

# Staffing World 2019 Session Descriptions

## Tuesday, Oct. 15

### Preconvention Programs

9:30 a.m.–1:30 p.m.

#### **Preconvention Program: Growth Strategies for Staffing Companies up to \$50 Million in Revenue**

*Facilitated by: Scott Wintrip, president and senior consultant, Wintrip Consulting Group*

*Additional Presenters: Brian Frydenlund, principal, Growth Mindset Group*

*Brittany Sakata, Esq., associate general counsel, American Staffing Association*

*Chris Taylor, CEO, Actionable.co*

A limited-seating master class for leaders of fast-growing small and medium-sized staffing companies. This is an exceptional opportunity to engage with peers to discuss strategies, compare best practices, and benchmark your own plans and progress. Highly regarded industry thought leaders direct the discussion on topics ranging from optimizing small-team productivity to setting financial goals and KPIs, scaling and growth strategies, client relations, and more. You'll learn how other companies made the transition from "emerging" to aggressive growth, and learn the traits and tactics that helped them succeed. Early registrants can also enroll in an online follow-up session to further explore issues and questions. **See the detailed agenda for this preconvention program below.**

9:30–10 a.m.

#### **Business Roundtable Introductions**

All registrants should be prepared to give a brief (1-2 minute) overview of their company. Include details such as services provided, company size, geographic footprint, business mix, and how your company is performing year-to-date. Be prepared to answer the question: What is the most surprising marketplace trend you are seeing right now?

10–11 a.m.

#### **Ten Traits of Companies Accelerating From Emerging to Fast-Growing**

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

Staffing and workforce solutions companies that achieve fast and sustainable growth have important traits in common. This session explores those traits in detail—from leadership methods that improve staff performance, to sales strategies that boost margins, to recruiting tactics that increase the flow of top talent. Discover how these traits enhance differentiation, increase market share, and accelerate profitability, and take away actionable ideas for your company.

11–11:15 a.m.

#### **Break**

11:15 a.m.–12 noon

#### **Advanced Cash Flow Management for Staffing Company Executives**

*Brian Frydenlund, principal, Growth Mindset Group*

A recent study by U.S. Bank noted that 82% of small businesses fail due to poor cash flow management or a poor understanding of cash flow within their business. This session takes a deep dive into the financial statement called the "Statement of Cash Flows." The cash flow statement shows where the company's cash came from and where it went. This session looks at the three core components of the statement, and uses a case study to demonstrate how they work. How the cash flow statement interacts with the profit and loss statement and balance sheet will also be covered.

You'll gain a better understanding of how critical cash flow is to the success of your business—especially when the economy softens or during times of aggressive growth.

12 noon–12:45 p.m.

### **Make Your Strategy a Reality**

*Chris Taylor, CEO, Actionable.co*

You have a plan to build the company of your dreams, and a great strategy to make it happen. Yet the cold, hard truth is that your strategy is more likely to fail than succeed. According to a 2018 McKinsey study, 70% of strategies fail. The issue, however, is rarely bad strategy—but rather how your people interpret that strategy and shift behaviors to make it a reality.

As CEO of Actionable.co, Chris Taylor has worked with more than 2,000 organizations across 17 countries and virtually every sector to increase the likelihood that their strategic programs would succeed. By the end of this session, you will be able to communicate your growth strategies in a way that engages the hearts and minds of your teams and increases your odds of success. **This session includes a working lunch.**

12:45–1:15 p.m.

### **Top Compliance Issue Highlights**

*Brittany Sakata, Esq., associate general counsel, American Staffing Association*

Join Brittany Sakata, associate general counsel of ASA, as she covers a variety of employment law matters impacting your staffing company's growth potential, including marijuana and its role in the workplace, hiring issues such as ban-the-box and salary history bans, and paid leave laws.

1:15–1:30 p.m.

### **Key Takeaways and Wrap-Up**

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

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9:30 a.m.–1:30 p.m.

### **Preconvention Program: Discover New Revenue: Build or Expand a Direct Hire Business**

*Facilitated by: John Ruffini, vice president, professional development, HealthTrust Workforce Solutions*

*Additional presenters: Diane Geller, Esq., partner, Fox Rothschild LLP*

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

*Nick Schichtle, vice president, national perm practices, Adecco Staffing*

Do you have a direct hire business that you want to take to the next level? Are you looking to add direct hire to your roster of staffing services? This is your chance to hear highly successful direct hire experts share their strategies and techniques for building a direct hire business—finding candidates, capturing direct hire business from current clients, making placements, and more. Learn how to win in the fierce competition for top talent—even when that talent is fully employed and seemingly uninterested in making a change. Direct hire can be a natural fit for staffing businesses, providing a lucrative new revenue stream. This special preconvention session is a must-attend if you want to start or expand your direct hire business.

9:30 a.m.–2 p.m.

### **Preconvention Program: Advancing Women Leaders in the Staffing Industry**

This is the only Staffing World session that's exclusively by women and for women, and it's a rare opportunity to meet and re-connect with women leaders to expand your business network, while also strengthening the voice and influence of women in staffing. Get expert advice and insights on topics requested by the community, including career pathways, skills and confidence building, managing rising leaders, diversity and inclusion research, and more. Hear female entrepreneurs tell their stories about learning from their challenges and successes. If you're a senior executive, director, manager, or emerging leader, this intense, half-day session will inspire and arm you to take your career to the next level and advance the

position of women in the industry. Attendees are also invited to an extended networking event later in the week with a surprise special guest. **See the detailed agenda for this preconvention program below.**

9:30–10:15 a.m.

### **Build Confidence and Your Personal Brand**

*Carol Sankar, founder, The Confidence Factor for Women in Leadership*

It's time to stop over-thinking your next move as a woman for fear of external perceptions. You are too valuable to be invisible! Confidence is a brand (the most impressive accessory a woman can wear), and essential when you're a leader. ASA is proud to have Carol Sankar as part of its Women in Leadership presenters. Carol is the founder of The Confidence Factor for Women in Leadership, a global executive leadership firm which focuses on gender inclusion initiatives. She will focus on navigating through limiting beliefs so you can add value to your own voice and accelerate your personal brand.

10:15–10:45 a.m.

### **Speed Networking and Mentoring**

Get ready to meet and mingle! This structured forum kicks off the day so expanding your professional network is early on your agenda—as it should be.

10:45–11 a.m.

### **Break**

11 a.m.–12 noon

### **Concurrent Sessions Led by Catalyst Consultants:**

Catalyst is a global nonprofit working with some of the world's most powerful CEOs and leading companies to build workplaces that work for women.

#### **The Sponsorship Effect**

*Heather Foust-Cummings, Ph.D., senior vice president, research and consulting, Catalyst*

Finding and cultivating sponsors—whether informal or formal—can be a huge game changer for your career. But where do you start? In this session, you'll learn the difference between a coach, mentor, and sponsor, and learn strategies for positioning yourself to be both mentored and sponsored within your organization. You'll leave with a plan for building or expanding your own strategic network.

#### **Inclusive Communication and Courageous Conversations**

*Audrey Gallien, senior director, business development, Catalyst*

Why do people struggle to communicate authentically across their differences? To be sure, it's not easy to talk about our differences. Men who want to support more gender equality, for example, can be afraid of being sexist, according to Catalyst research. And nondominant groups fear being stereotyped or discriminated against. Roadblocks such as beliefs, attitudes, and experiences can stifle meaningful dialogue. This break-out session offers solutions to these problems based on Catalyst research, so that participants can build effective work relationships through inclusive communication.

12 noon–1 p.m.

### **Networking Lunch**

1–2 p.m.

### **Executive Reflections: Looking Back to Propel Forward**

*Facilitated by: Leslie Vickrey, CEO and founder, ClearEdge Marketing*

*Panelists: Beth Delano, CEO, Malone Workforce Solutions*

*Michele McCauley, senior vice president of human resources and principal, Apex Systems*

Sometimes in life you have to slow down to speed up—to reflect on and learn from what got you to where you are today, while continuing to make your mark on the future. Join this powerhouse of female staffing leaders as they reflect on what they've learned along their journey to the c-suite—including personal stories of overcoming fear, recovering from failure, and turning around any signs of self-doubt. Expect real talk from these pioneers, risk takers, and personal brand evangelists who will leave you feeling inspired to be your own No. 1 career champion, prioritize life goals, and find ways to rise up in the next generation of staffing industry leaders.

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### Super Session: Keynote Presentation and Speed Talks

3–5 p.m.

#### **The Time to Innovate and Adapt Is Now**

*Becky Frankiewicz, president, ManpowerGroup North America*

How do you keep up when new jobs are created as fast as others become obsolete? Welcome to the skills revolution! The solution isn't robots—it's talented people. Staffing industry leader Becky Frankiewicz argues that enabling all people to participate in the workplace and achieve their potential is not just an ethical imperative, it's good business. In today's labor market, developing skills that are core to the business is how companies will develop organizational agility and workforce resilience, and fuel growth. If we adjust our requirements from what's desired for a role to what's required to effectively do the job, we can expand our access to skilled talent and open opportunity to all. In this opening general session, get the lay of the workforce landscape and learn how to develop a diverse pipeline of digital leaders.

Becky Frankiewicz is president of ManpowerGroup North America and a workforce expert frequently tapped for commentary on cable TV and other media outlets. She is committed to building rightly-skilled talent to meet the increasing job demand across America. *Fast Company* named her one of the most creative people in the industry for her skill of anticipating and adapting to fast-changing consumer demands. Frankiewicz's determination, candor, and passion for work are characteristics that define her leadership style.

**Keynote session sponsored by World Wide Specialty Programs**

## Wednesday, Oct. 16

8:30–10 a.m.

### Keynote Presentation

#### **Shaping Better Workplaces for a Better World**

*Johnny C. Taylor Jr., president and CEO, Society for Human Resource Management*

Day two of Staffing World kicks off with an insightful look at the present and future of human capital from the president and CEO of the Society for Human Resource Management—the organization at the forefront of issues related to the evolving workplace. Taylor looks at the future of human capital in a time of artificial intelligence and automation, and the role of staffing and HR in that future. He examines the current relationship between the HR suite and staffing companies, and how together these professions can deliver talent and workplace cultures that can transcend disruption.

Taylor is president and CEO of the Society for Human Resource Management, the world's largest HR professional society. He currently serves on the corporate board of Gallup; the board of trustees of the University of Miami; and the board of Jobs for America's Graduates. Taylor also chairs the President's Advisory Board on Historically Black Colleges and Universities, serves on the U.S. Department of Commerce American Workforce Policy Advisory Board, and is an adviser to Safe Streets & Second Chances.

#### **Keynote session sponsored by Tannenbaum Helpern Syracuse & Hirschtritt LLP**

11:15 a.m.–12:45 p.m.

#### **Staffing Tech Roundup: What's Hot, What's Hype, What You Need to Know**

*Facilitated by: Jim Essey, CSP, president and CEO, The TemPositions Group of Cos.*

*Panelists: Kevin Delaski, vice president and CIO, The TemPositions Group of Cos.*

*Tom Erb, CSP, president, Tallann Resources LLC*

Technology drives the staffing business. If you want to hone your edge with the latest technology strategies and solutions and see how the tech landscape is evolving, this is a can't-miss session. This annual tech roundup is one of the most popular Staffing World panels, for good reason. You get inside, expert views from some of the staffing industry's top IT executives on the latest tools for client and candidate interaction and engagement, recruitment, retention, back-office operations, and more. Learn what works and what is just hype. Then in the lightning round, hear rapid-fire presentations showcasing the latest industry solutions (which you can later explore in the expo hall). Get the facts and insight you need to make the right technology decisions to optimize your operations and drive your business success.

#### **MSP as a New Road to Growth for Professional Staffing Companies**

*David Ballew, managed service provider consultant, CC Advisors Group LLC*

*Claudette Cunitz, TSC, CSP, staffing industry consultant, speaker, and trainer, CC Advisors Group LLC*

The managed service provider (MSP) market isn't just for big companies anymore! Breakthroughs in technology and increased operational efficiencies are opening up the lucrative MSP market to small and medium-sized companies. If you aspire to make your own professional, technical, IT, or engineering staffing company an MSP, advances in technology—particularly in vendor management system (VMS) solutions—along with more affordable software licensing arrangements and streamlined processes now give you entry into that market. Conversely, if you want to position your company as a staffing supplier to MSPs, affordable enablement technology and process streams now make that path feasible and profitable. Learn which options

are realistic for various types of staffing companies, see the short- and long-term actions you can take to enter the MSP market, and walk through the steps of building a compelling internal business case for your plan.

### **Why You Can't Live Without Marketing in Your Commercial Staffing Company**

*Leslie Vickrey, CEO and founder, ClearEdge Marketing*

Marketing is only valuable if it's aligned with real objectives for your business. Your marketing strategy should be built around specific goals with measurable outcomes—just as you expect out of your business strategy. Leslie Vickrey will explain how marketing can improve industry perception for the office—administrative and industrial sectors, and also provide actionable tips for companies looking to align their marketing efforts to actual business outcomes. She will be joined by two ClearEdge Marketing clients in the office—administrative and industrial sectors, including executives from BelFlex Staffing Network and Malone Workforce Solutions. The clients will provide their perspectives on how marketing is a driving force for their business, why they made a decision to rebrand their business, and the overall impact it had on their success.

### **Indemnification and Other Contractual Issues in Health Care Staffing Agreements**

*Renee Silver, Esq., counsel, Tannenbaum Helpen Syracuse & Hirschtritt LLP*

A perennial issue for staffing companies is handling overly broad indemnification clauses in client contracts. Attend this session to learn how staffing company attorneys negotiate these problematic clauses and handle other thorny contractual issues such as conversion fees and managed service providers (MSPs).

2:45–3:45 p.m.

### **High-Performing Tech for High-Performance Sales**

*Facilitated by: Jason Leverant, TSC, CSP, CSC, CHP, president and COO, @Work Group*

Are you ready to supercharge your sales team? Technology has fundamentally transformed the sales and business development process—look no further than *salesforce.com*—and the staffing industry is a prime beneficiary. But with so many tools and technologies available, how do you know which is right for your company, at your stage of growth? This panel of top executives shares their own stories of digital transformation success and failure, and offers expert insight into choosing the right tools, implementation best practices, training and enablement for sales and support staff, and ongoing fine-tuning of the solution. You'll leave with a vision of how to take your sales success to the next level and beyond.

### **Power Recruiters' Technology Secrets and Solutions**

*Facilitated by: Brian Delle Donne, president, Talent Tech Labs*

*Panelists: CJ Rodriguez, president, @Work Personnel*

Make no mistake—technology can make or break a recruiting program. Our panel of power recruiters describes the tools they use and tells how they leverage technology for agility, responsiveness, and efficiency to support some of the industry's most successful recruiting operations. Learn about emerging tools to support candidate sourcing, screening, engagement, interviewing, and re-discovery. Discover new channels to reach candidates and to build your brand. How can you use tech to eliminate unconscious bias? Which of your processes are ripe for re-invention? From LinkedIn power tips, to choosing and implementing dedicated recruiting software, to successful change management and training, this is the essential tech session for the recruiting function. Make sure someone from your team attends!

### **Robotic Process Automation: Put the Bots to Work for Your Business**

*Mike Whitmer, global CIO, Recruit Global Staffing*

We're not talking about R2-D2. This is about *software* robotics—basically, task automation—that lets software organize and perform repetitive tasks. Robotic process automation (RPA) gives your staff more time to focus on value-generating activities like engaging with customers, candidates, and staffing employees. RPA learns what you do and how you do it, and then repeats it. It can streamline your front- and back-office operations to make them more efficient and faster. RPA and software automation can handle tasks within and across

applications—in and out of email and accounting systems—for marketing, recruiting, and operations. If you can do it on your computer, there's a good chance it can be automated. Learn how tech-forward staffing companies are using software automation and RPA to automatically send emails, process payments, and more, and learn specifics on RPA tools, implementation, and best practices so you'll know what to do to get started with your own RPA solution.

### **Permission: Granted to Build an Inclusive Culture**

*Risha Grant, founder and CEO, Risha Grant LLC*

Nationally acclaimed diversity and inclusivity expert Risha Grant helps you to understand biases and how to get over them (everybody has them!). In today's business environment, building an inclusive culture is a must. Learn the secrets to creating a culture that makes every employee feel welcome, and that boosts retention and productivity. Understand how an inclusive culture helps companies attract and retain top, diverse talent, and hones their competitive edge. Author of *That's BS! How Bias Synapse Disrupts Inclusive Cultures and the Power to Attract Diverse Markets*, Grant is passionate about overcoming all the biases and “-isms” that keep people and companies from realizing their full potential. You'll come away with great ideas to intensify your company's commitment to diversity and inclusion.

### **Four Principles to Engage and Influence Candidates**

*Mark Wolf, CSP, director of performance and sales training, C&A Industries*

Technology has fundamentally revolutionized the way staffing companies do business, but is it also creating barriers to meaningful candidate engagement? To really connect with a candidate and gain his or her trust and commitment, you have to put the human back into the process. In this eye-opening session, you'll learn proven techniques for establishing person-to-person ties with candidates and gaining their trust. You'll find out the most important factors for influencing a candidate's behavior, based on a study of more than 4,500 candidates. And you'll leave this session armed with the four key principles that ensure you'll make genuine connections with candidates and boost the success of your candidate intake process.

### **Dissecting M&A Transactions**

*Facilitated by: Sam Sacco, principal, R.A. Cohen Consulting*  
*Panelists: Dave Phillips, managing director, Bowstring Advisers*  
*Akash Taneja, managing director, DeBellis & Co.*

Mergers and acquisitions can be tremendous value-builders for staffing companies, if you know your way around. This panel of M&A experts walks you through three real-life staffing transactions from the past 24 months, pointing out the fundamentals along with the unique components of both small and large transactions—including market conditions and consideration values. Understand both sides of the transaction, and get an overview of key concepts including payment value structure, earnouts and notes, stock-versus-asset sales, length of purchase process, and more. And importantly, learn how to maximize the value of your company if a sale is in your future.

4:45–5:30 p.m.

### **Leadership Accelerator—Fear Less, Do More**

*Michelle Poler, social entrepreneur, keynote speaker, fear facer, and branding strategist*

Is fear an obstacle, or an opportunity? Prepare to have your reality rattled as fear facer and YouTuber Michelle Poler inspires you to embrace authenticity and the unknown; seek growth over safety; dare to fail; and lead with accountability as you redefine fear from obstacle to opportunity. Poler is the creative and passionate founder of Hello Fears, a social movement empowering millions to step outside of their comfort zone and tap into their full potential. Born to a family of Holocaust survivors, Poler was accustomed to living with fear. In New York, she quickly realized that the Big Apple was not for the fearful. In order to re-write her definition of fear and change her approach to life, she decided to face 100 of her fears in a period of 100 days, uploading every experience and sharing them with the world. The project was discovered by the media and became a viral phenomenon. She has shared her passion with audiences around the world. You'll get

caught up in her passion, too, and maybe find some new ways to conquer your fears and re-write your own script.

### **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*

Is it discrimination? Do you have to pay overtime? Why can't you just fire that problem employee? Are they really an employee? The staffing business is fraught with an onerous burden of laws and regulations, but never fear! Back by popular demand, ASA's crack legal team hosts a fun and fast-paced legal game show, bringing you the answers to some of your most vexing staffing law questions. They'll update you on the latest issues on the legislative horizon and how they might impact your business, and answer your specific staffing law questions. Don't miss the legal fun and games along with must-know legal concepts. And if you're working toward ASA certification, this is a great way to solidify your understanding of staffing law.



## Thursday, Oct. 17

9:15–10:15 a.m.

### **The Power of Risk Management: Profitability Upside, No Downside**

*Bill Nagel, vice president, PMC Insurance Group*

Reduce risk; make more money. Sound simple? It is, if you know and follow proven risk management principles and best practices. Prepare to take in a mountain of information in this jam-packed session of risk management concepts and strategies. Staffing risk management warrior Bill Nagel gets your attention by tearing a phone book in half—seriously!—and then gives you an insider’s look at what’s new and what matters in risk management for staffing companies. You’ll learn the practices and programs your company needs to implement to conform to the Safety Standard of Excellence® program. And you’ll leave understanding the policies and procedures that will reduce your risk exposure, slash insurance costs, cultivate a culture of safety, and cement your client relationships.

### **Building a Multiplatform Social Media Recruitment Program**

*Kristin Kane Ford, director of social media, Imparture Inc.*

In 2019 and beyond, social media is not an optional recruitment strategy and can’t be just an afterthought. And it’s not for the faint of heart. This high-energy presentation covers the pros and cons of each major social media platform, with a special emphasis on LinkedIn. You’ll learn different strategies for targeting and influencing candidates, and best practices for using each platform, planning your content strategy, and honing your online brand image to attract more of the right candidates. This is a fast-paced overview of a full course’s worth of content. By the end of the hour, you’ll have a clear view of how to strategize, build, execute, track, and continuously refine a multipronged social media recruitment program. Get ready to bring in a lot of candidates!

### **Generational Shift: Secrets to Succeeding With the Millennial Workforce**

*Eric Gregg, CEO and founder, ClearlyRated*

Millennials already make up 35% of the workforce, and within the next 10 years, nearly 60% of the workforce will be millennial or younger. It’s a millennial world, and if you don’t learn how to connect with them, you’ll limit your success with the largest generation in the U.S. workforce. Millennials were raised with technology, speak their own language, set their own work style and ethic, and are steadily ascending into leadership positions—and these factors heavily influence their decision making. Backed with proprietary research, this fast-paced session will give you immediately useful insight on how to connect with and motivate millennial buyers, candidates, and co-workers/employees.

### **Reefer Madness: What Legal Marijuana Means for Staffing Companies**

*Facilitated by: Robert Thompson, vice president, World Wide Specialty Programs*

*Panelists: Eric J. Janson, Esq., partner, labor and employment department, Seyfarth Shaw LLP*

*Daphne Phalon, CSP, vice president of eastern operations, The Job Center; member, ASA Safety Committee*

You need workers, but can you safely place that candidate who tested positive for THC? Marijuana is now legal in a majority of states for either recreational or medical use, but the workplace is still figuring out how to deal with it. Some clients have a zero-tolerance policy, for good reasons. For others, it’s not a factor. In today’s marketplace, staffing companies are struggling to find enough qualified candidates, and more and more are testing positive for THC. What’s your strategy? What are your legal, ethical, and practical responsibilities with respect to legal marijuana? This expert panel will give you updates on legislative activity and the marijuana industry, lay out the legal and financial implications for staffing companies, and give useful tips for recognizing the real stoners in your candidate pool.

### **Two Lies and a Truth**

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

*Judges: Tom Gimbel, founder and CEO, LaSalle Network  
Joyce Russell, president, Adecco Group US Foundation*

It's the classic game with a twist: Which one of the three staffing scenarios is true? Bring your phone and cast your vote! Staffing experts present their scenarios on each topic and do their best to convince you it's true. Can you spot the staffing urban legends? Which one of these outlandish stories about clients and candidates is true? Each round covers a staffing topic that's relevant right now. And after each "truth" is revealed, the presenters will parse out the key takeaways and look at why some of the "lies" may not be so far from the truth. Music, staffing "savants," audience participation, and a wealth of useful information—this session has it all, with a heavy dose of fun.

9:15–11:15 a.m.

### **Game Changers**

TED Talk-style, tag-team presentations by vendors and their clients on solutions that deliver for staffing companies.

11:30 a.m.–12:30 p.m.

### **Everything But LinkedIn: Leveraging the Big Four Social Media Platforms**

*Kristin Kane Ford, director of social media, Imparture Inc.*

After LinkedIn, which gets its own session, these are the four mega-players that every integrated social media program must include: Facebook, Twitter, YouTube, and blogging. Each requires its own approach to reap maximum benefit from the platform. This overview covers building your presence on each platform, targeting your best prospects, building audiences, developing platform-specific content, costs and budgets, and more. The highest-performing social programs employ a distinctive approach for each platform, and then create synergies and cross-pollination among them to multiply the impact. Whether you've only dabbled in social media or have a working program, you'll pick up useful strategies, techniques, and ideas to supercharge your pipeline using social media.

### **From Pain to Gain: Proven Tactics to Re-Invigorate Your Sales Process**

*Shad Tidler, consultant, Lusbin and Associates*

It may not look like it, but no high-performing sales person just wings it. If you want to ratchet up the performance of your front-line sales team, you need to implement a system. In this session, you'll learn how to get ahead of the buyer and not just anticipate and pre-empt objections, but shift the buyer mindset in your favor. Learn the process, tools, and system that will help your team sell more effectively and more easily, and then continuously replicate that success. You'll leave this session with a foundation for building a sales system tailored for your business that's effective, self-evaluating, easy to execute, and repeatable.

### **Handling Harassment Complaints in the #MeToo Era**

*Diane Geller, partner, Fox Rothschild LLP*

*Jason Klimpl, partner, Tannenbaum Helpert Syracuse & Hirschtritt LLP*

*Andrew Singer, co-managing partner, Tannenbaum Helpert Syracuse & Hirschtritt LLP*

A single harassment allegation can throw a business into turmoil and tarnish its brand. The process can be enormously expensive for employers and their clients when harassment complaints are mishandled. This program offers practical solutions for staffing companies to prevent and root out workplace harassment and foster a respectful work culture. You'll be guided on how to respond to employee harassment complaints and how to appropriately coordinate with clients where necessary. Don't take a chance on having a harassment allegation damage employee morale and productivity and your company's reputation in the marketplace. Learn the policies and practices you should have in place right now.

### **Words Matter: The Secret Formula to Fill Your Talent Pipeline**

*Steve Berchem, CSP, COO, American Staffing Association*

*Adam Bleibtreu, chief marketing officer, ASGN and Creative Circle; chairman, ASA industry marketing committee*

Words matter. When you're in a business that is 100% people-focused, what you say, when you say it, and how you say it can determine the success of your interactions. This popular session brings you up-to-date on "the new language of staffing" and teaches you what to say and how to say it—and what *not* to say—to persuade job seekers in your favor. The recommended language and guidelines were compiled based on extensive research among job seekers and their influencers, chosen to best reflect the needs of job seekers and the staffing company's ability and desire to meet them. This is a must-attend workshop for front-line recruiting, sales, communications, and marketing professionals. Every attendee receives *The New Language of Staffing* handbook, a handy reference guide detailing the right words and communication techniques to consistently win over your best candidates.

### **The Smart Marketing Show**

*David Searns, CEO, Haley Marketing*

*Brad Smith, director, SEO and social media, Haley Marketing*

It's fun, it's interactive, and it's full of surprises, but don't be mistaken—you'll leave the show equipped with solid ideas and information to turbocharge your own marketing program and fill up your candidate and client pipeline. The two show hosts, seasoned staffing marketing experts, start off with a roundup of everything that's hot today—from AI, to web design and social trends, to chatbots, and much more. Special guests will join onstage for deep dives into their favorite smart marketing and recruiting practices. Searns and Smith put their heads together to provide answers to member-submitted questions in "Stump the Marketers," and the audience gets involved with a live Q&A. Get practical ideas to elevate your digital marketing and social recruiting, understand the four pillars of recruitment marketing, and get ready to make smarter marketing decisions in 2020. This is one of the most fun and entertaining ways to take in a wealth of valuable content at Staffing World and it's sure to be a popular session—arrive early to be sure you get a seat.

11:30 a.m.–2 p.m.

### **Special Session: Confessions of Staffing CEOs—Past and Present**

*Jeff Bowling, member, Four Piers Capital Partners LLC*

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

*Jeff Harris, chairman and co-founder, ettain group*

*Leo Sheridan, CEO, Advanced Group*

**Hear from current and former c-suite executives who reveal lessons learned and eye-opening staffing stories. Lunch provided.**

TED Talks meets Staffing World! We've rounded up some of the most visionary, most successful, and most influential staffing industry CEOs, past and present, to take the stage for 15 minutes each. Hear the breakthroughs, war stories, home runs, and strikeouts from illustrious leaders who have helped shape the staffing industry as it is today. Each will also give their thoughts on the current state of the industry and share their perspective on the future. Then together they will engage in discussion about best practices, sharing additional lessons, and will field questions from the audience. This is a first-of-its-kind opportunity to take in the wit, wisdom, and valuable lessons of the industry's stars.

2:15–3:15 p.m.

### **Diverse Business Partnership Opportunities**

*Facilitated by: Ken Taunton, CSC, president and CEO, The Royster Group Inc.*

*Panelists: Norma Marquez, diversity and inclusion manager, Randstad North America*

*Jody Mohammed, global head, supplier partnerships, Pontoon Solutions*

*Paula Ratliff, vice president and general manager, ManpowerGroup*

*Steve Wehn, vice president, government and community relations, AMN Healthcare*

Diverse staffing companies from across the U.S. (including minority, veteran, LGBT, small, and woman-owned businesses) often partner with larger organizations—companies, vendor management systems, and managed service providers—that have minority supplier initiatives and opportunities. Now, diverse companies are looking beyond staffing borders to form partnerships in the global market. Join program leads from ManpowerGroup, Randstad, AMN Healthcare, The Royster Group, and Pontoon Solutions as they discuss the strategies and benefits of their diverse supplier partnership programs and how they go about selecting and partnering with minority-owned staffing companies. This isn't just a passive presentation. This is an exceptional opportunity to network for partnerships and business opportunities that could offer tremendous potential to grow your diverse business. Get valuable tools and tips for connecting with larger staffing companies to increase your opportunities as a local and global diverse staffing supplier.

### **Tools, Tips, and Secret Tricks to Master LinkedIn**

*Kristin Kane Ford, director of social media, Imparture Inc.*

It's the digital network of the workforce world and the cornerstone of every staffing company's social outreach. Or should be. It's essential for growing a network of candidate prospects and building your image among clients. There are lots of ways to approach LinkedIn, a number of premium tools to consider, and some important missteps to avoid. This session is a primer on the breadth of LinkedIn products, tools, activities, strategies, analytics, and more, preparing you to have a presence with impact and get real results on the most important social network in the business world.

### **Making the Most of the Critical First Interview**

*John Ruffini, vice president, professional development, HealthTrust Workforce Solutions*

When the client has questions about your candidate, will you have the answers? Or will your placement be interrupted while you go in search of the information? If you have a proven system for that very first candidate interview, you'll be far better equipped to have those critical pieces of information when you need them—and in the process, build greater credibility and trust and more solid relationships. In this session, you'll learn proven ways to structure interviews and capture the essential information that can help drive successful placements. Go beyond the résumé and skill set to get a better understanding of your candidates and achieve more successful interactions with both candidates and clients.

### **Hiring by the Rules: Onboarding, Background Checks, and I-9s**

*Helen Konrad, Esq., director, immigration practice group, McCandlish Holton PC*  
*Courtney Stieber, partner, Seyfarth Shaw LLP*

There's no way around it: Hiring is a tricky process and mistakes can be costly. Things have to be done in the right order. You have to say the right things and not the wrong things. And you have to make your decisions according to federal and state laws and regulations. In this essential session for anyone involved in hiring, Helen Konrad and Courtney Stieber, leading employment law specialists from two prominent law firms, walk you step-by-step through the hiring process with advice and cautions for each activity. When do background checks have to be done? When do I-9 forms have to be done? What notice do you have to give and when? What action can you take, if any, based on a criminal background check? When is the right time to repeat a background check or do a new I-9? How do you resolve disagreements with the client about hiring actions? Who's liable? So many questions! Konrad and Stieber have the answers in this information-packed session.

### **Driving Change and Making It Stick**

*Dan Fisher, founder, Menemsha Group*

Driving change is one of the most challenging leadership responsibilities. And sustaining change is the hardest part. Whether you're conducting formal professional development training, implementing a new software system, rolling out a new strategy—any of the myriad changes every successful, growing business faces—introducing and teaching the change is just the beginning. Making it stick post-launch in the “sustain phase” is the key to achieving the business results the change is intended to deliver. This session covers the essential concepts and practices in getting buy-in and integrating change into company culture. You'll learn three essential change management concepts to drive user adoption; key post-launch or post-training

activities to integrate change into standard operating procedures; best practices for change coaching; and more, all with the goal of delivering lasting results.

### **Deeper Dialogue: Conversations That Inspire**

*John Klymshyn, consultant and author, The Business Generator Inc.*

We use language all day, every day—but how well have you mastered using language to communicate what you mean and get the results you want? John Klymshyn is an internationally renowned speaker, trainer, and coach who has used his Power of Language concept to propel individuals and organizations to new levels of achievement. This deeper dialogue session offers a practical path to conversations that inspire exploration and positive change. Understand the difference between motivation and inspiration and how “precision of language” brings out human potential. What about the difference between perception and intent? Bridge the chasm, and you’ll be well on your way to crafting a powerful personal brand. This unconventional exploration of language and thought will make you think, make you laugh, and inspire you to draw out the best in yourself and those you lead—through the power of language.

**3:30–5 p.m.**

### Keynote Presentation and Giveaways

### **Persevere and Live in Vision, Not in Circumstance**

*Jon Dorenbos, former NFL player and ‘America’s Got Talent’ finalist*

You may know him as an NFL Pro Bowler or as a world-class magician who made the finals of “America’s Got Talent.” Jon Dorenbos takes the stage to close out Staffing World with inspiring and powerful stories of his life before, during, and after the NFL—mixed with a little bit of magic. Discipline, teamwork, perseverance in the face of tragedy and hardship, and reaching for new levels of success are the themes for his one-of-a-kind presentation.

At 12, Dorenbos’ family was destroyed when he lost both his parents. But he rose through adversity, set goals, and executed the necessary steps to achieve success as a pro football player. He spent 11 years with the Philadelphia Eagles, where he became one of the most beloved players among teammates and fans. In addition to being a two-time NFL Pro Bowler, the Eagles nominated Dorenbos for the 2016 Walter Payton NFL Man of the Year award for his philanthropy and numerous charitable endeavors. In his parallel career as a magician, Dorenbos was a finalist on season 11 of “America’s Got Talent,” and he is a frequent guest on “The Ellen Show.”

**Keynote session sponsored by Monster**