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2020

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All those who complete the survey can enter a drawing to benefit others. ASA will randomly draw one name and make a \$500 donation on that person's behalf to a charity organization of his or her choice.

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MONDAY, JAN. 20, 2020

- 1–3 p.m. Registration Open
- 3–3:15 p.m. **ASA ExecuVision 2020 Kick-Off**
Richard Wahlquist, president and CEO, American Staffing Association

- 3:15-6:45 p.m. **Executive Master Class**
The Good to Great Flywheel Effect—How Does Your Flywheel Turn?
Jim Collins, best-selling author and management educator
- 6:45–8 p.m. **Networking Reception and Dinner**

TUESDAY, JAN. 21, 2020

- 7:30–9:30 a.m. Registration Open
- 7:30–8 a.m. **Networking Breakfast**

LEADERSHIP & GROWTH

- 8–8:05 a.m. **Welcome**
Leo Sheridan, CEO, Advanced Group LLC

- SPEED TALKS** 8:05–8:25 a.m. **Talent, Business, and Competition: A New World of Diversity and Inclusion**
Andy Hilger, president, Allegis Group Inc.
- 8:25–8:45 a.m. **Retention, Promotion, Replacement: Leadership Transitions During Growth**
Greg Netland, founder and principal, The Netland Group
- 8:45–9:05 a.m. **What You Should Look for in Leaders**
Shane Jackson, president, Jackson Healthcare
- 9:05–9:20 a.m. **Open Discussion With Presenters**
Facilitated by Leo Sheridan, CEO, Advanced Group LLC

- 9:20–9:50 a.m. **Break**

OPERATIONAL EXCELLENCE

- SPEED TALKS** 9:50–10:10 a.m. **Future Proofing Your Business: Technology and the Agile Organization**
Brian Delle Donne, president, Talent Tech Labs
- 10:10–10:30 a.m. **Digital Transformation Simplified**
Tim Blett, chief executive officer, partner, eMaxx Partners LLC

SPEED TALKS

- 10:30–10:50 a.m. **Meeting Current and Future Workforce Needs With a New Learning Ecosystem**
Janet Salm, managing director of research, Strada Institute for the Future of Work
- 10:50–11:05 a.m. **Open Discussion With Presenters**
Facilitated by Joanie Courtney, CMO, EmployBridge Holding Co., and president, RemX division
- 11:05–11:20 a.m. **Break**

PUBLIC POLICY & LEGAL TOPICS

SPEED TALKS

- 11:20–11:40 a.m. **Emerging Legal Landscapes: Top Five Challenges Business Leaders Need to Know**
Stephen Dwyer, Esq., SVP and chief legal officer, American Staffing Association
Toby Malara, Esq., government affairs counsel, American Staffing Association
- 11:40 a.m.–12 noon **Independent Workers: The Future of Law, Policy, and Work**
Camille Olson, partner, Seyfarth Shaw
- 12 noon–12:15 p.m. **Open Discussion With Presenters**
Facilitated by Peter Quigley, president and CEO, Kelly Services
- 12:20–1:30 p.m. **Networking Lunch**

SCALING YOUR BUSINESS

SPEED TALKS

- 1:35–1:55 p.m. **New Views From Higher Altitudes: Scaling Through Acquisition**
Greg Palmer, founder and managing partner, G. Palmer and Associates
- 1:55–2:15 p.m. **Flight Plans for Organic Growth**
Shawn Poole, adviser, EmployBridge Holding Co.
- 2:15–2:35 p.m. **Accelerate Growth: The Art of Keeping it Simple**
Dan Campbell, CSP, founder and executive chairman, Hire Dynamics LLC
- 2:35–2:50 p.m. **Open Discussion With Presenters**
Facilitated by Jeff Bowling, founder and member of the board, The Delta Cos.
- 2:50–3 p.m. **Closing Remarks**
Richard Wahlquist, president and CEO, American Staffing Association



Mark Your Calendar!

ASA ExecuVision 2021
Jan. 27–28 at the Eden Roc Miami Beach

Presenters & Facilitators

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Master Class Presenter



Jim Collins

World-renowned business adviser and growth strategy genius, Good to Great Project LLC

Collins has authored or co-authored six books that have together sold 10+ million copies worldwide, including *Good to Great*, *Good to Great and the Social Sectors*, *Built to Last*, *How the Mighty Fall*, *Great by Choice*, and his most recent work, *Turning the Flywheel*.

Driven by a relentless curiosity, Collins began his research and teaching career on the faculty at the Stanford Graduate School of Business, where he received the Distinguished Teaching Award in 1992. In 1995, he founded a management laboratory in Boulder, CO.

In 2017, *Forbes* selected Collins as one of the 100 Greatest Living Business Minds.

An avid rock climber for more than 40 years, Collins has completed single-day ascents of El Capitan and Half Dome in Yosemite Valley.

Learn more about Collins and his work at JimCollins.com.

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Tim Blett, chief executive officer, partner, eMaxx Partners LLC

Blett is an entrepreneur, board director, chief executive officer, and investor.

Over the past 30 years, he has earned a reputation for global marketing and

digital expertise. He has transformed traditional business models, for marquee organizations, into customer-centric, best-in-class growth platforms. Blett is an industry expert recognized for the ability to define brand vision, lead technology, translate big data into actionable insights, implement marketing and digital strategies—all designed to build highly successful, digital transformation solutions to support growth objectives. His transformational leadership skills include strategic planning, turnarounds, profit and loss, mergers and acquisitions, customer experience, and global content management systems. He is a dedicated motivator and coach to peers, executive teams, and directors on boards.



Jeff Bowling, founder, The Delta Cos.

A more than 20-year veteran of the staffing industry, Bowling is the founder and former chief executive officer of Dallas-based firm the Delta Cos. After stepping down as CEO at the end of

2016, Bowling now sits on the board of directors for the company, as well as three other boards in staffing-related companies. In addition to his board work, Bowling also advises CEOs and executive teams on how to grow quickly and profitably. He does most of this work in association with Four Piers Capital Partners LLC, which was created by Bowling and three other staffing CEOs. Four Piers started as peer group 12 years ago. They met and compared notes regularly, became close friends, and propelled one another to very similar successes. Today, Four Piers is a growth investment and advisory firm in human capital-related businesses, assisting to maximize a company's growth, value, sustainability and ultimate succession. Bowling also serves on the American Staffing Association board of directors and is chairman of the association's operational excellence committee. He is a proud Texan; earned his bachelor's degree from the University of North Texas; and resides in Coppel, TX, with his wife, Daniella, and their three children.



Dan Campbell, CSP, founder and executive chairman, Hire Dynamics

Campbell is founder and executive chairman of Hire Dynamics, which provides staffing services through its 15 offices in Georgia, Nevada, and North

Carolina. The company has been recognized by Staffing Industry Report for four years in a row as one of the fastest-growing private staffing companies in America, and by the *Atlanta Business Chronicle* as the No. 1 best place to work in Atlanta in 2007 and 2008. Campbell previously served as chief executive officer of Hire Dynamics. Before joining Hire Dynamics, Campbell was CEO of a Los Angeles-based staffing company. Previously, he was director of business planning for AHL Services and an investment banker for PwC.



Joanie Courtney, CMO, EmployBridge Holding Co.

Courtney is chief marketing officer of EmployBridge Holding Co. and president of the company's RemX division. She is responsible for the division's growth

strategy, including sales, marketing, operations, recruiting, and employee development. As an employment industry expert, she is often called upon to discuss the job market, careers, and workplace trends; she speaks to the talent supply and demand cycles that affect U.S. employers. She is frequently featured as a keynote speaker at industry conferences, and her commentary on the employment market has been featured in several media outlets. Courtney serves on the American Staffing Association board of directors.



Brian Delle Donne, president, Talent Tech Labs

Delle Donne has been a leading force in driving innovation throughout his career in operating roles in the staffing industry, having served as chief operating officer

at large public and privately held information technology staffing, engineering, and human resource solutions firms. One of the founders of Talent Tech Labs, which is focused on promoting technological developments in the field of talent acquisition. At Talent Tech Labs, Delle Donne and his team identify and assist emerging companies with breakthrough ideas to gain commercialization and scale. He has guided the company into being an accelerator and a leading authority on emerging technology addressing talent acquisition.

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Stephen Dwyer, senior vice president and chief legal officer, American Staffing Association

Dwyer is a leading authority on the legal and public policy aspects of staffing.

He engages in and coordinates the association's legal and public affairs activities and advises the staffing industry on labor and employment law and policy issues. He has testified before legislatures and regulatory bodies regarding, and written extensively and spoken widely on, the staffing industry. Before joining ASA, he was associated with the New York multinational law firm Chadbourne & Parke, as well as De Forest & Duer, a 100-year-old Wall Street firm. Dwyer is a member of the New York, New Jersey, Massachusetts, Virginia, and District of Columbia bar associations.



Shane Jackson, president, Jackson Healthcare

Jackson is president of Jackson Healthcare, a family of 16 companies and 1,500 associates specializing in temporary and permanent health care staffing.

Jackson has also served as president of LocumTenens.com, Patient Placement Systems, and NextStart Capital. He has been named among the 100 most influential people in the staffing industry by Staffing Industry Analysts and as one of the most accomplished young business leaders in Atlanta by the Atlanta Business Chronicle. Jackson is an advocate for the power of business leaders as a positive force for people and the community—his book *Fostering Culture* addresses intentionally nurturing a values-led culture. He serves on the board of Junior Achievement of Atlanta and the Goodman Institute. He is vice chairman of the health and wellness policy committee for the Georgia Chamber of Commerce. He is vice chairman of the state's goBeyondProfit business initiative that promotes the belief that giving back is good for business and good for Georgia. Jackson earned a M.B.A. from Emory University, and a B.B.A. from Harding University. He and his wife reside in Alpharetta, GA, with their three children.



Andrew Hilger, president, Allegis Group Inc.

As president of Allegis Group Inc., Hilger spearheads Allegis Group's strategic vision, ensuring the company responds to a changing marketplace while staying true to its core values. Under his leadership, Allegis Group

creates significant opportunity for its clients and team members and delivers flexible talent solutions to meet clients' needs where they are. Hilger has been with Allegis Group since 1997 and has served in a variety of leadership roles, including vice president of product development for Aerotek, vice president of chairman accounts for Allegis Group Services, vice president of strategy for Aerotek, and vice president of strategic management for Allegis Group Inc. Prior to his current role, he served as Allegis Group's chief information officer and focused on strengthening Allegis Group's technology capabilities to drive the company's future growth strategy. He has served in his current role since November 2016. Hilger is an active member of the community and serves on the board of Boys Hope Girls Hope of Baltimore. Hilger holds a bachelor's degree in English and philosophy from the University of Notre Dame and a master's degree in English from Temple University.



Toby Malara, government affairs counsel, American Staffing Association

Malara, government affairs counsel for ASA, manages information about all staffing-related legislation and regulation on behalf of ASA and represents the industry's interests before the U.S. Congress and state legislatures. He provides government relations counsel to the association's affiliated state chapters and regional councils and directs political fundraising activities through the ASA political action committee, StaffingPAC. Malara is a graduate of Georgetown University and received his law degree from Catholic University. He is a member of the Maryland State Bar Association.



Greg Netland, founder and principal, The Netland Group

As the founder and principal of the Netland Group, Netland provides strategic advisory services to private equity firms and staffing companies on mergers and acquisitions as well as strategic planning, organizational structure, and operations support. He also serves as an executive board member for multiple private equity-owned staffing firms. Netland has more than 30 years of staffing industry experience, starting with helping to develop and grow IT staffing specialist Sapphire Technologies, which ultimately led to serving in chief executive officer and executive board roles at Vedior North America and Randstad North America. Netland led the integration of the Vedior and Randstad North

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American businesses in 2008, as well as the successful acquisition and integration of SFN Group in 2011. That acquisition created the third-largest employment services company in North America, with revenues exceeding \$4 billion. Netland also started the managed service business for Sapphire, which ultimately merged with Sourcright RPO. Netland has led or been involved in more than 18 acquisitions in the staffing space, as well as four successful exits as a board member of private equity-backed staffing firms.



Camille A. Olson, partner, Seyfarth Shaw LLP

Olson is a partner of Seyfarth Shaw LLP, co-chairman of its national complex litigation practice group, and national chairman of its complex discrimination litigation practice group. She serves on the firm's national labor and employment law steering committee and is the past national chairman of the labor and employment practice department. Since 2013, Olson has served as the chairman of the U.S. Chamber of Commerce's equal employment opportunity subcommittee. Recently, she testified before a U.S. Senate committee on behalf of the U.S. Chamber of Commerce regarding retirement savings solutions for independent contractors working in the gig economy. For nearly 30 years, she has represented companies nationwide in all areas of counseling and litigation, with emphasis on employment discrimination and harassment, wage and hour matters, and independent contractor and employment status issues. Olson serves on the board of directors of Inland Press Association and is chairman of Inland's Human Resource Committee. She has been recognized with honors including the Inland Press Association's Ray Carlsen Distinguished Award, Dispatch Printing Company's Camille A. Olson Award of Excellence, and Crain's "Notable Women Lawyers in Chicago" list. Olson currently serves on the board of the Foundation of the University Club of Chicago and on the University of Michigan Law School Development and Alumni Relations Committee.



Greg Palmer, founder, G. Palmer & Associates

For the past 13 years, Palmer has led the consulting firm G. Palmer & Associates, which supports corporate boards and private equity firms as an operating

partner and has advised on over \$3 billion in staffing industry transactions. He served six years as president and CEO of public company Remedy Temp Inc. a national leader in professional staffing services. Palmer also developed "The Palmer Temp Labor Forecast", a highly respected tool that predicts trends in contingent labor. Ten years ago, Palmer added health care to his area of focus where he is currently Chairman of Supplemental Healthcare and sits on the board of Catapult Learning, Stepping Stones Group (behavioral health), Chiro – One, UHS (United Healthcare Services – Delta and Accountable health care), and Express Wellness Urgent Care. He recently stepped down from Fast Pace Urgent Care board after its successful re-cap. His health care focus is in the areas of profitable multi-unit growth and where tight labor supply is constricting the growth of the asset. Staffing Industry Analysts voted Palmer Staffing 100 Most Influential, five years running and was added into the SIA Hall of Fame. Palmer has a bachelor's in business administration at Morehead State University, where he served on its board of regents and is a member of its Alumni Hall of Fame.



Shawn Poole, adviser, EmployBridge Holding Co.

Poole co-founded EmployBridge Holding Co. in 2000. He served as executive vice president, president, and chief financial officer at EmployBridge until January 2018, when he retired from daily management. He remains active with the company, one of the largest industrial staffing firms in the U.S., by acting as an adviser. Poole was instrumental in growing the company into a nationally recognized firm that earned more than \$3 billion in revenue in 2017. He serves on the board of directors of MDI Group, an information technology staffing company; 24 Seven, a digital staffing company; and Leadpoint, a recycling solutions provider; he also is a board adviser to Protos, a security guard managed service provider and vendor management system platform. In addition, he is an adviser and investor in multiple private equity firms focusing on the human capital sector. He is an executive in residence at Appalachian State University's Walker College of Business.

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Peter Quigley, president and chief executive officer, Kelly Services Inc.

Quigley is president and CEO of Kelly Services as well as president, global staffing, and general manager for the company's information technology and global business services. Previously, Quigley was executive vice president for Kelly Services. Prior to that, he served as chief administrative officer for the company. He also served as the company's general counsel. As a key member of Kelly's senior leadership team for more than 10 years, Quigley has progressed through the leadership ranks since joining the company in 2002. He led the contracts administration team for three years before being promoted to associate general counsel in 2005, at which time he also assumed responsibility for the risk management, workers' compensation, and unemployment compensation groups. In 2008, he left the law department to manage what was then termed the "office of the president accounts" and later was responsible for account management and business development functions, now termed global solutions. Quigley earned a juris doctorate with honors from the National Law Center at George Washington University and a bachelor's degree with distinction from the University of Michigan. He is a member of the state bar of Michigan and the District of Columbia bar.



Janet Salm, managing director of research, Strada Institute for the Future of Work

Salm is managing director of research at the Strada Institute for the Future of Work, leading the research team to develop, refine and communicate insights about the future of learning and work. Prior to joining Strada, Salm led strategy measurement and analytical modeling efforts for the Bill & Melinda Gates Foundation's postsecondary success team. She brings 20 years of experience in evaluation, data analysis and storytelling to her work in making education after high school more equitable, affordable and flexible. Salm earned a master of public administration degree at the University of Washington Evans School of Public Affairs and a B.A. in philosophy and women's studies from the University of Illinois at Urbana-Champaign.



Leo Sheridan, chief executive officer and president, Advanced Group LLC

Sheridan is CEO and president of the Advanced Group, a staffing and outsourcing solutions provider with offices across the U.S. In 1988, Sheridan founded Advanced Resources, and as the firm quickly expanded, he added additional businesses to create the Advanced Group. Today, the Advanced Group includes Advanced Resources, Advanced Clinical, the WunderLand Group, and Advanced RPO. Sheridan earned a bachelor of science degree in business administration from St. Michael's College in Vermont, and completed the executive management program at Northwestern University's Kellogg School of Management. He has provided leadership to a variety of professional organizations, including TechServe Alliance, the American Staffing Association, and the Young Presidents' Organization. Sheridan serves on the board of directors and the board of trustees for Cristo Rey Network. He is chairman of the ASA board of directors.



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

Wahlquist is the association's primary spokesman and is responsible for the overall direction and performance of the association. Before joining ASA in 1989 as vice president, administration and government affairs, he led and coordinated government affairs activities on behalf of the staffing industry in all 50 states; Washington, DC; Puerto Rico; and Canada. He speaks regularly before business groups on employment issues and trends and has been a featured lecturer in Europe, South America, South Africa, and Japan. He was recognized by *Human Resources Outsourcing Today* magazine as one of the "100 Superstars of HR Outsourcing" and by *Recruiter* magazine as one of the 100 most influential individuals in the staffing and recruiting industry. Wahlquist also serves on the board of directors for the World Employment Confederation and Jobs for America's Graduates.