

# ADVANCE PROGRAM

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**SW23** ✨

CHARLOTTE, NC | OCT. 3–5

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REGISTER  
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FOR THE BEST RATE  
AVAILABLE

# ASA Corporate Partners

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.



The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA helps the staffing industry create **better** lives, **better** businesses, and a **better** economy.

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277 S. Washington St., Suite 200  
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703-253-2020  
[americanstaffing.net](http://americanstaffing.net)

#### **#StaffingWorld**



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**EMPLOYEE  
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**Automated Administration. ACA Compliance. Employee Choice.**

Looking to streamline your benefits operations? New ICHRA legislation allows employers to comply with ACA mandates through the subsidized state and federal healthcare marketplaces. This means substantially lower plan costs, minimal administration, and access to a wide range of major medical healthcare plans from industry-leading insurers.



## **Marketplace Means Choice**

Participation in healthcare marketplaces has been steadily increasing thanks in large part to stability created by government subsidies. More insurance carriers are offering qualified marketplace coverage than ever before. Employers and their workers are finding individual plans with comparable if not better benefits than group plans at much lower costs.

## **ESC Makes ICHRA Simple.**



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# Staffing World Sponsors



The American Staffing Association is pleased to recognize all of its sponsors for Staffing World 2023—especially its corporate partners. Please join ASA in thanking this year's sponsors for their commitment to the success of the ASA convention and expo. This list is current as of July 15.

## CORPORATE PARTNERS



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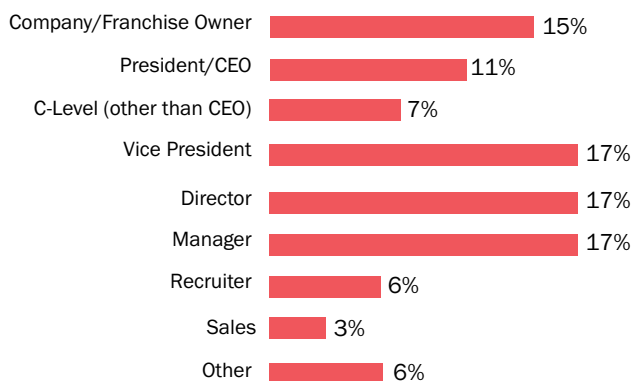


# WHO WILL BE AT STAFFING WORLD 2023?

The people you'll find at Staffing World include a range of roles, sectors, expertise, and years in the business. Whether you're a seasoned industry veteran or a new staffing specialist, you'll make valuable connections to help you develop professionally, improve your company, and advance your career.

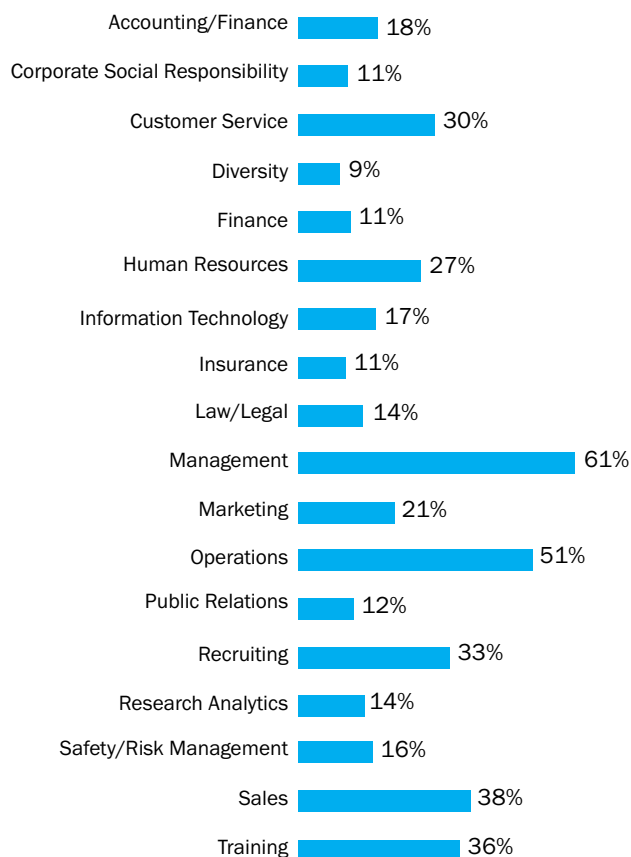
## Connect With Your Staffing Community Peers

### Your Staffing World Peers Have a Wide Range of Experience

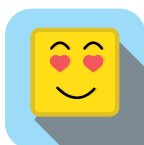


### 84% agreed that they gained knowledge or skills relevant to their job at Staffing World 2022

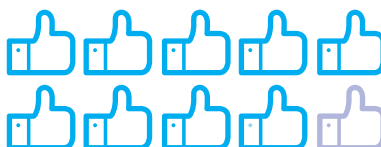
#### Staffing Professionals' Main Areas of Responsibility



### Connect With New Staffing Peers as Well as Industry Veterans



**Attendees love Staffing World—87% satisfied in 2022**



**90%** satisfied with overall expo experience



Variety of exhibitors **(93% satisfied)**



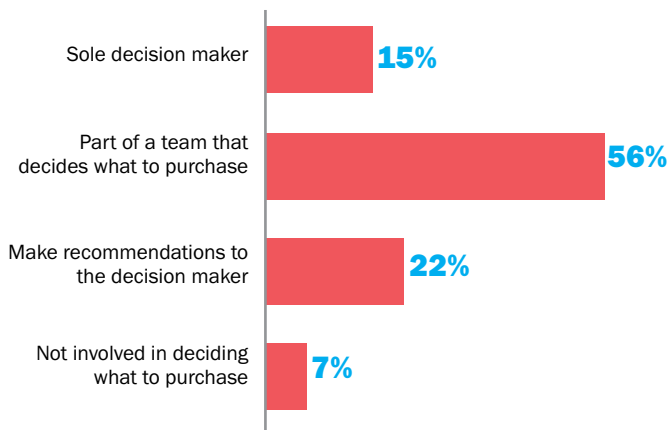
Networking opportunities **(88% satisfied)**





## Did You Know?

Most of your Staffing World peers help make purchasing decisions for their firms.



# STAFFING WORLD SUCCESS STORIES

Connect with these staffing professionals and many more at Staffing World 2023, Oct. 3-5.



Awesome event! THRIVE is life-changing and is such an incredible preconference event. The close-out speakers were real, transparent, humble, and just what was needed. Thank you for creating a conference that speaks to the human spirit in each person. Loved the diversity and for your effort to reflect the collective world.

—**Tenera McPherson**,  
VP, Staffing One



This year's Staffing World conference was one of the most valuable experiences I can remember. I found a software solution I didn't know existed that solves a problem that improves our efficiency and saves us enough money to pay for the conference with a 20X return. I am being conservative with that estimate.

—**Dane Reese**, chief revenue officer, PDQ Staffing



I learned a lot and was inspired by a lot of the stories I heard from veterans in the industry. I'm coming back to work re-energized and encouraged to help implement new tactics and strategies to add to our culture.

—**Dennis Martin Ramos**, recruiting supervisor, Favorite Healthcare Staffing

## BRING YOUR WHOLE TEAM

to add even more perspectives to the mix; together we'll move the industry forward. Register today at [staffingworld.net](http://staffingworld.net) for a **15% discount on full registration passes.**

# Staffing World Agenda

*Subject to change. All sessions and events take place at the Charlotte Convention Center, unless indicated otherwise. All times reflect the Eastern time zone. Note: Preconvention programs are not included as part of your Staffing World registration; they require separate registration at an additional cost.*

<b>MONDAY</b>	<b>Oct. 2</b>	8 a.m.–1 p.m.	ASA Board of Directors Meeting (invitation only)
		1–5 p.m.	Registration Open
		1:30–6 p.m.	Preconvention Program: THRIVE Live, Part I
		6–7:30 p.m.	THRIVE Live Reception (THRIVE attendees only)
		6:30–9 p.m.	ASA Board of Directors Dinner (invitation only)

<b>TUESDAY</b>	<b>Oct. 3</b>	8:30 a.m.–7 p.m.	Registration Open
		9 a.m.–2 p.m.	Preconvention Program: Recruiting Masterclass
		9 a.m.–2 p.m.	Preconvention Program: Staffing Firm Owners Masterclass
		9 a.m.–2 p.m.	Preconvention Program: THRIVE Live, Part II
		11 a.m.–3:30 p.m.	THRIVE Pop-Up Shop
		2–3:15 p.m.	Welcome Mixer
		3:30–5 p.m.	Keynote Presentation by Mike “Coach K” Krzyzewski
		5–7 p.m.	Expo Grand Opening
		5:15–6:30 p.m.	Knowledge Hub Talks in the Expo

<b>WEDNESDAY</b>	<b>Oct. 4</b>	7:30–8:30 a.m.	Continental Breakfast
		7:30 a.m.–6:30 p.m.	Registration Open
		8:30–10 a.m.	Keynote Presentation by Paul Zikopoulos
		10 a.m.–7 p.m.	Expo Open
		10:15–11 a.m.	Refreshment Break in the Expo
		11:15 a.m.–12:15 p.m.	Breakout Sessions
		12:15–2:15 p.m.	Lunch in the Expo
		12:30–2 p.m.	Knowledge Hub Talks in the Expo
		2:30–3:30 p.m.	Breakout Sessions
		3:30–4:15 p.m.	Refreshment Break in the Expo
		4:30–5:30 p.m.	Breakout Sessions
		5:30–7:30 p.m.	Networking Reception
		5:45–7 p.m.	Knowledge Hub Talks in the Expo
7–10 p.m.	ASA StaffingPAC Industry Leader Event (invitation only)		



**THURSDAY**

**OCT. 5**


7:30–9 a.m.	Legal and Legislative Committee Meeting (invitation only)
8–9 a.m.	Breakfast in the Expo
8 a.m.–2 p.m	Registration Open
8 a.m.–2 p.m	Expo Open
9:15–10:45 a.m.	Roundtable Discussions
9:15–10:45 a.m.	DEI Masterclass: Embracing Authentic Leadership
10:45–11:30 a.m	Refreshment Break in the Expo
11:30 a.m.–12:30 p.m.	Breakout Sessions
12:30–1:45 p.m.	Safety Committee Meeting With Lunch (invitation only)
12:30–2 p.m.	Lunch in the Expo
12:45–1:45 p.m.	Knowledge Hub Talks in the Expo
2–3:15 p.m.	Breakout Sessions
3:15–3:30 p.m.	Refreshment Break Outside Keynote Presentation
3:30–5 p.m.	Keynote Presentation by Dominique Dawes

**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](https://twitter.com/StaffingTweets)

 [linkedin.com/company/american-staffing-association](https://www.linkedin.com/company/american-staffing-association)

 [facebook.com/AmericanStaffingAssociation](https://facebook.com/AmericanStaffingAssociation)

 [@americanstaffingassociation](https://www.instagram.com/americanstaffingassociation)

# Register Today

This year brings an action-packed agenda and flexible options to accommodate any schedule or budget. Visit [staffingworld.net](http://staffingworld.net) to register. Register by Aug. 25 to get the lowest rate available!

## Full Registration (ADVANCE RATE)

Attend all Staffing World events from Tuesday through Thursday—except any pre-convention programs, which are an additional charge.

**\$2,085**  
Member Rate  
(\$3,145 nonmember)

## 2-Day Pass (ADVANCE RATE)

Staffing professionals may select two consecutive days to attend: Tuesday & Wednesday OR Wednesday & Thursday. Note: Preconvention programs are an additional charge.

**\$1,670**  
Member Rate  
(\$2,070 nonmember)

## 1-Day Pass (ADVANCE RATE)

Staffing professionals may select single-day access for Tuesday–Thursday. Note: Preconvention programs are an additional charge.

**\$975**  
Member Rate  
(\$1,275 nonmember)

## Preconvention Programs

Preconvention programs require separate registration at an additional cost and are not included with any Staffing World registration package. Choose one:

- THRIVE Live: Women in Leadership (Oct. 2–3): \$445 (Nonmembers \$645)
- Staffing Firm Owners Masterclass (Oct. 3): \$375 (Nonmembers \$575)
- Recruiting Masterclass: Strategies for Surpassing Your Goals (Oct. 3): \$375 (Nonmembers \$575)

Presenter, chapter leader, volunteer, and guest registrations, as well as a la carte expo reception tickets, are also available—visit [staffingworld.net](http://staffingworld.net) for more information. Ready to join ASA and enjoy discounts and benefits? Visit [americanstaffing.net/join](http://americanstaffing.net/join).



### Staffing World 2022 Alumni Rate

(For staffing professionals who attended Staffing World 2022)  
\$1,685 (\$2,645 nonmember)



### 15% Team Discount!

After a staffing professional at your company purchases a full registration, subsequent staffing professionals from your company receive a 15% discount on full registration packages.



### Industry Supplier Rate

Full Convention and Expo  
\$4,385 (Nonmembers \$6,385)





# SUMMER CERTIFICATION SALE!

## BECOME INVALUABLE TO CLIENTS AND TALENT.

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When you earn your ASA Certified Staffing Professional® designation, you unlock a wealth of knowledge and insight that will make you an even more valuable asset to your clients and talent.

#### Earning your CSP® gives you

- thorough and up-to-date staffing industry best practices and content
- a community of ASA-certified peers you can network with and learn from
- invaluable expertise on employment law topics and current legal challenges
- prestigious visibility in an increasingly competitive staffing marketplace

Are you ready to become a vital partner to clients and job seekers and join the ranks of 3,000+ ASA-certified professionals?



**30%**  
**discount**  
**Aug. 1-31**

.....  
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Get started at [americanstaffing.net/certification](http://americanstaffing.net/certification).

**QUESTIONS?** Contact Kia Matthews at [certification@americanstaffing.net](mailto:certification@americanstaffing.net).



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## Staffing World 2023 takes place in beautiful Charlotte, NC!



Charlotte Convention Center  
501 S College St,  
Charlotte, NC 28202  
704-339-6000



### Hotel Rooms & Rates

Uptown Charlotte boasts five hotels within just a few blocks of the Charlotte Convention Center, and ASA has negotiated great rates for attendees. (Note: The cut-off date for securing special Staffing World rates at any of these five hotels is Sept. 8.)

#### ■ The Westin Charlotte

ASA headquarter hotel—0.1 miles from the convention center  
Single/double room: \$279/night

#### ■ Embassy Suites by Hilton Charlotte Uptown

100 feet from the convention center  
Two-room king suite: \$269/night

#### ■ Hilton Charlotte Uptown

0.1 miles from the convention center  
Room rate: \$249/night

#### ■ JW Marriott Charlotte

0.2 miles from the convention center  
Single/double room: \$289/night

#### ■ Omni Charlotte Hotel

0.3 miles from the convention center  
Single/ double room: \$248/night  
Triple room: \$268/night  
Quad room: \$288/night

Visit [staffingworld.net](http://staffingworld.net) to see check-in/check-out times, parking fees, a map of the hotels' proximity to the convention center, and to make your reservations.



### Airport

All hotels are conveniently located within 15 minutes via car from Charlotte Douglas International Airport (CLT).

Charlotte Douglas International Airport (CLT)  
5501 Josh Birmingham Pkwy.  
Charlotte, NC 28208



### Attire

Business casual clothing is appropriate for the educational sessions during Staffing World. Layers are recommended as temperatures in session rooms can vary. Bring cocktail attire for some of the evening events



### Weather

Charlotte enjoys October average highs of 75° F. Average lows are 52° F.





# Staffing World Keynote Presenters

Hear from some of the brightest minds in business today on current hot topics: motivating teams, the ins and outs of generative AI, turning negative situations into positive ones, and more. Don't miss this unique opportunity to come together with your staffing community to learn and collaborate. **Register today at [staffingworld.net](https://staffingworld.net).**



## Mike “Coach K” Krzyzewski: Head Men’s Basketball Coach, Duke University (1980–2022)

### Master Motivator

Passionate, dynamic, and inspiring, coach Mike Krzyzewski (known by fans as Coach K) is a master motivator—not only of teams, but of individuals and organizations, spurring them on to succeed beyond even their own expectations. He led Team USA to three Olympic gold medals and is a member of the Naismith Memorial Basketball Hall of Fame. Coach K shows audiences how they, too, can compile winning numbers in both their professional and personal lives. In this stirring keynote presentation, Coach K will map out a clear game plan for achieving success—motivating, leading, and providing powerful strategies for building confidence, trust, communication, and teamwork.



Follow @MikeCoachK  
#StaffingWorld



### Keynote Presentation

Tuesday, Oct. 3  
3:30–5 p.m.

Sponsored by



REGISTER  
TODAY!

[staffingworld.net](https://staffingworld.net)





## Paul Zikopoulos

Artificial Intelligence Expert and Vice President of Cognitive Data Systems for IBM

### Generative AI: The Good, The Bad, and ChatGPT

While AI has gone through many hype cycles, seemingly overnight it went from a “need to eventually have” type of conversation to one that is “needed to be had last month.” Even to skeptics, the release of ChatGPT seems to have marked a turning point—with AI able to tell jokes, churn out essays that look human-written, and so much more. And while ChatGPT has captured the world’s imagination, the real question is if AI is ready to deliver a transformative change for companies. In this high-octane, demo-rich keynote, Paul Zikopoulos delves into the topic of generative AI in a language everyone can easily understand: What is it? How does it work? What are the opportunities across the staffing industry? This keynote will not just help attendees demystify the new world of generative AI, but also help them prepare a strategy to execute to enhance productivity, streamline processes, and improve decision making.



Follow @BigData\_paulz  
#StaffingWorld



### Keynote Presentation

Wednesday, Oct. 4

8:30–10 a.m.

**REGISTER  
TODAY!**

[staffingworld.net](https://staffingworld.net)

# Staffing World Keynote Presenters



## **Dominique Dawes** U.S. Olympic Gymnast and Gold Medalist

### **Determination, Dedication, and Desire**

Dominique Dawes—among the most accomplished gymnasts in U.S. Olympic history—will deliver an inspiring and energizing presentation that will recharge your professional batteries and give you thought-provoking strategies for taking your best self to the next level. She calls her approach D-3: Determination, Dedication, and Desire—and it is what gave her the strength and confidence to handle the professional and personal challenges in her life, to persevere amid defeat and triumph in victory. In this uplifting presentation, Dawes will share with the Staffing World audience that success is a journey, not a destination, and how this mindset helps you continually strive for excellence and turn a negative situation or obstacles into a positive situation full of opportunity.



Follow @dominiquedawes  
#StaffingWorld



### **Keynote Presentation**

Thursday, Oct. 5  
3:30–5 p.m.

**REGISTER  
TODAY!**

***staffingworld.net***

“It was so easy for me to just give it all to TRICOM and **FOCUS ON GROWING THE COMPANY.**”

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However, I had pride and ego in that funding companies have this stigma. It's like companies who don't do well are the ones that go with a funding company. I really didn't want to be seen as a company that was struggling. I finally let that go because I needed to have my back office sorted out.

It was more than just the funding, it was what came with it that I really needed. I spent a lot of time with the finances, the payroll, receiving paychecks, and doing collections.

I took advantage of a bunch of what TRICOM offers. It was so easy for me to just give it all to TRICOM and focus on growing the company.”

— Nurys Harrigan-Pedersen, President/CEO, Careers in Nonprofits

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 NATIONAL REACH, LOCAL EXPERTISE

# 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](http://americanstaffing.net/certification).

## Continuing Education at Staffing World 2023

By attending the various preconvention programs, sessions, and Knowledge Hub presentations at Staffing World, you can earn up to 22.75 CE hours required for ASA certification renewal.



## Join the Industry Elite

More than 12,000 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](http://americanstaffing.net/certification).

## SHRM-CP and SHRM-SCP Certification

Staffing World sessions will be submitted to the Society for Human Resource Management for recertification credit hours.

## HR Certification Institute

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



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In my experience with Kittrell Paycard, I can not find a single instance where I have had to struggle with them. I have found them to be trustworthy, reliable, and have excellent performance as a strategic partner and vendor. Additionally, they have superior customer service.

**Shawn Zeeshan**  
Finance and Operations Manager, TalentLogistiX



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# Knowledge Hub in the Expo



## Staffing World Knowledge Hub!

### Your Tailored Learning Journey Awaits

Gain a competitive edge by accessing the latest trends, best practices, and emerging innovations. Ignite meaningful conversations and foster collaboration with like-minded professionals. The Knowledge Hub at Staffing World provides a vibrant community where you can engage with industry leaders, share ideas, and gain valuable insights by listening to dueling presentations of Speed Talks and Tech Talks. Mix and match these microlearning opportunities to customize your learning experience to suit your unique needs.

Subject to change. See full presentation descriptions at [staffingworld.net](https://staffingworld.net).



## Speed Talks in the Expo

Join a distinguished group of visionaries for unique, fast-paced networking and thought leadership discussions. These 10-minute sessions are easy to fit in during lunch and receptions.

### Tuesday, Oct. 3

5:15–5:25 p.m.

#### Stage 1

##### **Creating an Effective Flexible Staffing Model in the Changing Gig Economy**

*Miechia A. Esco, M.D., Ph.D., RPVI, vascular surgeon and chief medical resource advisor*

#### Stage 2

##### **What Is the Workers' Compensation Market for Staffing Really Up To?**

*John Cassidy, assistant VP, StaffPRO<sup>3</sup> at PMC Insurance Group*

5:30–5:40 p.m.

#### Stage 1

##### **Practical Solutions for Navigating DEI Challenges**

*Diane Geller, partner, Fox Rothschild LLP; Heather Ries, partner, Fox Rothschild LLP*

#### Stage 2

##### **Navigate the Current Banking Environment and Manage Cash Flow to Grow Your Business**

*Kelly Nelson, business development officer, TCI Business Capital; Sheri Tischer, VP of business development-staffing, TCI Business Capital*



## Speed Talks in the Expo

### Tuesday, Oct. 3

5:45–5:55 p.m.

<b>Stage 1</b> <b>Funding to Grow Your Staffing Business</b> <i>Julie Murphy, VP of marketing, Commercial Funding Inc.</i>	<b>Stage 2</b> <b>Employee Benefits and ACA Compliance Made Easy (and Affordable)</b> <i>Tim Varone, regional sales director, Options Plus</i>
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6–6:10 p.m.

<b>Stage 1</b> <b>ESOPs for Staffing Companies</b> <i>Kelly McCreight, CEO, Hamilton-Ryker</i>	<b>Stage 2</b> <b>Safety Matters: Best Practices for Host Employers</b> <i>Sharon Davis, occupational safety manager, Elwood Staffing</i>
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6:15–6:25 p.m.

<b>Stage 1</b> <b>Creating an Ideal Gen Z Candidate Experience</b> <i>Jerome Guerard, director of solutions sales, Monster</i>	<b>Stage 2</b> <i>Come to the Knowledge Hub to see who is on stage 2.</i>
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### Thursday, Oct. 5

12:45–12:55 p.m.

<b>Stage 1</b> <b>The Current State of Staffing M&amp;A: Strategies and Tips for Potential Buyers and Sellers</b> <i>Jeremy Falendysz, partner and managing director, UHY Corporate Finance</i>	<b>Stage 2</b> <b>Value and Transparency—The Evolution of Staffing Benefits</b> <i>Thomas Blomberg, SVP-national sales, Fundamental Care Staffing (Coterie Advisory Group)</i>
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1–1:10 p.m.

<b>Stage 1</b> <b>Empowering a Safer and Healthier Workplace With Oral Fluid Drug Testing</b> <i>Suman Rana, Ph.D., director-scientific leadership, Abbott</i>	<b>Stage 2</b> <b>Health Care Staffing: Accelerating Growth Efficiently During the Great Resignation</b> <i>Mary Grace Powers, managing director, BlueSky Synergy</i>
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1:15–1:25 p.m.

<b>Stage 1</b> <b>The Impact of Remote I-9 Verification on Staffing Organizations</b> <i>Marc Vilella, president and CTO, GryphonHR</i>	<b>Stage 2</b> <b>The Rule of 5</b> <i>Cody Cope, TSC, CSP, senior manager, talent acquisition and training/development, AccountStaff Inc.</i>
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# Knowledge Hub in the Expo

Subject to change. See full presentation descriptions at [staffingworld.net](https://staffingworld.net).



## Tech Talks in the Expo

Get all the technology-related answers your staffing and recruiting company needs by tapping into Staffing World Tech Talks. These 10-minute presentations by technology experts will address staffing-specific tech challenges. Want to continue the conversation? Visit the experts' booths in the expo hall.

### Wednesday, Oct. 4

12:30–12:40 p.m.

**Stage 1**

**Getting Paid Faster: How Automation and AI Can Help You Control Cash Flow**

*Sean Smalley, director, business services sales, Billtrust*

**Stage 2**

**AI or Intelligent Automation in Recruitment—What Really Matters?**

*David Barthel, VP of sales, AkkenCloud*

12:45–12:55 p.m.

**Stage 1**

**How to Optimize Your Backend Software to Increase Margins**

*Matt Fisher, product owner, Crowe*

**Stage 2**

**The Future of Open AI and Microsoft in Staffing Technology**

*Jonathan Marcer, commercial director, Professional Advantage Software Solutions Inc.*

1–1:10 p.m.

**Stage 1**

**Voice AI Boosts Revenue, Job Turnaround, and Candidate Experience**

*Ashwarya Poddar, founder and CEO, ConverzAI*

**Stage 2**

**The Quantifiable Top 5 Best Practices for Maximizing SMS Outreach**

*Martin Payne, CEO, TextUs*

1:15–1:25 p.m.

**Stage 1**

**Transforming the Staffing Industry: The Power of AI**

*Matthew Carson, president, Evoove*

**Stage 2**

**Mastering Market Expansion With Data-Driven Insights**

*Brian Leslie, enterprise account executive, Lightcast*

1:30–1:40 p.m.

**Stage 1**

**Automation Tune-Up: 10 Ideas in 10 Minutes**

*Jeff Staats, CMO, Haley Marketing*

**Stage 2**

**The Role of Leading and Lagging Indicators in Driving Productivity at Your Firm**

*Mike Perrone, chief revenue officer, Prodoscore*

1:45–1:55 p.m.

**Stage 1**

**Business Rules Engine: What You Need to Know**

*Adam Rochelle, VP of information technology, Essential StaffCARE*

**Stage 2**

**Automate Your On-Site Programs for a Competitive Advantage**

*Kathy Gans, head of sales North America, Beeline*

5:45–5:55 p.m.

**Stage 1**

**Unleashing the Power of Holistic Job Matching**

*Thad Price, CEO, Talroo*

**Stage 2**

**The Rise of AI in Recruiting: How it's Revolutionizing the Industry**

*Pankaj Jindal, co-founder, Sense*





## Wednesday, Oct. 4

6-6:10 p.m.

**Stage 1**

**An Industry-Wide Taskforce on Digitalization**

*John Healy, VP, World Employment Confederation*

**Stage 2**

**Don't Let Shiny Tech Lead You Away From Solid Process**

*Tom Hunley, senior product marketing manager, Crelate*

6:15-6:25 p.m.

**Stage 1**

**How Will Machine Learning and Automation Revolutionize Recruiting?**

*Jeremy Schiff, founder and CEO, RecruitBot*

**Stage 2**

**Why Staffing Companies Struggle With CRMs**

*Mark Winter, principal and CEO, WinSource Group*

6:30-6:40 p.m.

**Stage 1**

**Safeguarding Your Staffing Firm: What You Need to Know About Protecting Your Most Valuable Assets**

*Odell Tuttle, CTO, Avionté Staffing Software*

**Stage 2**

**Texting in the Staffing Industry—One Size Does Not Fit All**

*Brad Herrmann, founder and president, Text-Em-All*

6:45-6:55 p.m.

**Stage 1**

**Combatting the Great Resignation**

*Anthony Soggi, CEO, Leadline Inc.*

**Stage 2**

**VMS Doesn't Have to Be a Dirty Word**

*Rob Geist, director of sales, SimpleVMS*

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# Preconvention Programs

## Maximize Your Staffing World Experience—Add a Preconvention Program

Preconvention programs take place before Staffing World begins—on Monday, Oct. 2, and Tuesday, Oct. 3.

Note: All preconvention programs require separate registration at an additional cost—they are not included in any Staffing World registration packages. Visit [staffingworld.net](http://staffingworld.net) for more information.

**Choose one of three preconvention programs:**



Subject to change.

Visit [staffingworld.net](http://staffingworld.net) to see detailed agendas.

1

### **THRIVE Live: Elevating Careers, Empowering Women in Staffing**

Join leading women in staffing for THRIVE Live, brought to you by the ASA Women in Leadership interest group. No other event or program in the staffing industry delivers the connections, content, and experience that THRIVE does so consistently—because THRIVE is designed by women in the staffing industry for the advancement of the entire THRIVE community. THRIVE Live is a day-and-a-half program that women in staffing—in all stages of their careers—will benefit from and celebrate together.



**Note: This is a two-part preconvention program that takes place Oct. 2–3; a continental breakfast and boxed lunch will be served on Tuesday, Oct. 3, only.**

**Monday, Oct. 2**  
**1:30–6 p.m.**

**THRIVE Live, Part I**

**Tuesday, Oct. 3**  
**9 a.m.–2 p.m.**

**THRIVE Live, Part II**

The ASA Women in Leadership interest group is thrilled to announce that Reshma Saujani will headline THRIVE Live this year at Staffing World. Saujani is a leading activist for women, founder of Girls Who Code, and founder and CEO of Moms First (formerly Marshall Plan for Moms). She authored the best-selling books *Brave, Not Perfect: How Celebrating Imperfection Helps You Live Your Best, Most Joyful Life* and *Pay Up: The Future of Women and Work (And Why It's Different Than You Think)*. Don't miss this once-in-a-lifetime opportunity to hear from one of the most influential advocates for women making a difference today.



### **THRIVE Live Special Reception**

Come in early for the THRIVE Live pre-convention program, and you'll be invited to a special networking reception on Monday, Oct. 2, 6–7:30 p.m.

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**2**

**Tuesday, Oct. 3**  
**9 a.m.–2 p.m.**

### **Staffing Firm Owners Masterclass**

*Derek Pittak, founder, Beyond4Growth, and certified Entrepreneurial Operating System Implementer*

During this Staffing World pre-convention program, designed specifically for staffing firm owners, chief executives, and presidents, Derek Pittak, certified EOS implementer, will deliver strategies aimed at helping staffing leaders take their companies to the next level. This program will be interactive. Come prepared to network, discuss, and brainstorm with your peers. You will be grouped with participants of similar company size to maximize your conversation and takeaways.

This unique masterclass for staffing company owners, leaders, and chief executives allows you to spend quality, strategic time on your business model and operations. Roll up your sleeves and confront your organizational challenges head-on. Build your 10-year target, your three-year picture, and your one-year plan—and set your company on an enhanced success path.

A continental breakfast and box lunch will be provided.

**3**

**Tuesday, Oct. 3**  
**9 a.m.–2 p.m.**

### **Recruiting Masterclass: Strategies for Surpassing Your Goals**

*Stacy Napoles, senior director, training and development, Next Level Exchange*

During this Staffing World pre-convention program, Stacy Napoles of Next Level Exchange leads participants through the latest insights, tips, and techniques for recruiters. This program will be interactive—come prepared to network, discuss, and brainstorm with your fellow recruiters. Expect to make strategic connections, share challenges and solutions, and walk away with an actionable plan for tackling current recruiting challenges and opportunities in the industry as well as strategies for growing your company's talent pipeline and increasing candidate engagement.

A continental breakfast and box lunch will be provided.

# Staffing World Sessions



**KEEP AN EYE OUT FOR EACH SESSION'S  
KEY FOCUS AREAS.**

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.

Subject to change. Visit [staffingworld.net](http://staffingworld.net) regularly for additional sessions and updates.

## TUESDAY, OCT. 3

**3:30–5 p.m.**



### **Super Session and Keynote Presentation by Mike Krzyzewski: Master Motivator**

Passionate, dynamic, inspiring, coach Mike Krzyzewski (known by fans as Coach K) is a master motivator—not only of teams, but of individuals and organizations, spurring them on to succeed beyond even their own expectations. Coach K shows audiences how they, too, can compile winning numbers in both their professional and personal lives. In this stirring keynote presentation, Coach K will map out a clear game plan for achieving success—motivating, leading, and providing powerful strategies for building confidence, trust, communication, and teamwork.

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## WEDNESDAY, OCT. 4

**8:30–10 a.m.**



### **Super Session and Keynote Presentation by Paul Zikopoulos: Generative AI: The Good, The Bad, and ChatGPT**

While AI has gone through many hype cycles, seemingly overnight it went from a “need to eventually have” type of conversation to one that is “needed to be had last month.” Even to skeptics, the release of ChatGPT seems to have marked a turning point—with AI able to tell jokes, churn out essays that look human-written, and so much more. And while ChatGPT has captured the world’s imagination, the real question is if AI is ready to deliver a transformative change for companies. In this high-octane, demo-rich keynote, Zikopoulos delves into the topic of generative AI in a language everyone can easily understand: What is it? How does it work? What are the opportunities across the staffing industry? This keynote will not just help attendees demystify the new world of generative AI, but also help them prepare a strategy to execute to enhance productivity, streamline processes, and improve decision making.

**11:15 a.m.–12:15 p.m.**

### **Breakout Sessions**

Choose to participate in one of these concurrent sessions.

#### **2023's Top Trending Technology Tools You Should Have in Your Tech Stack**

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

*Panelists: Hope Bradford, senior director of IT, Kelly; Tom Erb, CSP, president, Tallann Resources LLC; David Francis, director of research, Talent Tech Labs*





 **SESSION FOCUS:** Technology

Don't miss this always-popular Staffing World tech solutions roundup—your chance to get expert views from some of the staffing industry's top tech experts on the latest tools for client and candidate attraction as well as engagement, recruitment, retention, and back-office operations. You'll learn about the newest tech solutions that address the industry's most pressing challenges through rapid-fire presentations showcasing these solutions (some of which you can later explore in the expo hall). You'll leave this session with the insights you need to make the right technology decisions to optimize your operations and drive your business.

**Learning Objectives:**

1. Identify emerging technologies that could have an impact on your bottom line.
2. Understand the tech ecosystem in greater detail to make smarter tech investments.
3. Develop a list of potential services or software to explore.

**Developing and Maintaining a Strong Company Culture—Pre- and Post-Investment**

*Tom Gimbel, founder and CEO, LaSalle Network*

 **SESSION FOCUS:** Leadership; Talent Management

Firms today are faced with a jobs market we've yet to see, and with all the change occurring, loyal employees are looking for some form of stability from their employers. However, when companies introduce change—whether it's bringing on investors, conducting an acquisition, or being acquired—how do companies create a culture pre- and post-transaction that retains top talent and maintains staff loyalty? This session with workplace leader Tom Gimbel of LaSalle Network will unpack all the secrets to creating a culture that drives staff engagement and passion pre- and post-sale.

**Learning Objectives:**

1. Understand what today's workforce is seeking based on LaSalle Network original research collected from employed professionals.
2. Develop a company culture that not only attracts top talent, but retains employees to grow and develop within the organization.
3. Develop a strategy to best communicate changes to a workforce, such as an investment or acquisition.
4. Learn how to continue building your company culture post-transaction to continue attracting and retaining top talent.

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# Staffing World Sessions

## How to Effectively Market Your Benefits to Recruit and Retain Top Talent

Facilitated by Marco Nunez, VP of operations, Essential StaffCARE



In a tight and challenging labor market, staffing companies thrive by maximizing every opportunity to increase their recruiting and retention power. After rate of pay, medical benefits are the most commonly sought-after benefit by employees. Is your staffing firm doing everything it can to communicate why the benefits you offer are valuable to the talent pool in your market?

### Learning Objectives:

1. Fully understand the financial and benefit realities of today's temporary workers.
2. Identify the benefits most valuable to today's temporary workers.
3. Communicate the most important aspects of your benefit offering at onboarding.
4. Pinpoint the biggest opportunities to better communicate/highlight your benefit offerings to prospective workers.

## Empowering Women in Staffing: Strategies From Industry Leaders

Facilitated by Eric Gregg, CEO, ClearlyRated



Fostering a culture that enables women to excel and prepares them for leadership positions requires unwavering dedication and consistent effort. Join Eric Gregg of ClearlyRated as he moderates a panel discussion featuring staffing industry leaders who have taken proactive steps toward creating more leadership opportunities for women. Gain insights and strategies from these industry experts on building a more equitable workplace where women can thrive and succeed in leadership roles.

### Learning Objectives:

1. Create a supportive and inclusive workplace culture where women are encouraged to speak up, share ideas, and participate in decision-making processes.
2. Ensure that women are represented in leadership positions and have a voice in shaping firm policies and growth strategies.
3. Close the gender pay gap and ensure that women are paid fairly and equally for their contributions.

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## Navigating a Changing Market With a Scalable Sales Process

Facilitated by Lauren B. Jones, CEO, Leap Consulting Solutions

Panelists: Mark Agostinelli, VP, The Davis Cos.; Lesly Cardec, SVP, ClearEdge Marketing; Keith Weightman, VP, Bullhorn



This panel of industry experts will guide attendees on how to create a sales process that can get results in an everchanging market. Together they'll share insights on the right combination of process, technology, culture, and accountability that empowers scaling and retention in uncertain times. You will walk away from this breakout session with tangible and implementable strategies.

### Learning Objectives:

1. Establish a process that is scalable.
2. Identify steps for creating and implementing accountability measures.
3. Learn sales strategies that work in a volatile market.



## Level Up Your Recruitment Marketing to Compete (and Win)

Matt Lozar, director of recruitment marketing, Haley Marketing Group



Companies continue to struggle with not only recruiting candidates but keeping them on board as employees. That process starts before the candidate applies for the job. In this session, participants will take an in-depth look at recruitment marketing, which basically means “getting the right candidate to apply to your job.” Looking at all four pillars of recruitment marketing (career sites, job advertising, social recruiting, and employer branding), get actionable takeaways to help your staffing company level up your recruitment marketing and create a world-class plan to beat your competition and engage the candidates you need.

### Learning Objectives:

1. Understand what recruitment marketing is and how it applies to your organization.
2. Implement actual tactics to your recruitment marketing to find the right candidates for open jobs.
3. Get the know-how to compete against companies with bigger budgets to land the best candidates.
4. Bring back action items to your company that will help in the short term and long term for recruitment marketing.

## Considerations in Managing Litigation Risk in the Staffing Setting

Facilitated by Sarah Kroll-Rosenbaum, Esq., partner, Akerman LLP

Panelists: Steve Pedersen, chief legal officer, Medical Solutions; Marianela Peralta, general counsel, Allegis Group; Vanessa P. Williams, SVP, general counsel, and assistant secretary, Kelly



Join this panel of chief legal officers and general counsels as they walk you through real-life scenarios on how they approached class action/Private Attorneys General Act risk in recent cases. They will discuss topics such as the scope of release in anticipation of an evolving legal framework and practical considerations for staffing firms—such as how to protect clients and concerns about mass arbitrations. Learn how to identify risk factors and methods of mitigating that risk.

### Learning Objectives:

1. Discover alternative approaches to assessing risk.
2. Learn how to recognize and utilize compliance efforts to mitigate risk.
3. Consider alternative frameworks for settlements to manage risk.

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PREMIUM



# Staffing World Sessions

**2:30–3:30 p.m.**

## **Breakout Sessions**

Choose to participate in one of these concurrent sessions.

### **Banish Burnout: Move From Stress to Success**

*Janice Litvin, award-winning wellness speaker*



**SESSION FOCUS:** Personal Development; Talent Management

In this lively, interactive session, Janice Litvin shows recruiters and their managers how to manage stress from the inside out. While all attempts to manage stress—such as meditation, sleep, and exercise—are important, Litvin’s Banish Burnout methodology offers a unique solution for preventing burnout by teaching attendees how to change their behavior from the inside out. Her methodology is based on the premise that you can change your behavior with desire, awareness, and appropriate tools. That is where her best-selling book, *Banish Burnout Toolkit*, comes in. Complete with stories, discussion, and exercises, the reader accomplishes this important work of managing their stress to prevent burnout. Litvin will keep audiences engaged with stories, humor, and audience interaction.

#### **Learning Objectives:**

1. Access a methodology and supporting tool kit to help employees uncover their behavior patterns in response to stress.
2. Learn how to interrupt negative thoughts and replace them with positive thoughts and outlook.
3. Change the way you react to stress, so you can change your behavior.
4. Learn how to set healthy boundaries, even at work—and learn how to say “no” without saying “no.”
5. Get the tools to manage and prevent organizational burnout.

### **Understanding and Valuing Neurodiversity in the Staffing Network**

*Victoria Hill, director of diversity and social Impact, Advanced Group*



**SESSION FOCUS:** DEI; Recruiting; Talent Management

We all experience, interact with, and interpret the world in unique ways. This session will deepen your understanding of neurodiversity (learning and thinking differences). Participants will learn to recognize the differences in each of our brains and develop a wider view of “normal,” which results in more effective recruitment strategy, client interaction, communication, development, and leadership style. Participants will learn how to listen and engage respectfully for a more inclusive workplace. We all have different minds, and that’s a beautiful thing worthy of respect and celebration.

#### **Learning Objectives:**

1. Demonstrate inclusive behaviors of diverse talent in recruiting, hiring, and promoting.
2. Create a more accepting, inclusive work environment so all members of your company and the companies you work with can thrive.
3. Widen the general view of “normal” and appreciate that everyone learns differently.
4. Reduce stigmas around learning and thinking differences.
5. Learn best practices when creating a culture that is more inclusive of neurodiversity.

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## Negotiating Staffing Service Agreements

*Bob Goldberg, partner, Taylor English Duma LLP*



Staffing service agreements are important documents that define the terms and conditions of the relationship between a staffing agency and its clients. Join Bob Goldberg, partner with Taylor English Duma, as he covers the key elements of staffing service agreements, tips for effective negotiation, case studies, and examples of successful and unsuccessful negotiations. By the end of this session, you will be better equipped to negotiate staffing service agreements that meet your needs and goals and to build strong and mutually beneficial relationships with your clients. Goldberg will leave you with a better understanding of the legal considerations involved in negotiating these agreements and able to apply best practices to your own negotiations.

### Learning Objectives:

1. Learn how to prepare for and conduct negotiations and how to identify and address potential sticking points.
2. Gain insights into common pitfalls and mistakes in negotiating staffing service agreements and strategies for finding creative solutions.
3. Develop skills and techniques for maintaining a collaborative and respectful approach to negotiations and building strong relationships with clients.
4. Acquire practical tools and resources for negotiating staffing service agreements, including sample contract language, negotiation checklists, and evaluation criteria.

## Candidate Sourcing Strategy: Actionable Talent-Finding Strategies

*Ashley Bowlin, chief growth officer, Tracker ATS & CRM*



Identifying qualified candidates quickly and filling jobs are essential to your bottom line. It may seem obvious, but proactively sourcing candidates and making your jobs (and your brand) discoverable require a focused strategy. Especially in a candidate-driven market, a solid proactive sourcing strategy enables you to enjoy a stacked pipeline, regardless of the time of year or current candidate economy. Finding great candidates isn't easy. In this session, participants will dig through today's top strategic practices and recruitment technology integrations that can elevate a staffing firm's sourcing return, such as

- Social media (including LinkedIn and Facebook)
- Your own database (CRM/ATS)
- Job boards
- Inbound website traffic and discoverability
- Automation for sourcing

## Tales From the Other Side: The Journey From HR to Recruiter

*Rachel Anevski, founder and CEO, Matters of Management LLC*



Session presenter Rachel Anevski explains her approach by telling this short story: "I used to think recruiters were the bane of my existence. I was a human resources director, and I couldn't stop the flood of calls coming into the company I worked for—no matter how much I bribed the employees to give up the recruiters' names. I could not stop the sea of staff members who chose alternative workplaces to the one I was representing. Worse yet, I couldn't understand why the recruiter was more powerful than the relationships I had built internally. Then it dawned on me—a recruiter is a trusted influencer. A staffing professional understands the marketplace, the industry, and the salary and value of an employee. A true recruiter with integrity and dedication to the profession could be far more helpful to an ambitious employee than I could ever be."

# Staffing World Sessions

Join Anevski as she analyzes the recruiting profession through both lenses and learn how to anticipate the needs and work more effectively with HR directors. Examine the role of a recruiter finding your true motivation, all with the goal of getting the HR director to make you their No. 1 choice.

#### Learning Objectives:

1. Discover how to lean in to your recruiter superpowers.
2. Get guidance on how to further educate HR directors, clients, and candidates on the recruiter partnership.

### Successful Sales Tactics: How to Go From Sales Insecure to Sales Confident

*Natasha Hemmingway, sales coach and consultant*



Stumped when it comes to selling? Let's try something new together! Join Natasha Hemmingway, a highly rated presenter at last year's successful ASA THRIVE Live event, to learn about the four components of her tried-and-true sales process—and the importance of having an authentic and customized process in your business. Walk away with practical, how-to steps for you and your team—steps that will transform your sales mindset and boost your sales results immediately.

#### Learning Objectives:

1. Discover the four-step formula that will rewire your brain to think like a sales professional.
2. Familiarize yourself with a rinse-and-repeat system you can use to guide every sales conversation.
3. Learn Hemmingway's unique approach for bringing the heart—not the hustle—to your sales process.

**4:30–5:30 p.m.**

### Breakout Sessions

Choose to participate in one of these concurrent sessions.

### Increase Collaboration and Communication Through Chaos and Change

*Krista Ryan, professional speaker and workplace performance coach, KFG Coaching LLC*



On the night of Oct. 1, 2017, life changed for Krista Ryan when she experienced the largest U.S. mass shooting by a single perpetrator at the Route 91 Harvest music festival in Las Vegas. A process Ryan followed that first began as a formula for healing quickly transitioned into an action step for living and leading through change. Join this breakout session to learn about Ryan's KFG Method—a formula to live better and lead stronger through moments of chaos and change—and how this process can help you navigate your own challenges and changes.

#### Learning Objectives:

1. Learn about self-accountability for success through change.
2. Adjust the mindset to view the breakdown as a breakthrough.
3. Get actionable steps to live and lead a more impactful and intentional life at work and home.



#### Don't Miss a Breakout Session!

These concurrent sessions at Staffing World are recorded, so you never have to miss valuable content by choosing one over the other. Attendees will receive access to the session recordings that correspond to their registration package following the convention.

**Questions?** Contact ASA at 703-253-2020.



## Why Sustainability and ESG Matter to the Staffing Industry

*Shea Cunningham, director of sustainability, ASGN Inc.*

 **SESSION FOCUS:** Business Development; Social Responsibility

The escalating climate crisis is proving to be a real threat to businesses across the spectrum of sectors. It is becoming an imperative focus area for clients, talent, investors, and employees—all of whom are increasingly expecting (and in some cases, requiring) businesses to have sustainability policies and practices in place, including annual environmental, social, and governance (ESG) reporting. Moreover, the U.S. Security and Exchange Commission is set to release new ESG regulations that are anticipated to go into effect on Jan. 1, 2024.

Join us to learn about ASGN's ESG journey over the past several years. Hear about the company's lessons learned so you can avoid the potential pitfalls. Shea Cunningham with ASGN will provide an overview of his firm's ESG policies and reporting frameworks, carbon emission reduction planning process, participation in the United Nations Sustainable Development Goal Accelerator program, and companywide implementation of the UN's Women Empowerment Principles.

### Learning Objectives:

1. Define the primary strategic components of ESG and sustainability.
2. Develop a coherent strategy for your company.

## Consumer Behavioral Trends Impacting Staffing

*Jeff Pelluccio, founder and CEO, Allied Insight*

 **SESSION FOCUS:** Business Development; Marketing

The consumer experience has evolved dramatically over the past five years, creating a new level of expectation for brands today. The big question is: What impact has the evolving consumer experience had in the staffing industry when it comes to clients and candidates? This session will use consumer behavioral data from both inside and outside the staffing industry to identify the obstacles that staffing firms are facing and the opportunities they should be capitalizing on.

### Learning Objectives:

1. Analyze current consumer behavioral trends and projected financial impact.
2. Learn the new expectation standards in staffing.
3. Develop a systematic approach to experience management (planning, testing, evolving).
4. Learn how to use the Core 4 (people, process, tech, and marketing) to level up your service game and meet new expectation standards.

## Why You Should Double Down on Digital Differentiation

*Jeff Neumann, VP of product marketing, global enterprise, and salesforce, Bullhorn*

 **SESSION FOCUS:** Sales; Technology

Bullhorn's latest annual Global Recruitment Insights and Data survey revealed that 4,000 global recruitment agencies cite the talent shortage as their top challenge and talent acquisition as their top priority. Add to that the idea that 90% of talent wish finding jobs through recruitment agencies was more streamlined. What will separate winning agencies from the competition? The combination of transformative technology and the human touch.

How can your tech stack play a key role in helping you stand out from the competition and better serve your clients? And how can you build an engagement strategy with a focus on personalization and scalability? In this session, Bullhorn's Jeff Neumann will share why digital differentiation should be your team's primary focus when it comes to overall tech strategy, and how the top staffing firms are making it happen in 2023.

# Staffing World Sessions

## Learning Objectives:

1. Understand how your technology strategy compares with that of high-growth staffing firms.
2. Use technology to enhance your firm's value proposition and increase your competitive advantage.
3. Identify new ways to use technology to win and retain clients.
4. Identify new ways to use technology to engage talent.

## We Need to Chat! Managing the Legal Risks of Generative AI in the Workplace

Jason Klimpl, Esq., partner, employment, staffing law, and corporate practice groups, Tannenbaum Helpert Syracuse & Hirschtritt LLP; Jim Paretti, shareholder, Littler Mendelson PC



ChatGPT and other generative AI tools present exciting opportunities for workplace productivity, collaboration, and innovation. However, the use of these emerging technologies can create significant legal risk for staffing firms and their employees. In this session, Jason B. Klimpl and Jim Paretti will provide guidance to help attendees understand and mitigate certain legal issues associated with the use of AI tools in the workplace, including

- How staffing firms and their employees may currently (or soon) be using AI tools for work purposes
- Legal risks associated with these emerging technologies, such as concerns with bias and discrimination, intellectual property, confidentiality, and privacy
- Mitigating risks through the implementation and design of proper policies, training, and other key safeguards

Walk away with actionable and practical advice that you can immediately use to improve your staffing firm's productivity and risk prevention strategies.

## Are You Emotionally Intelligent?

Rob Mosely, managing partner, Next Level Exchange



If search and staffing skills and techniques are the tools of our industry, the engine that runs them is emotional intelligence or EQ. The term EQ has been defined as “the ability to monitor one's own and other people's emotions, to discriminate between different emotions and label them appropriately, and to use emotional information to guide thinking and behavior.” This session is designed to help equip you with tools and trust-based behaviors to drive greater awareness of yourself and of others, including candidates, clients, and your own teammates. Why is this so essential? 92% of all professional and personal failures are EQ-based. Everyone has their own unique approach and style, but there will be times when we need to adjust that style to suit the client, the candidate, and even individual team members. This is not an easy task.

## Learning Objectives:

1. Develop great self-awareness and challenge your paradigms.
2. Discover blind spots in judgement and how to better recognize them.
3. Start the process of building trust-based behaviors.
4. Better manage your priorities versus others' priorities.
5. Explore why your overextended behaviors limit you.

## THURSDAY, OCT. 5

9:15–10:45 a.m.


### DEI Masterclass: Embracing Authentic Leadership

Yemi Akisanya, VP, justice, equity, diversity, inclusion, and people experience, Axon



This masterclass is a unique opportunity for staffing professionals at all levels to take their leadership skills





and effectiveness to the next level as part of a diversity, equity, and inclusion curriculum. Explore the concept of authentic leadership with your peers, discuss DEI goals in a business environment, and come away with actionable insights that can have a positive and meaningful impact on your company culture, employee engagement, and operational goals. Content leader Yemi Akisanya with Axon guides a discussion on the importance of self-awareness, vulnerability, and empathy in building trust and leading with authenticity. Come to this masterclass ready to engage with your peers through case studies, group discussions, and interactive exercise—Akisanya will help you discover a deeper understanding of authentic leadership and practical strategies for developing your own authentic leadership style.

**Learning Objectives:**

1. Understand the principles of authentic leadership.
2. Explore the benefits of leading with authenticity.
3. Learn how to cultivate self-awareness, vulnerability, and empathy in leadership.
4. Explore the impact of culture and diversity on leadership styles.

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**Roundtable Discussions**

Roundtable discussions at Staffing World are back by popular demand! Don't miss this unique and engaging opportunity to explore the staffing industry's most pressing business and operational issues with your peers. Gain practical solutions, make strategic connections, and maximize your learning experience in these facilitated peer-to-peer discussions.

**11:30 a.m.–12:30 p.m.**

**Breakout Sessions**

Choose to participate in one of these concurrent sessions.

**Designing and Executing a Winning M&A Strategy in an Uncertain Market**

*Patrick Morin, partner, Transact Capital; Michael Napolitano, partner, Citrin Cooperman; Paul Pincus, partner, Ortoli | Rosenstadt LLP*



**SESSION FOCUS:** Business Development; M&A

The staffing industry mergers and acquisitions (M&A) market has been on a roller coaster for the past three years. After the Covid slowdown in 2020, M&A activity rebounded to record levels in 2021 and 2022. 2023 has brought higher interest rates, constricted borrowing capacity, and economic uncertainty. This content-rich session with staffing industry M&A experts from the legal, investment banking, and accounting professions will discuss what is driving and curtailing deals in the current M&A market, and the outlook for 2024. The panel will then provide strategies on how to best plan for and execute sell-side and buy-side transactions in this environment, based on their decades of hands-on experience.

**Learning Objectives:**

1. Understand buyers' and sellers' psychology and economic drivers in the current M&A market.
2. Learn about the common seller and buyer deal problems that industry professionals see and how to avoid them.
3. Gain best practices for selling or buying success in an economy faced with the headwinds of rising interest rates, cautious lenders, high inflation, and the risk of a recession.

# Staffing World Sessions

## Family Matters: Running a Successful Family-Owned Business

 **SESSION FOCUS:** Business Development; Leadership

A 2021 study by the nonprofit Family Enterprise USA estimated that there are currently 32.4 million family-owned businesses, representing 87% of all business tax returns and employing 59% of the private sector workforce in the U.S. Running a family-owned firm presents many unique challenges—both professional and personal. How do you secure the future of the business? What's the best pay and benefit structure? How do you secure capital while maintaining the leadership structure? What impact will the business have on the family dynamics? A panel of the biggest names in staffing from family-owned firms will address your questions and more. If you're with a family-owned firm or are interested in exploring the intricacies of running such a business, you will gain insights on how successful owners navigate these challenges and more.

## Engineering, IT, and Scientific Sector: Enhancing Your Firm's KPIs for Success

*Garrick Cooper, president, North America, Empresaria Group PLC; JJ Hurley, CEO, GDH Consulting Inc.; Barry Vince, president, Motive Workforce Solutions Inc.*

 **SESSION FOCUS:** Business Development; Leadership

A key performance indicator (KPI) is only as valuable as the action it encourages. Too often, organizations blindly adopt industry-recognized KPIs and then wonder why those KPIs fail to enable positive change at their business. Tracking yesterday's metrics will not get you where you want to be tomorrow. With the evolution of campaigns and automated tools, the metrics, targets, and key performance indicators your company tracks must also evolve. During this breakout session focused on the engineering, IT, and scientific sector, the panel will discuss

- Tips on evaluating the metrics and KPIs you are currently using
- Success stories in shifting from a singular to a more-holistic tracking method
- The right metrics and measurements for dedicated recruiters, sales, and/or running full desks
- Creating the discipline to achieve high performance

### **Bought to you by**



## Health Care Sector: The Practitioner's Point of View

*Facilitated by Andrea West, SVP, operations, Curative*

*Panelist: Miechia Esco, M.D., chief medical resource advisor and independent contractor, LocumTenens.com; Brittany Smith, RN, BSN, remote travel recruiter—travel division, HealthTrust Workforce Solutions*

 **SESSION FOCUS:** Recruiting; Talent Management

Opinions from health care professional talent often go unheard when agencies create policies and processes. Learn first-hand what clinicians are looking for in a staffing agency and how to better support them before and throughout their assignments. Join a panel of industry experts as they discuss pressing questions such as “How would your patient care be impacted if you had less administrative work?”; “When working with a group or agency, what differentiates one from another?”; and “What advice would you have for someone considering 1099/Locums?”

Attendees will walk away with

- First-hand feedback on ways to better support this highly specialized talent pool
- Personal accounts from health care professionals working temporary assignments about what can set one agency apart from others
- High-level comparisons of the different experiences (and pain points) licensing and credentialing provide, whether W-2 or 1099

**Bought to you by**



### Industrial Sector:

#### Finding and Tracking Models and Metrics: Roundtable Discussion

*Tom Kosnik, president, Visus Group; Maggie Williams, VP, operations, WorkForce Unlimited*



When ASA asked light-industrial staffing firms to send their top challenges, there was an overwhelming response in two areas:

1. Developing a financial model and managing toward financial and nonfinancial metrics specifically for light-industrial staffing firms
2. The pros and cons in both centralized and decentralized business models

Join the presenters as they navigate these pressing challenges—providing suggested templates, guidelines, solutions, tips, and stories. Come to this interactive Staffing World breakout session ready to share your company's challenges and ideas through roundtable discussions with your industry peers.

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**2–3:15 p.m.**

### Breakout Sessions

Choose to participate in one of these concurrent sessions.

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

*Stephen C. Dwyer, Esq., SVP and chief legal and operating officer, ASA; Toby Malara, Esq., VP, government relations, ASA; Brittany Sakata, Esq., general counsel, ASA; and featuring special guest Lia Elliott, managing partner, Staffing GC*



Back by popular demand, Lia Elliott joins ASA's crack legal team to host a fun and fast-paced legal game show, bringing you the answers to some of your most vexing staffing law questions. This session will maximize learning and interaction and provide some fun and friendly competition focused on important staffing law topics for your company. Don't miss the legal fun and games along with must-know legal concepts. This session is guaranteed to be the most fun you'll ever have delving into complex legal issues.

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# Staffing World Sessions

## Clear Communication Without the Drama: Effective Feedback in the Workplace

Joel Schaffer, principal, Butler Street



Join Joel Schaffer as he shares the importance of effective feedback in the workplace. Whether a leader looking to reduce the drama or a team member looking to enhance communication and productivity, this session will provide actionable insights to improve. It is designed for staffing professionals, leaders, and recruiters who want to improve their feedback skills and create a positive and productive work environment. Whether you are just starting out in the staffing industry or are a seasoned professional, this session will provide you with the tools and techniques you need to deliver effective feedback and drive success in the workplace.

### Learning Objectives:

1. Identify the role of feedback in staffing employee development and engagement.
2. Get best practices for delivering feedback that is constructive, actionable, and motivates salespeople and recruiters to improve.
3. Recognize triggers and strategies for providing productive feedback.
4. Gain strategies for creating a feedback-friendly culture that supports continuous learning and improvement.

## Top 3 Secrets to Differentiate You and Your Company in a Crowded Market

Will Matthews, president, Matthews Performance Group



People in the staffing industry today are experiencing significant and unsettling new challenges. While it is true that external conditions are creating huge disruptions to the status quo, it is also an opportunity for you to tap into new levels of resiliency, to reinvent yourself, to find brand new innovative solutions, to let go of habits and approaches that don't work anymore in today's business reality, and to find new and better ways to succeed—both near and long term. Join Will Matthews as he provides research-based methods you can use to win in this and any environment.

### Learning Objectives:

1. Increase personal and team effectiveness by knowing how to invest 100% of your energy, focus, and time on the things that you can control.
2. Transform concern, hesitation, and second-guessing into massive confidence and clarity, enabling faster and better decisions.
3. Build a personal brand that paves the way for better conversations, generates a more natural and authentic leadership style, and results in more buy-in from others critical to success.

## Going From Rock-Star Solo Contributor to Results-Driven, People-Focused Leader

Karen Weeks, CEO and chief career coach, KDW Coaching



Congratulations! You made it to a leadership position. You worked so hard to get here, but guess what? All the skills that helped you get to this point aren't going to be what you need to grow from here. This is no ordinary manager training. Using real-life case studies from her 20 years working with managers, presenter Karen Weeks will put a spotlight on what you should and should not do and walk you through all the skills you need to become the results-driven, people-focused leader that your team needs you to be. You will walk away with tools, resources, templates, and lists—everything you need to illuminate your new leadership career.

### Learning Objectives:

1. Develop your leadership voice.
2. Build confidence to find and keep the best talent.
3. Create strong career development and feedback frameworks.

4. Identify ways to motivate and recognize your employees in a meaningful way.
5. Find your voice to lead through change and influence others.

### **Build vs. Buy: How to Approach Your Tech Stack Needs**

*Danny Ashraf, director of sales, Monster; Lawrence Dearth, president, Insight Global; Jim Essey, CSP, president and CEO, The TemPositions Group of Cos.*



**SESSION FOCUS:** Technology

The question of whether to buy technology from third-party vendors or build it in-house sparks many debates, including those around cost, efficiency, and scalability. When faced with this decision, it can be difficult for firms to identify all the critical considerations and potential consequences of each approach. This session demystifies the build vs. buy decision process from the perspective of staffing leaders and industry experts.

#### **Learning Objectives:**

1. Define the key factors in determining the best approach to creating your firm's optimal tech stack.
2. Conduct an audit of your own business needs (and constraints) to be considered before deciding to build or buy.
3. Identify key technology components and understand how they integrate with one another.
4. Implement the best approach for your business based on your team, budget, and business goals.

### **The Future Recruiter: How Emerging Technology Will Transform the Role of the Recruiter**

*Christopher Ryan, chief strategy and marketing officer, Avionté Staffing Software; Odell Tuttle, chief technology officer, Avionté Staffing Software*



**SESSION FOCUS:** Recruiting; Technology

We've heard it all before—digital transformation of staffing will change frontline recruiting. But recruiters still face the same enduring challenges, such as scarce, unreliable talent; last-minute client requests; and advanced tech that doesn't help at crunch time. When will real change occur and what will the new recruiting function look like? In this provocative session, the presenters argue that the new and emerging staffing technologies will lead recruiters to evolve into several new, distinct, specialized functions within the technology-forward staffing company, leading to exciting career opportunities for the staffing professional of the future.

#### **Learning Objectives:**

1. Understand how artificial intelligence (including ChatGPT), mobile technology, and digital transformation will create distinct high-value specialist roles in recruiting.
2. Recognize the tipping point (lessons learned from other industries).
3. Identify the critical skills necessary for moving into high-value recruiting roles.
4. Learn what steps can be taken today to prepare for the roles of the future.

**3:30–5 p.m.**



### **Super Session and Keynote Presentation by Dominique Dawes: Determination, Dedication, and Desire**

Dominique Dawes—among the most accomplished gymnasts in U.S. Olympic history—will deliver an inspiring and energizing presentation that will recharge your professional batteries and give you thought-provoking strategies for taking your best self to the next level. She calls her approach D-3: Determination, Dedication, and Desire—and it is what gave her the strength and confidence to handle the professional and personal challenges in her life, persevere amid defeat, and triumph in victory. In this uplifting presentation, Dawes will share with the Staffing World audience that success is a journey, not a destination, and how this mindset helps you continually strive for excellence and turn a negative situation or obstacles into a positive situation full of opportunity.





## 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 company keep its competitive edge and better serve your clients. Meet valuable suppliers, conduct side-by-side comparisons, and assess the resources available to you to increase your company's efficiency and productivity.

Check out the expo hall anytime, but here are some dedicated hours set aside throughout the convention:

### Expo Hours

#### Tuesday, Oct. 3

5–7 p.m.	Expo Grand Opening
5:15–6:30 p.m.	Knowledge Hub Talks in the Expo

#### Wednesday, Oct. 4

10 a.m.–7 p.m.	Expo Open
10:15–11 a.m.	Refreshment Break in the Expo
12:15–2:15 p.m.	Lunch in the Expo
12:30–2 p.m.	Knowledge Hub Talks in the Expo
3:30–4:15 p.m.	Refreshment Break in the Expo
5:30–7:30 p.m.	Networking Reception
5:45–7 p.m.	Knowledge Hub Talks in the Expo

#### Thursday, Oct. 5

8–9 a.m.	Breakfast in the Expo
8 a.m.–2 p.m.	Expo Open
10:45–11:30 a.m.	Refreshment Break in the Expo
12:30–2 p.m.	Lunch in the Expo
12:45–1:45 p.m.	Knowledge Hub Talks 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
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*Expo hours and categories subject to change.*



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# Featured Exhibitors

Staffing World exhibitors as of June 16.



## 1st Commercial Credit LLC BOOTH 210

**Accounts Receivable Financing; Factors; Financial Services; Payroll Funding**

Raul Esqueda 📞 512-828-6603

raul@1stcommercialcredit.com 🌐 1stcommercialcredit.com

1st Commercial Credit LLC provides payroll funding, invoice factoring, and credit protection for temporary staffing agencies. As an option, invoicing software is available free-of-charge that creates a funding schedule and payroll reports based on hours billed. We can approve staffing agencies with 1099 or W2 employees.



## Advance Partners BOOTH 807

**Client Services; Financial Services; Payroll Funding**

Erika Throckmorton 📞 661-645-3512

e.throckmorton3@advancepartners.com 🌐 advancepartners.com

Advance Partners champions next-level staffing firm growth through payroll funding, back-office solutions, and strategic business coaching. A company 100% dedicated to the talent acquisition industry, we're proud to support businesses that put millions of people to work every day.



## American Staffing Association BOOTH 625

**Association; Testing and Training**

ASA Headquarters 📞 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. To learn more about the association and meet ASA staff, visit booth 625 in the expo hall.



## Automated Business Designs Inc. BOOTH 606

**Front-Office Recruiting Technology; Payroll Distribution; Software and Services, Web-Based; Software Systems; W-2 Services**

John Roeslmeier 📞 847-274-9604

sales@abd.net 🌐 abd.net

Automated Business Designs (ABD) develops the staffing and recruiting software solution Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE allows you to seamlessly stay connected with clients and candidates through a robust all-in-one solution that includes front- and back-office, web portals, onboarding, mobile, and scheduling.



## Avionté Staffing Software BOOTH 716, 717

**Front-Office Recruiting Technology; Software and Services, Web-Based; Software Systems**

Brenda Long 📞 651-556-2121

info@avionte.com 🌐 avionte.com

Avionté is a leader in enterprise staffing software and the most trusted technology partner to staffing and recruiting firms for front- and back-office software. Our robust platform offers solutions tailored to the needs of clerical, light industrial, IT, professional, and health care staffing firms.



## Bullhorn Inc. BOOTH 707

**Front-Office Recruiting Technology; Software and Services, Web-Based; Time and Attendance**

sales@bullhorn.com 🌐 bullhorn.com

Bullhorn's industry-leading staffing and recruitment software helps you make better placements, improve sales and recruiter productivity, and manage the entire recruitment and applicant management process from a single, easy-to-use interface. More

than 10,000 staffing and recruitment businesses rely on Bullhorn's cloud-based platform to power their processes from start to finish.



## ClearlyRated BOOTH 501

**Advertising, Sales, and Marketing; Business and Administrative Services; Consulting and Market Research; Social Media; Software and Services, Web-Based**

Michelle Stute 949-632-3652  
michelle.stute@clearlyrated.com clearlyrated.com/solutions

ClearlyRated is a leading provider of client, talent, and employee satisfaction surveys and service quality research for staffing firms. ClearlyRated's annual Best of Staffing program recognizes firms who are leading the industry in client, talent, and employee satisfaction.



## COATS Staffing Software BOOTH 1007

**Application Service Provider; Business and Administrative Services; Client Services; Front-Office Recruiting Technology; Payroll Distribution; Software and Services, Web-Based; Software Systems**

Karen Connor 800-888-5894  
kconnor@coatssql.com coatssql.com

COATS Staffing Software is a comprehensive workforce management solution. Simplify and streamline your daily operations and control the complexities of staffing. Efficiently service clients, manage candidates, automate onboarding, handle scheduling and timekeeping, ensure compliance, and benefit from multiple integrated tools.



## Commercial Funding Inc. BOOTH 924

**Accounts Receivable Financing; Asset Based-Lending; Collections and Receivables Management; Factors; Payroll Funding**

Julie Murphy 704-944-2771  
jmurphy@commercialcreditgroup.com commercialfund.com

Commercial Funding Inc. (CFI) provides accounts receivable financing and factoring for staffing agencies. Factoring takes the fluctuations out of cash flow, giving you confidence to grow your business. And CFI gives you a direct line of communication to a dedicated account manager, so you never have to wait for answers.



## Crelate Inc. BOOTH 919

**Front-Office Recruiting Technology; Information Technology Services; Recruiting Support; Software and Services, Web-Based; Time and Attendance**

Wilson Attebery 443-569-8262  
wattebery@crelate.com crelate.com

Serving over 1,700 organizations, Crelate's powerful and customizable ATS is integrated with a robust recruiting CRM to empower agencies with the tools to make more placements, win more business, and scale their teams. At Crelate, our mission is to grow lasting prosperity for all through the empowerment of entrepreneurship and employment.

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## eCapital BOOTH 513

**Accounts Receivable Financing; Asset-Based Lending; Collections and Receivables Management; Factors; Financial Services; Payroll Funding**

Dale Busbee 985-640-2782  
dale.busbee@ecapital.com ecapital.com

eCapital is committed to accelerating access to capital for your business. By leveraging 700 experts and proprietary technology, eCapital is creating the future of business lending. With faster and more flexible payroll funding solutions, you will get the cashflow you need to build a stronger and more profitable staffing business.



## Essential StaffCARE BOOTH 601

**Health Insurance; Insurance and Employee Benefits; Software and Services, Web-Based**

Jody Williams 864-527-0474  
jodywilliams@essentialstaffcare.com essentialstaffcare.com

Essential StaffCARE is the largest provider of ACA-compliant health plans and supplemental employee benefits to the staffing industry. Serving over 2,450 staffing clients and enrolling over 750,000 temporary employees annually, ESC offers ACA-compliant MEC plans, fully insured major medical plans, supplemental fixed indemnity plans, comprehensive enrollment, and ACA audit technology solutions.



## Monster Worldwide Inc. BOOTH 706

**Front-Office Recruiting Technology; Health Care Sector Services; International Recruitment; Internet Career Sites; Recruiting Support**

Lenore Convery 908-432-6587  
lenore.convery@monster.com  
hiring.monster.com/solutions/staffing

Monster is a global leader in helping staffing firms and candidates find the right fit. With technology and data at the core of our innovative solutions, we empower companies to recruit more efficiently and effectively. We help keep candidate pipelines flowing with qualified people who fit staffing firms' customers' needs.



## SmartSearch BOOTH 1205

**Front-Office Recruiting Technology; Software and Services, Web-Based; Software Systems**

Nicholas Vonderau 760-941-2800  
marketing@smartsearchinc.com smartsearchinc.com

Since 1986, SmartSearch Inc. has led the way in the development and deployment of quality talent management and recruiting software. For over three decades, SmartSearch has been creating digital solutions to streamline sourcing, recruiting, and hiring through one easy-to-use system. We are committed to helping our clients stay ahead of the curve in the ever-changing recruitment landscape.



## TCI Business Capital BOOTH 1018

**Accounts Receivable Financing; Collections and Receivables Management; Factors; Financial Services; Payroll Funding**

Katie Andrews 952-656-3564  
kandrews@tcicapital.com tcicapital.com

Since 1994, TCI Business Capital has provided custom payroll funding solutions for staffing agencies. Payroll funding gives staff-



ing owners the working capital to meet payroll every time, market their agency, invest in technology, take on new clients, fill orders, and achieve the goals they have for their agency.



## TRICOM BOOTH 607

**Accounts Receivable Financing; Factors; Payroll Funding**

Shelly Wilkinson 📞 262-509-6331  
swilkinson@tricom.com 🌐 tricom.com

Tricom is a top provider of staffing administrative and financing services. Our services include payroll funding for staffing companies, payroll processing, accounts receivable financing, and back-office/administrative support.



## World Wide Specialty, a Division of Philadelphia Insurance Cos.

### BOOTH 701

**Insurance and Employee Benefits; Workers' Compensation**

Bob Thompson 📞 516-743-3262  
bob.thompson@phly.com 🌐 wwspi.com

For over 55 years, World Wide Specialty has provided the staffing industry with superior protection and support to help the staffing industry grow. Now, World Wide Specialty has combined its premier staffing insurance with the leading specialty commercial insurance carrier in the U.S.—Philadelphia Insurance Companies.



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## Exhibitors & Sponsors

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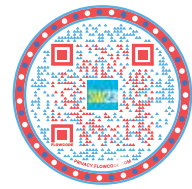
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