospects. But for most companies, referrals are usually a random act of luck rather than an intentional business strategy. What would happen if your sales team followed an exciting and effective formula for successfully getting referrals? What if referrals were a key part of your business strategy? Focusing on this one simple concept could be the most significant business decision you'll make all year to give you a real competitive advantage. Industry expert Scott Love will give you a strategic playbook on how you can change your culture and get more referrals to clients and candidates. Qualifies for 1.0 CE hour. Q

#### If You're Selling, You're Doing It All Wrong—Focus on What You Control

John Ruffini, vice president, sales, Jackson Nurse Professionals

We know that recruiting is actually sales. Those that are most successful in the industry never "sell" anything; Nothing is left to chance, and they know what they have control of. They know where and how they can influence the outcome of recruiting cycles on both the candidate and client side of the business. Participants will focus on the two things recruiters are able to control. If you master these two critical aspects of the business, you will operate more efficiently, qualify more effectively, and close more deals. **Qualifies for 1.0 CE hour.** 

#### Human Forces That Shape Leadership

Bill Yoh, TSC, CSP, chairman, Yoh

Join industry leader and former ASA chairman Bill Yoh to discuss the profound forces that shape success. Using excerpts and learnings from his book Our Way, in which he researched and wrote about his father Spike (former chairman of Yoh and of the National Defense Industrial Association), Bill will discuss the early days of the industry and demonstrate how management and leadership best practices of that era apply just as well today. The workshop will also cover dos and don'ts of family business succession and how to balance family, work, and volunteer service. Qualifies for 1.0 CE hour. Q



#### **SESSION DESCRIPTIONS: THURSDAY, OCT. 18**

#### THURSDAY, OCT. 18

#### WORKSHOPS

#### 11:30 a.m.-12:30 p.m.

#### Four Ways to Motivate Your Sales Force

Panel facilitated by **Diane Poljak**, senior vice president, staffing and PEO practice leader, Assurance

Motivation is key to keeping your salespeople successful over time. While each person on your sales staff is different, the management strategies to motivate your team can be customized to each individual. This executive panel will share how they have successfully developed internal programs which set achievable and trackable goals and metrics. See how to develop motivational tactics for sales people, understand how to create a successful sales atmosphere, and learn how to tailor performance review processes to the individual. **Qualifies for 1.0 CE hour.** §

#### Just-in-Time Talent Part I: How to Land More Clients and Get Them Buying Quickly

Part I, Thursday, 11:30 a.m.–12:30 p.m. Part II, Thursday, 2:30 p.m.–3:30 p.m. Scott Wintrip, president and senior consultant, Wintrip Consulting Group

Unfilled jobs are one of the most significant issues that your customers and prospects face every day. With more jobs than people to fill them, hiring is difficult, labor-intensive, and stressful. Adding to this stress is the fact that buyers are stuck in inefficient ways of selecting and doing business with staffing providers. In this two-part, in-depth workshop with Scott Wintrip, author of *High Velocity Hiring: How to*  Hire Top Talent in an Instant, you'll hear engaging stories, real-world examples, and practical advice for how staffing firms and other workforce solutions companies are helping their clients eliminate the stress that comes with hiring. You'll learn how staffing leaders and their teams are navigating the changing dynamics in today's competitive marketplace, and takeaway a method for quickly enhancing your company to better serve your customers and achieve higher profits. **Qualifies for 1.0 CE hour.** 

#### Growth and Talent: The Training, Retraining, and Upskilling of the American Workforce

*Cari Dominguez, principal, Dominguez &* Associates; *Ken Madden, vice president, Madden Industrial Craftsmen Inc.; Ron Marlow, vice president, workforce development, National Urban League; Tyra Tutor, senior vice president, corporate development and social responsibility, Adecco Group North America* 

U.S. Bureau of Labor Statistics data indicate there are currently more than six million job openings that employers cannot fill. According to a recent McKinsey survey, most executives believe that investing in the retraining and "upskilling" of U.S. workers is an urgent business priority-and they also believe that this is an issue where corporations—not governments—must take the lead. ASA is working to ensure that industry members are on the front lines of creating and supporting workbased learning programs to train, retrain, and upskill American workers. Hear case studies of what leading staffing firms are doing on their own and in partnerships with clients, educational organizations, and the government to address and close the growing talent gap. Attendees

will come away with specific ideas about programs that will enhance their firm's value proposition with candidates, employees, and clients. **Qualifies for 1.0 CE hour.** 

#### **Breaking Barriers, Building Teams**

**Rob Mosley**, managing partner, Next Level Exchange

This session is designed for leaders, managers, and individual contributors looking for better ways to communicate effectively for greater clarity and buyin, to influence others, and to more effectively manage their own desk and processes in cross-functional teams. During this workshop attendees will gain a clear understanding of how a group becomes a unified, high-performing team through five building blocks for team effectiveness. Learn how to drive accountability between team members and, consequently, clients and candidates. Attendees will also develop a framework for responding to resistance or indifference around critical conversations, which can create awareness of the paradigm shift from an individual role to effective team participation and personal leadership. Qualifies for 1.0 CE hour. Q

#### Managing Using Gamification and More Millennial Tools

Kate Butler, vice president, Menemsha Group

Are you still worried about hiring and managing Millennials? This is a "how to" session to drive your employee engagement; Most of the tools you already have on your smart phone but do you know how to leverage them to manage your team? Learn



how to use behavioral assessments as your daily roadmap, video scrum calls, social learning, accountability coaching, and gamification. Drive employee engagement by leveraging tools like Kahoot and create a "playoff" atmosphere. You will walk away with a new outlook on what emerging leaders want from employers, why they are joining companies, the best way to manage them, and how to unlock the capabilities of this new generation. **Qualifies for 1.0 CE hour.** 

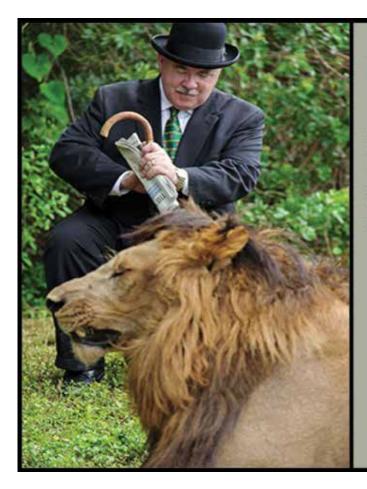
#### Does Your Company's Safety Generate Business?

Amy Harper, Ph.D., director for workplace safety initiatives, National Safety Council; Rob Loose, corporate safety and risk manager, MAU Inc.

Answering clients' staffing needs, selecting safe candidates, and complying with the U.S. Occupational Safety and Health Administration's Temporary Worker Initiative are daily challenges. The need to be safety-savvy grows as clients continue to push suppliers to fulfill ever-increasing safety needs. The National Safety Council and American

### **SESSION DESCRIPTIONS: THURSDAY, OCT. 18**

Staffing Association designed the Safety Standard of Excellence® program to help staffing companies adopt safety best practices. This presentation will highlight pitfalls of past staffing practices in the areas of recruiting, training, coordination with host employers, and incident management, and explore a future where staffing companies win business by supplying safety solutions in a staffing and recruiting context. **Qualifies for 1.0 legal CE hour.** 



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#### 12:45–1:30 p.m.

#### Building and Promoting Your Personal Brand

Andrea Edwards, chief executive officer, Scout Communications Group

Branding—it's not just for companies anymore. For individuals to succeed in business, it is imperative they understand their own personal brand and how to promote it. This workshop will help you understand how to create a personal brand and promote it through social media and other outlets. You'll learn how to market your industry expertise to improve sales and recruiting, and establish yourself as a staffing industry leader. **Qualifies for 0.75 CE hours.** 

#### Sexual Harassment: Protect Your Company and Your Employees

David Gabor, counsel, The Wagner Law Group

Sexual harassment remains an extremely important topic; This past year has been filled with news about it occurring in all types of workplaces. Stories involve politicians, entertainers, movie moguls, chief executive officers, the U.S. Gymnastics team, and more-but staffing and recruiting companies are not immune. This session will focus on what has worked and what has failed when addressing sexual harassment in the workplace. The presenter will discuss the status of efforts by some states to enact legislation that would prevent the use of confidentiality agreements when resolving sexual harassment cases. Now, more than ever, it is imperative that employers learn from past failed methods in tackling this sensitive issue. Attendees will gain new strategies that they can bring back to their companies. Qualifies for 0.75 legal CE hours. 🕼

#### **Voice of the Client**

Facilitated by **Nick Schichtle**, vice president, national perm practice, Adecco Staffing

Attendees will hear directly from actual clients about the good, the bad, and the ideal conditions they've encountered when working with the staffing and recruiting industry. Clients will share what they value from staffing firms' efforts—and what they can do without. Attendees will learn how to form truly beneficial, long-term partnerships. **Qualifies for 1.0 CE hour.** 

#### 1:45–2:15 p.m.

## Smart Marketing: 20 Quick Tips to Drive Dramatic Results

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

Smart marketing isn't about pretty pictures and clever copy. It's not about your website, or email blasts, or adapting the latest and greatest trends on social media. Smart marketing is about being more strategic. It's about selecting the strategies and tactics that best align with your staffing company's goals, capabilities, and challenges. In this fastpaced workshop, the presenters will take a look at the 20 most common mistakes "bad marketers" make, and how smart marketers in the staffing industry do things differently to attract-and convert-more clients and candidates. Qualifies for 0.5 CE hours.

### **SESSION DESCRIPTIONS: THURSDAY, OCT. 18**

#### 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:**

Advocating for Ourselves as Women Leaders (Tues. 10:45 a.m.– 12 noon)

## MIDLEVEL EXECUTIVES AND ENTREPRENEURS:

Financial Acumen to Drive Results (Wed. 11 a.m.-12:15 p.m.)

#### **SENIOR EXECUTIVES:**

Transformation and Change Within Your Company (Thurs. 2:30– 3:30 p.m.)

Members of the women in leadership interest group will be invited to attend a networking luncheon on Thursday, Oct. 18, from 12:45–2 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.







## **SESSION DESCRIPTIONS: THURSDAY, OCT. 18**

#### 1:45–2:15 p.m.

#### Retaining Talent in a Competitive Market

*Mike Menzer, CSP, managing director, Rotator* Staffing Services Inc.

Passive recruiting, globalization, Millennials in the workplace, and technology have all changed the game of talent retention. Find out how to build an employment brand and recruiting process that will outsell your competition and boost employee retention. In this workshop, participants will gain techniques for developing targeted recruitment plans that maximize employee retention, proven tactics that synchronize recruitment and engagement, communication strategies focusing on what matters to job candidates, and an understanding of the mechanics necessary to integrate branding as part of the recruitment process. Qualifies for 0.5 CE hours.

#### 2:30–3:30 p.m.

#### Blockchain: Are You Ready for the Future of Staffing Technology?

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

Blockchain technology is reported to be a potential disruptor to the staffing industry, but most people don't understand what it truly is. Staffing industry leader Jason Leverant will provide a simplified explanation of how blockchain technology works, how it relates to cryptocurrency, and the potential implications for the staffing industry. Participants will learn about the arrival of a faster, more efficient way to verify the credentials of job candidates, a system that could save precious time and dollars in confirming the education, certifications, work experience, or skills of applicants—particularly those in the gig economy. Attend this session for a future-forward discussion on a potential game changing technology that everyone should understand. **Qualifies for 1.0 CE** hour.

#### Sourcing as a Recruiting Strategy

Panel facilitated by **Robin Mee**, president, Mee Derby & Co.

Panelists: **Matt Milano**, president, Motion Recruitment Partners; **Dan Turner**, vice president, global talent solutions, Kelly Services

Staffing companies of all sizes, and in all specialties, are using sourcing as a recruiting strategy. Sourcing is a talent acquisition discipline focused on the identification, assessment, and engagement of skilled candidates through proactive recruiting techniques. Hear how staffing companies are using sourcing-both onshore and offshoreto find talent as the first part of the interviewing process. Determine if this strategy might work for your company as you learn from those who have programs in place. Learn how to build a sourcing function, best practices to manage sourcers (including metrics to ensure success), and the benefits of onshore versus offshore. Qualifies for 1.0 CE hour. (S)

#### Women in Leadership: Transformation and Change Within Your Company

Faciliated by Loretta Penn, president, PECC LLC

Are leaders in your organization engaged in efforts to support, strengthen, and develop women leaders? What do bestin-class organizations do to enable women to succeed—and how can you create lasting impact by helping women leaders advance? In this workshop, Loretta Penn will facilitate an open discussion that shares an insider's look at the critical factors necessary to assess your organization's aptitude for advancing women leaders. She also shares a framework to equip you to become a change agent for the advancement of women leaders in your organization, and lead with greater personal influence. **Qualifies for 1.0 CE** hour.



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

**Stephen Dwyer, Esq.**, general counsel, American Staffing Association; **Toby Malara, Esq.**, government affairs counsel, American Staffing Association; **Brittany Sakata, Esq.**, associate general counsel, American Staffing Association

Employment law got you stumped? Confused about the latest legislation affecting your business? Don't want to sit through yet another boring legal lecture? Have no fear. In this funny, interactive, fast-paced game show—back by popular demand and complete with prizes-Dwyer, Malara, and Sakata will navigate the complex and sometimes confusing landscape of discrimination, overtime, family leave, and co-employment laws, as well as legislative issues that affect staffing firms. This is one workshop you can't afford to miss, and it's a fun opportunity to complement your individual study for an ASA certification. There also will be ample time to have your questions answered by three of the best legal minds in the industry. Qualifies for 1.0 legal CE hour. 🚺

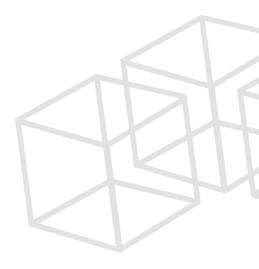


#### Just-in-Time Talent Part II: How to Land More Clients and Get Them Buying Quickly

Part I, Thursday, 11:30 a.m.–12:30 p.m. Part II, Thursday, 2:30 p.m.–3:30 p.m. Scott Wintrip, president and senior consultant, Wintrip Consulting Group

Unfilled jobs are one of the most significant issues that your customers and prospects face every day. With more jobs than people to fill them, hiring is difficult, labor-intensive, and stressful. Adding to this stress is the fact that buyers are stuck in inefficient ways of selecting and doing business with staffing providers. In this two-part, in-depth workshop with Scott Wintrip, author of High Velocity Hiring: How to Hire Top Talent in an Instant, you'll hear engaging stories, real-world examples, and practical advice for how staffing firms and other workforce solutions companies are helping their clients eliminate the stress that comes with hiring. You'll learn how staffing leaders and their teams are navigating the changing dynamics in today's competitive marketplace, and takeaway a method for quickly enhancing your company to better serve your customers and achieve higher profits. Qualifies for 1.0 CE hour.

## SESSION DESCRIPTIONS: THURSDAY, OCT. 18



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# **NETWORKING OPPORTUNITIES**

#### WOMEN IN LEADERSHIP SESSIONS AND LUNCH

In honor of the association's 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.

Sponsored by Assurance

#### WELCOME MIXER Monday, Oct. 15, 4–6 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.

#### FIRST-TIME ATTENDEE BREAKFAST Tuesday, Oct. 16, 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.

#### **ROUNDTABLE DISCUSSIONS**

Tuesday, Oct. 16, 10:45 a.m.–12 noon Topic-specific roundtables 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.

#### **NETWORKING LUNCHES**

Tuesday, Oct. 16, 12:15–2 p.m. Wednesday, Oct. 17, 12:15–2 p.m. Thursday, Oct. 18, 12:30–2:15 p.m. Staffing World attendees and exhibitors have the opportunity to talk business, network, and enjoy each other's company over a hot lunch.

#### EXPO EXTRAVAGANZA Tuesday, Oct. 16, 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.



#### DIVERSITY SUPPLIER NETWORKING AND LEARNING FORUM

Wednesday, Oct. 17, 11 a.m.–12:15 p.m. New this year, there will be a session

dedicated to business growth strategies and processes regarding selection and partnering with minority owned staffing

### STAFFING WORLD GRAND FINALE

Thursday, Oct. 18, 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 **Andy Grammer**. A cocktail reception begins at 7 p.m.

Don't forget to use the Staffing World Grand Finale filter on Snapchat.

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companies. Get to know key players in the diversity supplier space at this inaugural networking opportunity and learning forum.

#### **NETWORKING RECEPTION** Wednesday, Oct. 17, 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. 17, 6:30–11 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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## Effective Client Solution: Legal Acumen + Business Insight + Staffing Industry Knowledge & Experience

### 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.



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David R. Lallouz 212-702-3142 lallouz@thsh.com @DavidRLallouz



Renee J. Silver 212-508-6788 silver@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

## Cybersecurity

- Data security and privacy notification laws
- · Data privacy polices

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Join us on October 18 at 9am for a keynote session featuring Anders Sorman-Nilsson. See you at Staffing World 2018!

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# Litigation & Dispute

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

Resolution

## 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



@HR Attorney







## **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. 16

2-7:30 p.m.	Expo Open
2:15-4 p.m.	Workshops and Tech Park Presentations in the Expo
3:30-4:15 p.m	Refreshment Break in the Expo
5:30-7:30 p.m	Expo Extravaganza
WEDNESDAY, OC1	ſ. 17
10 a.m7 p.m	
10 a.m7 p.m	
10 a.m7 p.m 10-10:45 a.m	Expo Open
10 a.m7 p.m. 10-10:45 a.m. 12:15-1:45 p.m.	Expo Open Refreshment Break in the Expo

#### THURSDAY, OCT. 18

10:30 a.m.-2:30 p.m.....Expo Open10:30-11:15 a.m.12:30-2:15 p.m.Networking Lunch in the Expo12:45-2:15 p.m.Workshops and Tech Park Presentations in the Expo

## 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

#### DON'T MISS THE EXPO EXTRAVAGANZA!

Staffing World attendees always rave about the expo—it's the world's largest industry marketplace. Don't miss the Expo Extravaganza, sponsored by Advance Partners. Plus, enjoy networking lunches, visit the ASA Booth, and so much more at the Staffing World expo. Go to *staffingworld.net* for more expo details.



- 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.



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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 the ASA booth in the expo hall:

- The benefits of ASA membership—If you're not a member, learn how joining can help your business.
   If you are a member, find out how to make the most of your benefits.
- Professional development details—Find out how ASA certification and continuing education programs can help you reduce employment law risks and gain a competitive advantage.
- 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**



American Staffing Association

## AMERICAN STAFFING ASSOCIATION

#### BOOTH: 621

Association ASA Headquarters **1**703-253-2020 asa@americanstaffing.net americanstaffing.net

The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA and its state 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.



### AUTOMATED BUSINESS DESIGNS

#### BOOTH: 907

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### AMGTIME

#### BOOTH: 813

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### **BARROW GROUP**

#### BOOTH: 407

Health Insurance; Insurance and Employee Benefits; Workers' Compensation Bob Barrow • 770-338-7392 bbarrow@barrowgroup.com • barrowgroup.com

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## FEATURED EXHIBITORS



## CEIPAL CORP.

#### BOOTH: 329

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