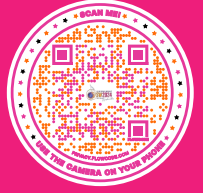


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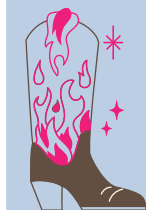
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REGISTER
BY SEPT. 21
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AVAILABLE



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.



American Staffing Association

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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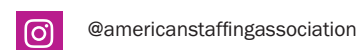
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President

Stephen C. Dwyer, Esq.

American Staffing Association
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Staffing World Sponsors

The American Staffing Association is pleased to recognize all of its sponsors for Staffing World 2024—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 10, 2024. Interested in being a Staffing World sponsor? Contact Sarah Senges at ssenges@americanstaffing.net or 703-253-2042.

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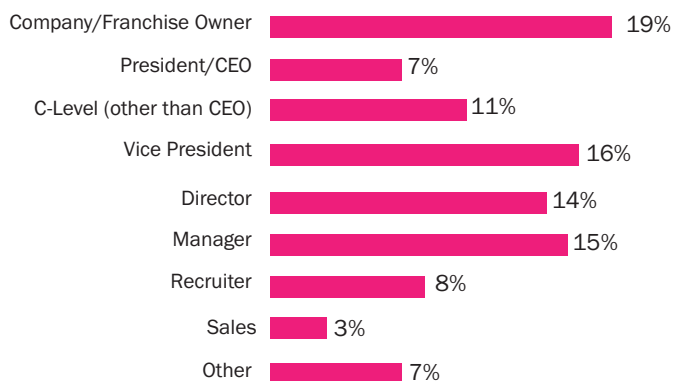


WHO WILL BE AT STAFFING WORLD 2024?

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.

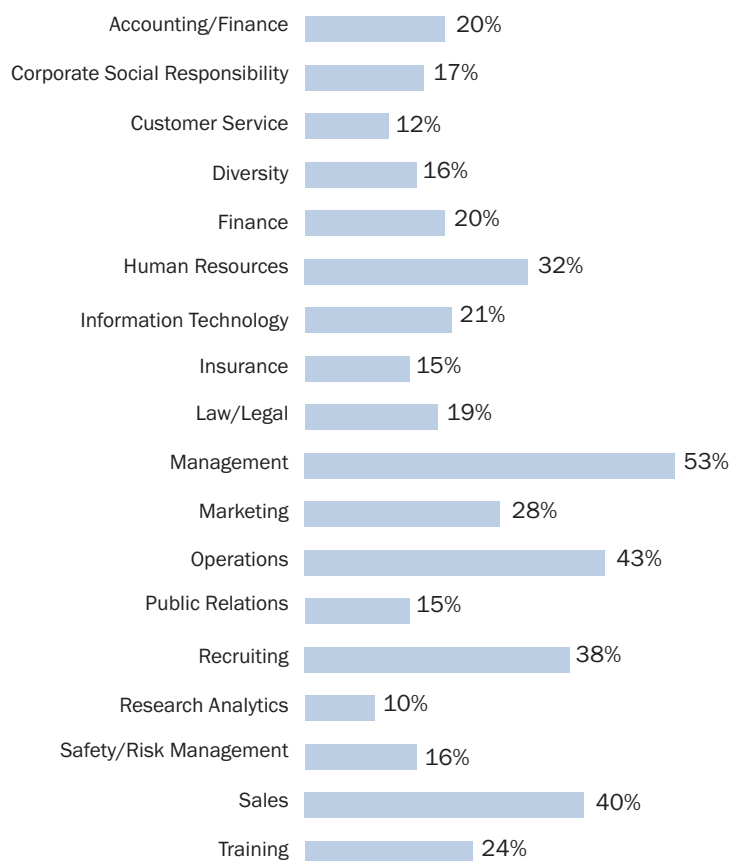
Connect With Your Staffing Community Peers

Your Staffing World peers have a wide range of experience



92% agreed that they gained knowledge or skills relevant to their job at Staffing World 2023

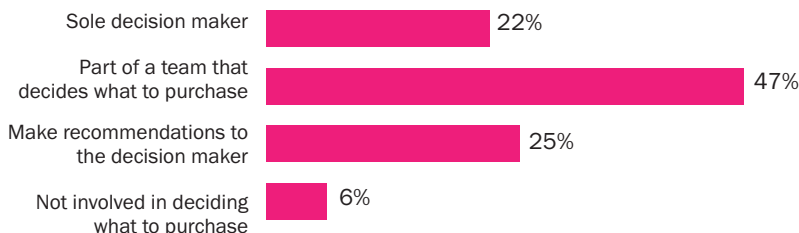
Staffing Professionals' Main Areas of Responsibility



Connect with new staffing peers as well as industry veterans



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



Source: Staffing World 2023 Post-Event Evaluation

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Attendees love Staffing World—95% satisfied in 2023

Learning and Networking

Attendees loved making new connections and learning from some of the brightest minds in the industry:



Networking opportunities
(90% satisfied)



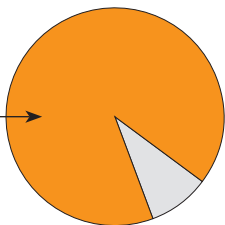
Breakout sessions
(90% satisfied)



Keynote sessions
(88% satisfied)

Expo

With more than 160 suppliers exhibiting last year, Staffing World is the largest marketplace for the staffing, recruiting, and workforce solutions industry, where attendees can conduct side-by-side comparisons and find solutions to increase their companies' efficiency and productivity.



91% satisfied with overall expo experience



Variety of exhibitors
(93% satisfied)

STAFFING WORLD SUCCESS STORIES



Connect with these staffing professionals and many more at Staffing World 2024, Oct. 22-24 in Nashville, TN.

“It was beautiful—I got to network with other professionals that are passionate about what we do and I was able to fill my schedule with relevant content that not only helps me in my professional career, but content I can take back to my teams that I can share to help them grow professionally and personally. I will be working to get more of my colleagues tickets to Staffing World in the future as I believe it really brings light to the importance of what we do as staffing professionals and how large our industry really is.”

—Athena Abujaber, senior director of operations, Curative



“Always an amazing experience! A great opportunity to connect with other owners/peers; check out new vendors and technologies; get the team excited about attending the greatest staffing conference; and get tons of value from keynote speakers and presentations, the tech hub, roundtables, and general conversations.”

—Luis Luciani, owner, ASAP Services LLC



“Staffing World was the perfect opportunity for networking in a comfortable environment, discussing industry challenges with peers, and both personal and professional enrichment. Count me in for Staffing World 2024!”

—Katie Sechrist, vice president of operations, Carlton 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 for a **15% discount on full registration packages.**

Staffing World Agenda

Subject to change. All sessions and events take place at the Gaylord Opryland Resort & Convention Center, unless indicated otherwise. All times reflect the Central time zone. Note: Preconvention programs are not included as part of your Staffing World registration; they require separate registration at an additional cost. THRIVE Live also requires separate registration at an additional cost.

MONDAY	Oct. 21	8 a.m.–1 p.m.	ASA Board of Directors Meeting (invitation only)
		1–5 p.m.	Registration Open
		1:30–6 p.m.	THRIVE Live—Day 1
		6–7:30 p.m.	THRIVE Live Reception (invitation only)
		6:30–9 p.m.	ASA Board of Directors Dinner (invitation only)

TUESDAY	Oct. 22	8 a.m.–3 p.m.	THRIVE Live—Day 2
		8:30 a.m.–7 p.m.	Registration Open
		9 a.m.–2 p.m.	Preconvention Program: Leadership
		9 a.m.–2 p.m.	Preconvention Program: Sales
		10 a.m.–5 p.m.	THRIVE Pop-Up Shop
		2–3:15 p.m.	Staffing World Welcome Mixer
		3:30–5 p.m.	Opening Keynote Presentation by Peter Diamandis
		5–7 p.m.	Nash Bash Expo Grand Opening Reception
		5:15–7 p.m.	Author Talks: Staffing World Bookstore in the Expo
5:30–6:30 p.m.	Knowledge Hub Talks in the Expo		

WEDNESDAY	Oct. 23	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 Erica Dhawan
		10 a.m.–7 p.m.	Expo Open
		10:15–11 a.m.	Refreshment Break in the Expo
		10:30–11 a.m.	Author Talks: Staffing World Bookstore in the Expo
		11:15 a.m.–12:15 p.m.	Breakout Sessions
		12:15–2 p.m.	Lunch in the Expo
		12:30–2 p.m.	Safety Committee Meeting With Lunch (invitation only)
		12:30–2 p.m.	Knowledge Hub Talks in the Expo
		12:30–2 p.m.	Author Talks: Staffing World Bookstore in the Expo
		2:15–3:30 p.m.	Breakout Sessions and Roundtable Discussions
		3:30–4:15 p.m.	Refreshment Break in the Expo
		3:45–4:15 p.m.	Author Talks: Staffing World Bookstore in the Expo
		4:30–5:30 p.m.	Breakout Sessions
		5:30–7:30 p.m.	Staffing World Sneaker Ball Reception in the Expo
		5:45–7 p.m.	Author Talks: Staffing World Bookstore in the Expo
6–7 p.m.	Knowledge Hub Talks in the Expo		
7–10 p.m.	StaffingPAC24: An Evening With Industry Luminaries (at the Grand Ole Opry; separate registration required)		

THURSDAY

OCT. 24

7:30–9 a.m.	Legal and Legislative Committee Meeting With Breakfast (invitation only)
8–9:15 a.m.	Breakfast in the Expo
8 a.m.–12 noon	Registration Open
8 a.m.–1:30 p.m.	Expo Open
9:15–10 a.m.	Breakout Sessions
9:15–11 a.m.	Masterclass—Supercharge Your Staffing Agency: Unleashing the Power of Generative AI
10:15–11 a.m.	Refreshment Break in the Expo
10:30–11 a.m.	Author Talks: Staffing World Bookstore in the Expo
11:15 a.m.–12 noon	Breakout Sessions
12 noon–1:30 p.m.	Lunch in the Expo
12:30–1 p.m.	Author Talks: Staffing World Bookstore in the Expo
12:30–1:15 p.m.	Knowledge Hub Talks in the Expo
1:30–2:30 p.m.	Breakout Sessions
2:30–2:45 p.m.	Refreshment Break
2:45–5 p.m.	Closing Keynote Presentation by Debbie Peterson and Industry Panel Presentation

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Register Today

This year brings an action-packed agenda and flexible options to accommodate any schedule or budget. Visit staffingworld.net to register. Register by Sept. 21 to get the lowest rate available!

Full Registration (ADVANCE RATE)

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

\$2,295
Member Rate
(\$3,425 nonmember)

2-Day Pass (ADVANCE RATE)

Staffing professionals may select two consecutive days to attend: Tuesday and Wednesday OR Wednesday and Thursday. Note: Pre-convention programs and THRIVE Live are an additional charge.

\$1,875
Member Rate
(\$2,275 nonmember)

1-Day Pass (ADVANCE RATE)

Staffing professionals may select single-day access for Tuesday–Thursday. Note: Pre-convention programs and THRIVE Live are an additional charge.

\$1,115
Member Rate
(\$1,415 nonmember)

Additional Programming

Pre-convention programs and THRIVE Live 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. 21–22): \$485 (Nonmembers \$705)
- Pre-convention Program: Sales (Oct. 22): \$400 (Nonmembers \$600)
- Pre-convention Program: Leadership (Oct. 22): \$435 (Nonmembers \$635)

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



Staffing World 2023 Alumni Rate

(For staffing professionals who attended Staffing World 2023)
\$1,845 (\$2,825 nonmember)



15% Team Discount!

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



Industry Supplier Rate

Full Convention and Expo
\$4,825 (Nonmembers \$6,825)

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FORWARD-LOOKING RESEARCH AND ANALYSIS

FROM THE AMERICAN STAFFING ASSOCIATION

Welcome to a New Powerful Tool for Growth-Focused Business Leaders!

Members now have access to a new robust resource: the ASA Weekly Economic & Business Outlook (WEBO). The ASA WEBO is authoritative, targeted data and analysis for staffing professionals—on the industry as well as economy at-large—that is updated every Tuesday, with highlights sent out via email to members. Powered by an online dashboard, it features analysis and insights designed to drive strategic business decisions amid changing economic conditions, including

- ✓ ASA Staffing Jobs Report
- ✓ Bureau of Labor Statistics Temporary Help Jobs Report
- ✓ ASA Staffing Index
- ✓ GDP Quarterly
- ✓ And More Staffing Research and Economic Outlook Indicators

Have questions or didn't receive the WEBO? Contact the ASA research department at research@americanstaffing.net.



American Staffing Association



Staffing World 2024 takes place in Music City!

Get ready to experience the staffing industry's premier learning and networking event in the nation's top music destination. Whether you're a music lover, a foodie, or just looking for a fun and friendly city to explore, Nashville has something for everyone.



Gaylord Opryland Resort & Convention Center

2800 Opryland Drive,
Nashville, TN 37214
615-889-1000



Airport

Nashville International Airport (BNA) is 8 miles from the resort.

**Nashville International Airport (BNA)
1 Terminal Drive
Nashville, TN 37214**



Hotel Rooms & Rates

Staffing World guests receive a special daily rate—first-come, first-served until the limited room block is full.

\$294/night, plus tax (includes resort fee)

Check-in: 4 p.m.

Check-out: 11 a.m.

Room reservations at this rate are accepted through Sept. 27, 2024, or until the room block is full.

Reservations

To reserve your room, visit the Hotel & Travel page of staffingworld.net or call the hotel at 615-889-1000.

Parking Fees

Daily parking	\$37
Valet parking	\$56



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

Nashville enjoys October average highs of 72° F. Average lows are 50° F.

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GROWTH!

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TODAY

staffingworld.net



Staffing World Keynote Presenters

Hear from some of the brightest minds in business today on hot topics: moonshot thinking; achieving breakthrough impact; the current state of staffing; and more. Don't miss this unique opportunity to come together with your staffing community to learn and collaborate. **Register today at staffingworld.net.**



Peter Diamandis

Serial entrepreneur, futurist, technologist, *New York Times* best-selling author, and founder of the XPRIZE Foundation

Become an Exponential Company With Explosive Growth

The founder of more than 25 companies—including the infamous XPRIZE Foundation—Peter Diamandis has been named by *Fortune* magazine as one of the “World’s 50 Greatest Leaders.” You’ll find out why when he tells you more about adopting a moonshot mindset for you and your business. Moonshot thinking begins with choosing a huge, seemingly insurmountable challenge and proposing a radical, disruptive solution. Leaders and companies that adopt this mindset are among those showcased in the latest best-selling book co-authored by Diamandis, *Bold and Exponential Organizations 2.0*. What are some examples of exponential organizations? They include Amazon, Google, Airbnb, Uber, Facebook, and Skype.

Make sure you’re front and center at this Staffing World keynote presentation and become inspired and empowered to create your company’s best future. Diamandis will examine not only how to grow your staffing business, but how to achieve explosive exponential growth using a moonshot mindset.

X Follow @PeterDiamandis
#StaffingWorld



Keynote Presentation

Tuesday, Oct. 22

3:30–5 p.m.

Sponsored by





Erica Dhawan

Internationally recognized speaker and adviser on 21st century teamwork, collaboration, and innovation

Use Connectional Intelligence, Achieve Breakthrough Impact

Erica Dhawan has been named among the top 50 management thinkers in the world by Thinkers50. A globally in-demand keynote speaker who has worked with leading brands and business giants, including Cisco, Coca-Cola, Nike, Chase, FedEx, and Mercedes Benz, she is the author of *Get Big Things Done: The Power of Connectional Intelligence*, a *Wall Street Journal* bestseller, and *Digital Body Language: How to Build Trust and Connection, No Matter the Distance*. Dhawan frequently appears in *Harvard Business Review*, *Fast Company*, and the *Wall Street Journal*, and has presented big ideas on global stages, including the World Economic Forum at Davos.

Come October at Staffing World, Dhawan will deliver a transformative keynote session that imparts wisdom and delivers strategies that will separate you and your company from just the norm. You will learn how to use what Dhawan calls connectional intelligence (CxQ) to accelerate innovation, break down silos, and achieve breakthrough impact.

 Follow @ericadhawan
#StaffingWorld



Keynote Presentation

Wednesday, Oct. 23

8:30–10 a.m.

Sponsored by



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staffingworld.net



Staffing World Keynote Presenters



Debbie Peterson

Highly sought-after speaker, business consultant, podcaster, and accomplished author

Communicating With Clarity: Transformative Strategies That Reap Results

Debbie Peterson is widely known for her impactful presentations focused on effective and clear communication strategies in professional environments where leaders must maximize performance and inspire innovation.

Unlock the power of effective communication for you and your team with this interactive and transformative program that takes your communication skills to the next level. From discovering the common obstacles to communication to learning the habits of the most successful communicators, this program is the key to building a strong and collaborative team in the modern workforce.

Don't miss this opportunity to elevate your communication skills, elevate your confidence as a leader, and experience the benefits of communicating with clarity, professionally and personally.

Bonus Panel Discussion!

A panel of staffing industry leaders will apply “communicating with clarity” strategies to discuss business hot topics and emerging trends as well as engage in a lively exchange about workplace culture, employee engagement, and what's ahead for the industry.

Panelists will be announced soon. See staffingworld.net for updates.



Keynote Presentation and Industry Panel

Thursday, Oct. 24

2:45–5 p.m.

**SADDLE UP FOR
GROWTH!**

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TODAY**

staffingworld.net



Continuing Education

Staffing World offers multiple ways to earn continuing education (CE) hours toward maintaining your ASA Certified Staffing Professional® credential. Learn more at americanstaffing.net/certification.

Continuing Education at Staffing World 2024

By attending the various preconvention programs, sessions, and Knowledge Hub presentations at Staffing World, you can earn up to 24 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.

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.

Wrangling Staffing M&A Solutions in NASHVILLE!



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sam@racohenconsulting.com



Mark Zacha

616-318-7979

mark@racohenconsulting.com

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October 22-24, 2024 at Staffing World
in Nashville, TN

Y'all come by now, ya hear?

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.



Tech Talks

Get all the technology-related answers you need during these 10-minute presentations by technology experts that address staffing-specific tech challenges. Want to continue the conversation? Visit the experts' booths in the expo hall.



Speed Talks

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 refreshment breaks.

Tuesday, Oct. 22

5:30–5:40 p.m.

Tech Talk

Utilizing KPIs to Maximize Your Staffing Business
Bob Pettke, chief sales officer, Automated Business Designs

Speed Talk

Crush Your Sales Goals: How to Build a Digital Marketing System With AI
Brad Smith, chief strategy officer, Haley Marketing Group

5:45–5:55 p.m.

Tech Talk

Data Review: The State of the Staffing Industry
Mike Perrone, chief revenue officer, Prodoscore

Speed Talk

Building High-Value Relationships: AI's Supporting Role in Client Retention and Growth
Mary Ann McLaughlin, managing partner, Butler Street Consulting

6–6:10 p.m.

Tech Talk

Supercharge Light Industrial With Automation and AI
Angela Pitts, manager, solution consulting, Bullhorn

Speed Talk

5 Common Denominators of Great Companies—Does Your Staffing Agency Check the Boxes?
Sheri Tischer, VP of business development—staffing practice, Scale Funding

6:15–6:25 p.m.

 **Tech Talk**

Staffing Strategies for the Impending AI Revolution
Ashwarya Poddar, founder and CEO, ConverzAI

 **Speed Talk**

Health Care Staffing: Can You Find a Way Around the MSP Billing Fees?
Timothy Teague, president, BlueSky Synergy LLC

Wednesday, Oct. 23

12:30–12:40 p.m.

 **Tech Talk**

Lessons From the ERP Upgrade Battlefield
David Laster, director, software solutions, GraVoc

 **Speed Talk**

Benchmarking Staffing Excellence: Gauging Performance and Elevating Standards
Jacob Hamilton, business development officer, Access Capital

12:45–12:55 p.m.

 **Tech Talk**

Safely Enacting Gen AI at Scale in Staffing
Monica Maralit, SVP, PSG Global Solutions

 **Speed Talk**

Compensation Trends: What You Need to Know in the Changing Staffing Landscape
Thomas Kosnik, president and founder, Visus Group

1–1:10 p.m.

 **Tech Talk**

The AI Edge: Keeping Ahead in the Hunt for the Best Talent
Jeremy Schiff, CEO, RecruitBot

 **Speed Talk**

Strategic Evolution: From Conventional Staffing to Workforce Solution Leadership
Sammy Singh, co-founder and CEO, WurkNow Inc.

1:15–1:25 p.m.

 **Tech Talk**

Investing in the Talent Experience
John Lindesmith, VP of product, FoxHire LLC

 **Speed Talk**

Recruit for a Sense of Humor—Not Kidding!
Jay Mattern, CEO, TerraFirma Marketing

1:30–1:40 p.m.

 **Tech Talk**

Succession Playbook: Key Strategies to Defining Your Legacy—the Right Way
Jerry Grady, partner, UHY

 **Speed Talk**

Money Makers: 5 Techniques to Help Recruiters Be Successful Right Now
John Ruffini, VP, professional development, Healthtrust Workforce Solutions

1:45–1:55 p.m.

 **Tech Talk**

Apps and Staffing Platforms: Game-Changer or Hype?
Ash Barot, CEO, WOLF

 **Speed Talk**

7 Tips for Successful Offshoring: How to Stay Cautious, Not Stagnant
Bryan Tweed, executive VP and COO—North America, IMS Group—an Empresaria Co.

Knowledge Hub in the Expo

6–6:10 p.m.

Tech Talk

How EOR/AOR Companies Will Eat the World
Terri Gallagher, CEO, Gallagher and Consultants

Speed Talk

The New Pandemic: Mental Health in Corporate America
Ziba Alizadeh, VP, health care solutions, Employbridge

6:15–6:25 p.m.

Tech Talk

AI on Guard: Top 10 Tips for a Secure and Compliant Strategy
Laura Schmitz, VP of operations, Aqore Staffing Software

Speed Talk

From Survive to Thrive: 10 Strategies to Accelerate Growth in Any Economy
Eric Gregg, founder and customer experience strategist, ClearlyRated

6:30–6:40 p.m.

Tech Talk

Modernizing Recruitment: Unlock the Power of Generative AI
Don Tomlinson, chief technical officer, Daxtra

Speed Talk

M&A and Shareholder Buyouts: Term Debt to Finance Growth
Chad Gardiner, managing director of investment banking, Bridgepoint Investment Banking

6:45–6:55 p.m.

Tech Talk

Modern Payroll: Lower Operational Costs and Improve Worker Retention
Kirti Shenoy, CEO and co-founder, Zeal

Speed Talk

Upskilling Within Your Industry: Candidate Generation
Lauren Jednat, senior product consultant, Crelate

Thursday, Oct. 24

12:30–12:40 p.m.

Tech Talk

Staffing Without the Headache: Automating Payroll and Compliance
Rick Torrence, SVP, HCM sales, Vensure Employer Services

Speed Talk

Mastering Staffing Sales: Focus on Relationships for Sustainable Growth
Kathy George, president, Spherion Staffing and Recruiting

12:45–12:55 p.m.

Tech Talk

Managing Digital Transformations With a Future State Operating Model Framework
Chris Scowden, CEO, Newbury Partners

Speed Talk

Decoding Marketing ROI: Strategies to Get a Real Return
Brian Jameson, chief growth officer and co-founder, echogravity

1–1:10 p.m.

Tech Talk

Win Top Talent: How Same-Day Payroll Can Be Your Competitive Edge
Piers Mainwaring, co-founder and chief innovation officer, Everee

Speed Talk

From Now to Next: How Marketing Can Fuel Sales
Alison Richmond, SVP, ClearEdge Rising

Author Talks in the Expo

Author and Keynote Meet-and-Greets at the Staffing World Bookstore

Stop by the Staffing World Bookstore to learn from industry authors and Staffing World keynoters, purchase and have your books signed, and network with fellow attendees and authors. This is a great opportunity to hear from some of the best in the business!

Plan to meet your favorite author during the following Author Talk times:

Oct. 22
5:15–7 p.m.

Oct. 23
10:30–11 a.m.
12:30–2 p.m.
3:45–4:15 p.m.
5:45–7 p.m.


Oct. 24
10:30–11 a.m.
12:30–1 p.m.




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.

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

 @americanstaffingassociation

Preconvention Programs

Maximize Your Staffing World Experience—Add a Preconvention Program

Preconvention programs take place before Staffing World begins—on Tuesday, Oct. 22. Limited seating is available. A continental breakfast and boxed lunch will be provided for both of the programs.

Note: All preconvention programs require separate registration at an additional cost—they are not included in any Staffing World registration packages. Visit staffingworld.net for more information and to register.

Choose one of two preconvention programs:

1
LEADERSHIP
Tuesday, Oct. 22
9 a.m.–2 p.m.

2
SALES
Tuesday, Oct. 22
9 a.m.–2 p.m.

Subject to change.

Visit staffingworld.net to see detailed agendas.

1

Tuesday, Oct. 22
9 a.m.–2 p.m.

LEADERSHIP

Build a Sustainable Strengths-Based Culture

Kelly Merbler, founding principal, The Kelly Merbler Co.

Imagine a workplace in which your teams all understand what they excel at and consistently leverage those talents for the betterment of the organization. Now, imagine as a leader you understand where you add the most value and build it into the way you manage and guide your staff. That's a recipe for true engagement. It's been more than a decade since Gallup synthesized the results of its many years of research into strengths and their impact on organizational culture in the form of CliftonStrengths. The result has been overwhelmingly positive, with more than 23 million participants and 90% of Fortune 500 companies employing strengths-based leadership in one form or another.

Now, it's your opportunity to join the community of strengths-based leaders and take the next step toward better employee engagement outcomes. Join industry veteran and CliftonStrengths expert Kelly Merbler as she leads you through an interactive exploration of your strengths with an end goal of helping you maximize your own leadership potential while at the same time strategizing on how to apply the concepts to your team, allowing them to do their best work while staying engaged.

What attendees can expect:

- Online Gallup assessment and an individualized leadership profile
- A fast-paced, engaging, enlightening and fun program led by a Gallup-certified expert facilitator
- Supplemental materials and follow-up resources for leaders and teams
- An insightful road map for leading teams and people toward a common goal

At the end of the session, attendees will be able to

- Identify individual and personal strengths and how those strengths apply to organizational and team function.
- Clarify how individual differences in leadership strengths can be used in leading teams, groups, and organizations.
- Apply specific individual and team strengths in organizational settings using the team's strengths as a basis for work.

2

Tuesday, Oct. 22

9 a.m.–2 p.m.

SALES

Unlock Sales Potential: High-Impact Techniques for Staffing Excellence

Robert Reid, Principal, Butler Street

This Staffing World preconvention program will encompass an engaging four-hour workshop tailored specifically for staffing professionals seeking to navigate today's dynamic market landscape. This session, delivered by principal and lead trainer Robert Reid of Butler Street, will provide attendees with proven methodologies and techniques to excel, including by boosting sales skills and communication strategies.

Attendees will

- Master the art of prospecting, ensuring they can capture attention and open doors more effectively.
- Gain proficiency in overcoming objections through the Listen, Acknowledge, Explore, and Respond framework, turning potential setbacks into opportunities for engagement.
- Enhance their ability to ask impactful questions that reveal deeper client needs and motivations, employing the SIGN (situation, insight, gap, and need-solution) questioning method for more meaningful conversations.
- Discover how to leverage technology like ChatGPT to support their sales process, from crafting compelling communications to generating innovative solutions to common challenges.

This workshop will be an invaluable opportunity for personal and professional development, offering hands-on exercises, real-world applications, a lot of fun, and a pathway to becoming the only choice in your market.

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 program that takes place Oct. 21–22; a continental breakfast and boxed lunch will be served on Tuesday, Oct. 22, only. **Visit americanstaffing.net/thrive for details and to register.**

THRIVE Live—Day 1

Monday, Oct. 21
1:30–7:30 p.m.

THRIVE Live—Day 2

Tuesday, Oct. 22
8 a.m.–3 p.m.

Content Highlights:

- **Opening Keynote Presentation:** “I Quit So You Don’t Have to: Life and Leadership Lessons I Wish I Had Known Sooner” by *Shelley Paxton, author, speaker, and chief soul officer*
- **Keynote Presentation** Featuring *Ella Washington, Ph.D.*
- **Roundtable Discussions**
- **Changemaker Speed Talk** With *Eliza Harrison Smith*
- **THRIVEx Presentations**
- **Changemaker Speed Talk:** “Getting Sh*t Done: Modern Leadership to Deliver at a New Scale” by *Christine Sandman Stone, CEO and founder, Deliver at Scale*
- **Changemaker Speed Talk:** “Leadership Communication: Leveraging AI to Role Practice and Strengthen Coaching Skills” by *Karla Dougherty, principal, Butler Street*
- **Fireside Chat:** “Why IQ and EQ Aren’t Enough Anymore” by *Susan Packard, co-founder and former COO, HGTV; and Joyce Russell, president, Adecco Group US Foundation*
- **Breakout Sessions:** Focused for Executives or Emerging Leaders
- **Closing Keynote Presentation:** “Hard-Won Wisdom” by *Fawn Germer, best-selling author, four-time Pulitzer-nominated journalist, adventurer, risk-taker, and leader*

THRIVE Live Networking Reception

Monday, Oct. 21, 6–7:30 p.m.

Join fellow THRIVE Live attendees for a lively and connection-laden reception. Sip a glass of your favorite beverage while swaying to the music of THRIVE presenter Eliza Harrison Smith, an indie-pop singer and songwriter with a mesmerizing talent. Her music combines infectious melodies, introspective lyrics, and breezy indie-pop production—all tied together by her airy, emotive vocals.

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- ✓ See valuable content from leading law firms that specialize in staffing.
- ✓ Download a sample social media policy for staffing firms, and much more.

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Staffing World Sessions

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. Check staffingworld.net regularly for additional sessions and updates.



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



Leadership & Growth

A breadth of topics best suited for longtime staffing industry executives as well as emerging leaders who seek to implement additive and impactful strategies and solutions to their business models.

- Workplace culture and managing internal employees
- Mergers and acquisitions updates and trends
- Diversity and inclusion leadership strategies
- Growth-focused innovations and opportunities



Operations & Management

Topics relate to operational, day-to-day, high-level, and practical business situations that benefit professionals who work closely with company executives as well as managers.

- Technology solutions to streamline operations, both back- and front-end
- Employment law and compliance updates affecting staffing operations
- Safety updates and best practices for temporary and contract workers
- High-level operational strategies to improve efficiencies and productivity



Recruiting & Talent Management

Content delves into the hands-on strategies, technology solutions, measurable management tactics, and talent engagement innovations aimed at growing and maintaining a skilled pool of candidates from which to fill orders and meet client needs.

- New and successful recruiting strategies and systems
- Technology solutions, including AI, for better talent recruitment and engagement
- Success stories and best practices for exceptional recruitment and retention
- Strategically balancing and managing internal and external talent
- Social media strategies and best practices for talent recruitment and engagement



Sales & Business Development

Executive-level vision and sales-level strategies to spur growth; increase market share; and support local, regional, and national goals for client service, account management, marketing best practices, and new and innovative sales strategies.

- Data-driven decision-making tactics that reap results for sales and marketing
- Business development case studies and best practices
- Artificial intelligence developments and applications to support sales
- Strategies for increasing market share and exploring staffing verticals

TUESDAY, OCT. 22

3:30–5 p.m.



Super Session and Keynote Presentation by Peter Diamandis: Become an Exponential Company With Explosive Growth

How can your company grow 10x bigger instead of only 10% bigger? What does it take for your company to become an exponential organization? Peter Diamandis—serial entrepreneur; futurist; technologist; *New York Times* best-selling author; and founder of more than 25 companies, including the XPRIZE Foundation—delivers the roadmap and more. He'll expound on how a “massively transformative purpose” can drive your organization's culture. He examines the innovation principles used by Google X and the power of bold, moon-shot thinking, and details how entrepreneurial billionaires like Larry Page, Elon Musk, Jeff Bezos, and Richard Branson think—and their strategies for scale and impact.

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WEDNESDAY, OCT. 23

8:30–10 a.m.



Super Session and Keynote Presentation by Erica Dhawan: Use Connective Intelligence, Achieve Breakthrough Impact

An internationally recognized authority on 21st-century innovation, collaboration, and teamwork—and named by Thinkers50 as the “Oprah of management thinkers”—Erica Dhawan is bringing her exceptional genius and inspirational energy to Staffing World in Nashville! This dynamic, engaging, high-energy, fast-paced session will focus on purposeful collaboration, resilience, and business success. Learn how to shift from more meetings and emails to more productive engagement that improves speed and quality of service, increases subject matter expertise and information-sharing across silos, reduces organizational dysfunction and delay, and eliminates duplicative work. Accelerate your achievements through the connected power of teams, become more agile and innovative, and drive breakthrough ideas and outcomes by using what Dhawan calls connective intelligence (CxQ).

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11:15 a.m.–12:15 p.m.

Breakout Sessions

Choose to participate in one of these concurrent sessions.

2024'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, VP of product, Talent Tech Labs



SESSION FOCUS: Leadership & Growth; Operations & Management

Don't miss this always-popular technology solutions roundup—your chance to get insights from some of the staffing industry's top tech experts on the latest tools for client and candidate attraction as well as engage-

Staffing World Sessions

ment, 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.

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America's Got Talent? Sourcing Hacks for a Talent-Hungry World

Kortney Harmon, director of industry relations, Crelate; Chris Hesson, professional services manager, Crelate

SESSION FOCUS: Recruiting & Talent Engagement

Forget golden buzzers and judges' critiques—the real talent show is playing out in the ruthless battle for skilled professionals. In today's competitive landscape, traditional sourcing methods simply aren't enough. Join fellow staffing and recruiting professionals for this breakout session that flips the script on talent acquisition, revealing innovative hacks to unearth hidden gems and build a thriving talent pipeline. The presenters will discuss identifying and approaching untapped talent pools, revitalizing your database, how AI can assist with upskilling, and much more. Get ready to ditch the talent-show drama and step into the real arena, where everyone has the potential to shine.

Learning Objectives:

1. Learn actionable sourcing hacks you can implement immediately.
2. Walk away with a blueprint for a multichannel touch-point strategy for your candidates.
3. Gain a fresh perspective on talent acquisition for the modern world.
4. Get inspiration to build a thriving talent pipeline that sets your firm apart.

Annual Planning for Growth Initiatives

Facilitated by Jeff Pelliccio, founder and CEO, Allied Insight

SESSION FOCUS: Leadership & Growth; Sales & Business Development

While we can't control markets or the effects that drive them, we can control our readiness to respond. The big question is, how prepared is your staffing firm to respond to the new market in 2025? This session will bring together executive suite thought-leaders from the industry to add transparency to obstacles staffing firms are facing today and provide tangible action items that you can include in your 2025 action plan.

Learning Objectives:

1. Identify critical organizational friction points.
2. Coordinate departmental efforts for growth.
3. Develop business development action items for 2025.
4. Create a repeatable lead-generation campaign structure.

Closing Is a Non-Event: Here's Why

Natasha Hemmingway, sales coach, consultant, and speaker, Natasha Hemmingway Coaching LLC

SESSION FOCUS: Sales & Business Development

Stumped when it comes to selling? Join this highly rated return Staffing World presenter 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 that will transform your sales mindset and boost your sales results immediately.

Learning Objectives:

1. Discover a rinse-and-repeat system you can use to guide every sales conversation.
2. Learn how to win at sales without being sales-y, sleezy, gimmicky, or manipulative.
3. Bring the heart—not the hustle—to your sales process.

Is Your House in Order? Succession Planning and Protecting Your Brand

Diane J. Geller, Esq., partner, Fox Rothschild LLP; Brian Kennedy, M&A advisor, R.A. Cohen Consulting; Chris Noble, partner, Anchin, Block & Anchin LLP; Heather L. Ries, Esq., partner, Fox Rothschild LLP



SESSION FOCUS: Leadership & Growth; Operations & Management

When you started your business, succession planning and protecting your brand may not have been top of mind. However, as time passes and you grow your business, these are key issues you must address to preserve the future of your business and stability for your employees and customers. Join the presenters for this insightful discussion on the issues that your business should address to ensure that your business house is in order.

Learning Objectives:

1. Discover the business case for succession planning.
2. Get tips on succession planning considerations—such as why you should plan now, not later.
3. Learn about potential obstacles, financial considerations, and documentation.
4. Understand how to protect your brand—trademarks, confidentiality, and related issues.

The Science Behind a Superstar Staff: Turning Staff Woes Into Staff Wins

Tony Leone, co-founder, The Constance Group; Brian Parsley, co-founder, The Constance Group



SESSION FOCUS: Leadership & Growth; Operations & Management

Most of us in leadership only see the “how” component of the human equation—whether it’s hiring, leading, or trying to retain staff: how we operate, how we communicate with colleagues and customers, and how we operate in our personal and work lives. But beyond that, there are more measurable factors such as why, values, world view, self-view, emotional intelligence, motivation, and competencies. Rarely can we see these, but even rarer is our ability to fully understand these principles. This session unpacks how world-class employers are not only assessing these attributes but are also turning them into their corporate culture permanently. Walk away with actionable insights that some of the top employers in the world are using to improve productivity and corporate culture.

Learning Objectives:

1. Clarify the three must-haves for creating a superstar staff.
2. Learn what it means to manage versus lead.
3. Identify simple strategies for turning staffing woes into staff wins.
4. Use facts and case studies from thousands of salespeople to implement strategies to sell at your business.

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Women in Business Panel

Facilitated by Laine Gandy, director, Adecco Group US Foundation

Panelists: Sandra Quince, co-chair and board director, Paradigm for Parity; Gwen Young, CEO, Women Business Collaborative



SESSION FOCUS: Leadership & Growth; Operations & Management

The Women Business Collaborative is an alliance of more than 80 companies that commit to supporting women to achieve equal position, pay, and power in business. Attendees will hear how companies in other industries support women in their career growth, develop pipelines for talent and training, and address the challenges that hold women back from advancing to the c-suite. Hear from company leaders from the Women Business Collaborative and partner companies as they dive into practices that any business leader can adopt to enact meaningful support and change.

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2:15–3:30 p.m.

Breakout Sessions

Choose between Roundtable Discussions or the session “Evolving the Mindset From Founder to CEO.”

Evolving the Mindset From Founder to CEO

Jeff Bowling, co-founder and partner, Four Piers Advisors; Dan Campbell, partner, MSouth Equity Partners; Aaron Green, founder and CEO, ProPivotal Staffing; Jeff Harris, partner, Four Piers Advisors



SESSION FOCUS: Leadership & Growth; Operations & Management

The perception often is the shelf life of company founders comes with an expiration date as it relates to leading and scaling from start-up to a large company. Private equity investors and boards routinely assume they must be prepared to oust founders who may struggle to adopt the skillset of a chief executive officer as companies grow and progress toward a meaningful exit. But many founders, across many industries, have bucked this trend. In this session, four staffing industry founders representing four different staffing industry segments share their stories evolving from founders to CEOs of large staffing companies. They'll describe their experiences and lessons learned successfully leading alongside private equity partners, their mindset in making the decision to do so, and what it took to position their organizations to combined market valuations and multiple exits in excess of \$2 billion.

Roundtable Discussions

Networking 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.



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.

4:30–5:30 p.m.

Breakout Sessions

Choose to participate in one of these concurrent sessions.

Best Practices for Buying a Staffing Company

Chad Gardiner, managing director of investment banking, Bridgepoint Investment Banking; Michael Napolitano, partner, Citrin Cooperman; Paul Pincus, Esq., partner, Ortoli | Rosenstadt LLP



SESSION FOCUS: Leadership & Growth; Operations & Management

Make sure you're prepared for what lies ahead in the staffing industry's mergers and acquisitions market. From sales trends to strategic prognostications, the topics covered by this discussion will give you the insights, first-hand perspective, and business intelligence you need to ensure you can maximize the results you seek. This group of staffing industry M&A experts will examine the state of the staffing industry's mergers and acquisitions market and the outlook for 2025, as well as best practices for preparing and executing transactions.

Learning Objectives:

1. Gauge the current state of the staffing M&A market and 2025 outlook.
2. Identify key considerations when buying a staffing company.
3. Get strategies for due diligence and risk assessment.
4. Be empowered to overcome challenges during the acquisition process.

Catalyzing Talent: Unleashing the Groundbreaking Power of AI in Recruiting

Pankaj Jindal, co-founder, Sense



SESSION FOCUS: Operations & Management; Recruiting & Talent Engagement

Embark on a journey into the forefront of recruiting AI, where the landscape has evolved significantly in the past year. Leading staffing firms have not just embraced this revolutionary technology but mastered its game-changing advancements to reshape how they attract and engage talent. In this session, the presenter will go beyond the hype and focus on the real-world use cases that top staffing firms are employing. Uncover the secrets behind leveraging conversational AI and generative AI to create truly memorable candidate experiences and streamline the recruiting process from start to finish. This isn't your average overview of AI in recruiting—we're diving deep into real-world strategies and applications. Brace yourself for a session that challenges you to rethink how your staffing firm uses technology.

Emotional Intelligence in Staffing Excellence: Navigating Success

Stacia' Alexander, owner and executive director, Positive Influences



SESSION FOCUS: Leadership & Growth; Operations & Management; Recruiting & Talent Engagement

Welcome to the intersection of emotional intelligence and staffing excellence. By understanding and harnessing the emotional aspects of success, staffing professionals can elevate their performance, build meaningful relationships, and navigate the complexities of the industry with confidence. Delve into the emotional nuances of staffing success and emerge as an emotionally intelligent leader in the dynamic world of talent acquisition and workforce solutions.

Learning Objectives:

1. Explore how emotional intelligence contributes to effective decision-making and problem-solving in the fast-paced staffing environment.
2. Learn practical techniques to enhance empathetic communication with both clients and candidates for improved outcomes.
3. Identify industry-specific stressors for independent, regional, and national staffing professionals and develop coping mechanisms.

Staffing World Sessions

4. Gain insights into leading diverse teams and fostering a positive emotional climate within the workplace.
5. Utilize real-world scenarios and case studies for practical application of emotional intelligence principles.

Habit Disruptors Attract the Best Clients

Barb Bruno, CEO, Good as Gold Training



SESSION FOCUS: Sales & Business Development

The clients you work with can make or break your success and income. The workforce and workplace continue to drastically change, and techniques that worked even last year are no longer effective. There are common perceptions of staffing firms that exist among talent prospects and client companies: They say they are different, but when they are asked how they all say the same things; they charge as much as possible; they treat talent and clients as a source of revenue; there is little or no follow-up; when problems occur, most recruiters disappear; they are one of many vendors we utilize. Habit disruptors can resolve all these concerns and help you land clients you deserve. In addition, you will fill a much higher percentage of orders, contracts, and assignments, faster and with talent who become engaged and retained.

Learning Objectives:

1. Conduct revenue modeling to rethink which prospects to target.
2. Differentiate from your competitors to change the perception of talent and clients.
3. Elevate rapport, trust, and relationships with current clients.
4. Close more business by disrupting your current sales and closing process.

Navigating the Social Media Landscape for Talent Acquisition

Kathy George, president, Spherion Staffing and Recruiting



SESSION FOCUS: Recruiting & Talent Engagement

In today's competitive job market, leveraging social media is crucial for successful talent acquisition. According to a survey conducted by the Society for Human Resource Management, 84% of organizations utilize social media in some capacity for talent acquisition. Through the smart use of social media platforms, companies can broaden their candidate pool and target active and passive job seekers who might not have been reached through traditional recruitment methods. The presenter will share insights and best practices on enhancing your recruitment strategies and reaching a robust pool of candidates through traditional and unexpected social media recruitment techniques.

Learning Objectives:

1. Gain insight into the significance of social media in talent acquisition to understand its relevance and potential impact on recruitment strategies.
2. Learn practical techniques and best practices for utilizing various social media platforms to broaden candidate pools and effectively target both active and passive job seekers.
3. Acquire innovative approaches to social media recruitment, including traditional methods like targeted advertising and job postings as well as unexpected strategies to tap into new talent sources.

Risk Management: Beyond Workers' Compensation

Louis DeWeaver, cyber security consultant, Marsh McLennan Agency; Lauren Gizzi, SVP, safety, Marsh McLennan Agency; DeDe Kelley, HR consulting director, talent acquisition, Marsh McLennan Agency; Kerri Sullivan, SVP, staffing and PEO practice leader, Marsh McLennan Agency; John Swartos, regional safety manager, Aerotek



SESSION FOCUS: Operations & Management

While hearing "risk management" may immediately trigger thoughts of safety initiatives to avoid workers' compensation claims, staffing firms operating in a hard liability-insurance market of limited options need to take a broader view of risk management. This session will provide solutions staffing firms can implement to avoid common claims other than work-related injuries, as well as strategies they can deploy to minimize the liability

they assume. Topics will include third-party injuries and property damage, workplace violence, employment-related lawsuits, and cybersecurity risks.

Learning Objectives:

1. Implement safety policies and procedures that help both prevent and mitigate general and auto liability claims.
2. Mitigate occupational violence risks through environmental, administrative, and behavioral controls.
3. Evaluate clients' HR practices to minimize exposure to employment-related lawsuits.
4. Assess cybersecurity risk, inclusive of risks from vendors and cloud providers.

Why “Specialty” Will Become Recruitment’s Next It Word

Julie Labrie, president, BlueSky Personnel Solutions

 **SESSION FOCUS:** Leadership & Growth; Operations & Management

Journey into this data-driven case study about niching—exponentially growing your staffing business by bravely narrowing your focus. When everyone was zigging away from bilingual recruitment, see why the presenter chose to zag—owning this specialty in Canada—to garner triple-digit growth.

Learning Objectives:

1. Gain a broader perspective on the dynamics that “specialty” practices will play.
2. Understand why dominating your niche is important.
3. Have a tangible process with clear action steps to identify niching opportunities for business growth.
4. Understand how to position niched services to build momentum, without sacrificing current business offerings.

Your Investment in DEIB: Strategies to Maintain Focus, Funding, and Profitability

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

 **SESSION FOCUS:** Leadership & Growth; Operations & Management

In an era where budgets are tight and priorities are constantly shifting, diversity, equity, inclusion, and belonging (DEIB) initiatives are often the first to face cuts. This session will explore the importance of maintaining DEIB as a core organizational priority, even in challenging economic times. Addressing this topic is crucial for sustaining inclusive workplace cultures and ensuring long-term organizational resilience and innovation. Join the presenter to explore strategies for advocating for the continued investment in DEIB initiatives and positions, emphasizing their ROI and impact on organizational success, and safeguarding DEI in your organization.

Learning Objectives:

1. Understand the long-term impact of maintaining DEI initiatives.
2. Develop persuasive arguments and strategies to protect DEI budgets and positions.
3. Gain insights into innovative practices to integrate DEI seamlessly into core business operations.

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Staffing World Sessions

THURSDAY, OCT. 24

9:15–10 a.m.

Breakout Sessions

Choose to participate in one of these concurrent sessions.

Developing High-Performing Talent: Maximize Potential Through Mentorship

Seth Stein, CEO, Eastridge Workforce Solutions



Performance, aligned with talent development, is a key component of your organization accomplishing its goals and objectives, and leaders today need to generate meaningful contributions to talent development. The presenter—a powerful industry mentor—is here to share with you lessons learned and success in action from his mentee relationships. Walk away from this session with a leadership playbook and guidance to explore the roles of leaders and employees alike, including the developmental tools needed to stay ahead in the ever-changing world of work.

Learning Objectives:

1. Explore leadership skills essential to talent development and performance.
2. Ensure a culture of engaged employees at your company.
3. Identify simple and effective performance-based tools to deploy at your firm immediately.

The Future of Talent Acquisition: Leveraging Specialty Partnerships for Success

Kelly Boykin, founder, Growth Curve Advisors; Rhona Driggs, CEO, Empresaria Group PLC; Kate Goss, managing director, PrideOne; Michelle Sims, CEO, Yupro Placement



So, you're a small- to mid-sized staffing firm struggling to find a way to compete with big firms with well-recognized brands. Or maybe you're the large firm, struggling to meet managed service provider (MSP) program client demand and on the hunt for a groundbreaking solution. No matter the size of your firm, a specialty staffing partner can open the door to a new world of collaboration that will help you battle in the war for talent. For small- to mid-sized firms, partnerships give a boost in brand value by adding a specialty focus. For large firms, specialty partners broaden access to untapped talent pools through collaboration and unique approaches to corporate hiring challenges. Engage in this discussion with industry experts to learn how to unlock the potential of specialty partners and meet client demand through untapped talent collaboration strategies.

Learning Objectives:

1. Discover how specialty partners can turbocharge your brand and open doors to niche talent pools, no matter your firm size.
2. Maximize your growth potential in large contingent labor programs.
3. Learn about innovative strategies to meet client needs through collaborative ecosystems that tap into untapped talent.
4. Explore how inclusive partnerships create win-win workplaces and results for employers, diverse talent, and your bottom line.

Mastering Sales Success: Craft Effective Strategies Using Your Ideal Customer Profile

Lenore Convery, SVP, sales and marketing; Casey Jacox, founder, Winning The Relationship LLC



In this comprehensive breakout session, the presenters go back to the basics of sales—ensuring a strong foundation for all attendees. From there, they'll delve into advanced strategies for generating referrals, a cornerstone of sustainable business growth. Join this session to uncover the art of retaining and growing current

clients—leveraging insights from your ideal customer profile to tailor approaches that foster long-term relationships. Navigate through practical techniques and actionable insights to propel your sales process toward unparalleled success.

Learning Objectives:

1. Define the fundamental principles of sales through a comprehensive review of a sound sales process and carefully defined ideal customer profile.
2. Learn advanced strategies for generating referrals, exploring techniques to cultivate organic growth and expand your client base through trusted recommendations.
3. Demonstrate effective methods for retaining and growing current clients (including personalized approaches tailored to your ideal customer profile), enhancing client satisfaction, and fostering long-term relationships.
4. Develop actionable skills and strategies to refine your sales process, empowering you to implement targeted approaches that maximize efficiency and drive sustained success in your sales endeavors.

PEO Panel: Myth-Busting, Truth-Telling, and Rumor-Squashing

Facilitated by Pat Cleary, chief growth officer, Vensure Employer Solutions

Panelists: Diane Geller, Esq., partner, Fox Rothschild LLP; Sam Napoli, SVP, sales and marketing, Peoplease; Brian Urso, division president, Vensure Staffing Alliance



What have you heard about working with a professional employer organization (PEO)? We bet it's a mixed bag. Join this session for an exclusive opportunity to hear from PEO industry leaders who rarely gather in a session like this. Together, they want to tell you the real story about working with a PEO and how a PEO partnership can boost your business. See how staffing companies who select reputable and experienced PEOs enjoy greater compliance, reduced risk, better payroll, extensive benefits, and more time to focus on what they do best.

Learning Objectives:

1. Transform your expectations and preconceptions about PEOs into informed and strategic calculations to fuel your business success.
2. Extract the main reasons for partnering with a PEO and identify situations where another solution might be a better fit.
3. Take away true stories of staffing company and PEO collaborations that could help address your specific needs.

Thriving in the New World of Work—Let's Talk About the Taboo Topics



Join panelists for an honest conversation about how firms are supporting and addressing top employee issues such as pay equity, burnout, navigating women's health issues, emotional intelligence, and more. Attendees will hear examples from panelists about how they've tackled these taboo topics head-on and how it has increased employee engagement, morale, and retention.

Sponsored by



Why Attraction Is the First Step in Recruiting

Stacy Napoles, senior director of training and development, Kaye/Bassman International and Next Level Exchange



When it comes to recruiting candidates, you should consider the aspect of attraction—because you must attract first before anything else can happen. Do this to establish preliminary interest and then qualify later; do not try to screen before you know if the candidate is actually attracted to the opportunity. In this breakout

Staffing World Sessions

session, the presenter will discuss how to get candidates interested in—or at the very least curious about—new opportunities. You have to get them to the dance before you ask them to waltz.

Learning Objectives:

1. Understand the psychology behind what attracts candidates.
2. Identify the four types of candidates and how to communicate effectively with each.
3. Recognize components of an attraction-based job description.
4. Develop your recruiting story.

9:15–11 a.m.

Masterclass

Supercharge Your Staffing Agency: Unleashing the Power of Generative AI

Lauren Jones, president, Leap Advisory Partners



SESSION FOCUS: Leadership & Growth; Operations & Management; Recruiting & Talent Engagement; Sales & Business Development

In this transformative workshop, Lauren Jones will guide you through the exciting world of generative artificial intelligence and its potential to revolutionize your staffing agency. As a staffing industry powerhouse, workforce technology whiz, change management mastermind, fierce female leader champion, and professional storyteller, Jones will help you embrace change, optimize your technology investments, and discover how AI can help you recruit and sell like a superhero.

Learning Objectives:

1. Understand the benefits of automation, bots, and AI in streamlining your workflow and achieving greater efficiencies.
2. Learn how to eliminate repetitive tasks—such as job description creation, submittals, screening, pay rate information, and client research—allowing your team to focus on building relationships.
3. Discover how AI can help identify top talent more quickly and accurately than traditional methods.
4. Gain insights on how to enhance human interaction with technology, rather than replace it.
5. Develop a clear roadmap for implementing generative AI in your staffing agency, removing fear and embracing innovation.

11:15 a.m.–12 noon

Breakout Sessions

Choose to participate in one of these concurrent sessions.

Defining the Relationship With Your Manager

Jennifer Tschetter, founder and principal, Jennifer Tschetter Consulting LLC



SESSION FOCUS: Operations & Management

People run around in fear of the “micromanaging manager,” but have we conflated “micromanaging” with just “managing”? Is it unfair that our managers want to have a line of sight into what we work on? Studies often show that people leave jobs because of poor managers, so why, then, do so many managers stink? Join the presenter as she sheds some light on how your relationship with your manager goes two ways and how you can take back some of the power to influence the relationship.

Learning Objectives:

1. Recognize that your relationship with your manager goes two ways.
2. Talk about strategies you can use early on with managers to set the tone for what you need out of the relationship.
3. Identify actions you can take throughout the hiring process to make sure an organization’s managerial philosophy is aligned with what you need.

Note: This session will not cover managers who harass or discriminate against staff; the session focuses on general angst and anxiety one may feel when working with his or her manager.

Direct Hire Sector:

Winning in Direct Hire Staffing Amid Market Shifts

Lori Malett, president, Hatch Staffing Services; Mandie Perdikakis, director of organizational development, Gus Perdikakis Associates Inc.



In this session, the presenters will dive into the current state of the direct hire process, examining how market shifts impact both candidates and clients. Learn practical strategies to navigate these changes and gain a competitive advantage in securing top talent and fulfilling client needs. By the end of this session, you will understand the current trends and challenges in the direct hire market and develop strategies to effectively match candidates with client requirements in a dynamic environment.

Brought to you by



Employer and Personal Branding: Stand Out, Compete, and Win

Blake Babcock, VP of client engagement, Staffing Solutions Enterprises; Elizabeth Latham, director of virtual recruitment, Malone Workforce Solutions



In a crowded market, it is essential that your organization's brand stands out from the rest while also developing and enhancing your own personal brand to compete and win. Join the presenters for a deep dive into tips and tactics around branding to implement immediately. First, get back to basics, discovering who your company is and what they do. Then, dive into how you can position yourself as an expert in your given field (and how to market this). Finally, define clear next steps to implement these strategies to compete and win.

Learning Objectives:

1. Enhance your company's brand, making it clear who you are and what you do (gain positive reviews on Google, etc.).
2. Promote your company's brand and learn how to use this brand to sell to candidates and clients.
3. Develop your own personal brand and become the go-to person in your market.
4. Employ strategies to go to market as an individual and company.

Engineering, IT, and Scientific Sector:

Untraditional Methods to Grow Your Staffing Firm

Miriam Dushane, managing partner, Alaant Workforce Solutions; Margot McDonald, president, The Kable Group; Barry Vince, president, Motive Workforce Solutions Inc.



During this breakout session, a panel of industry experts will drive conversations around unconventional approaches for staffing agencies in the engineering, IT, and scientific space to benefit their communities and drive business growth. Explore the financial benefits of altruistic actions; delve into the cost-saving potential of on-the-job training; and share real-life success stories. Examine how both nonprofit and for-profit efforts can create meaningful impacts on individuals' lives while boosting business prospects.

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Health Care Sector:

The Future Landscape of Health Care Staffing: A Practitioner's Perspective

Facilitated by John Ruffini, VP of professional development, HealthTrust Workforce Solutions

Panelists: Phil Light, director of education, TravCon, Gabrielle Neff, LPN, brand ambassador, IntelyCare

 **SESSION FOCUS:** Leadership & Growth; Operations & Management; Recruiting & Talent Engagement

As the health care sector continues to evolve, leaving agencies managing a smaller population of clinicians, the way we approach staffing remains pivotal to delivering quality care. Staffing agencies have to remain flexible; with 80% of clinicians now employed by hospital systems, how are staffing agencies adapting to remain relevant and competitive? In this panel discussion, sector professionals will delve into the past, current, and future trends of health care staffing from the very heart of the industry—the practitioners themselves. Join to explore pressing topics that have shaped the staffing landscape over the past year. The panelists will discuss recent changes in employment models, including the impacts of monopolistic practices on opportunity availability, pay rates, and overall job satisfaction.

Brought to you by



Industrial Sector:

Staffing Service Triage: Strategies to Strengthen Your Light-Industrial Business

Facilitated by Sara Luchsinger, CSP, SVP of operations, SEEK Careers/Staffing

 **SESSION FOCUS:** Leadership & Growth; Operations & Management; Sales & Business Development

During this interactive session, industry experts will discuss methods for assessing and improving the health of your organization amid challenging circumstances. As we continue to navigate industry uncertainty, it's imperative that we find creative ways to go back to sales basics while focusing on new business, innovative selling tactics, client education, and ways to diversify clients and services to increase revenue while mitigating competition and risks. Come prepared to engage with other attendees—in scenario-based discussions to develop strategies for success.

Brought to you by



Superhuman Hiring: Your Ultimate Guide to AI Readiness

Alex Fourlis, SVP and general manager, Veritone Hire; Ryan Steelberg, CEO and chairman of the board, Veritone

 **SESSION FOCUS:** Leadership & Growth; Operations & Management

Join this engaging workshop that demonstrates how artificial intelligence (AI) is transforming the staffing industry. AI technologies offer unprecedented opportunities for enhancing efficiency, reducing costs, and improving outcomes in staffing operations. This workshop will explore a real-world application of AI, including a step-by-step overview of how to optimize your recruitment advertising strategy, increase applicant volume, and decrease cost-per-applicant. Attendees will gain insights into how to select an AI partner and best practices for integrating AI into their staffing workflows.

Learning Objectives:

1. Explore the specific benefits that AI can bring to staffing operations, including improved efficiency, reduced bias, and enhanced candidate experiences.
2. Learn about real-world applications of AI in staffing, such as automated candidate sourcing, predictive analytics for talent retention, and AI-driven candidate matching algorithms.

3. Identify key considerations and challenges in implementing AI solutions in staffing agencies of any size, including data privacy concerns and ethical considerations.
4. Discuss best practices for identifying an AI partner and successfully integrating AI technologies into existing staffing workflows.

1:30–2:30 p.m.

Breakout Sessions

Choose to participate in one of these concurrent sessions.

Buzzwords Reimagined: Strategies to Resonate and Connect

Ashley Andersen, SVP, ClearEdge Rising



SESSION FOCUS: Leadership & Growth; Operations & Management

Buzzwords like transparency, authenticity, or even psychological safety sometimes get a bad rap. Not because they aren't important—we absolutely need more of them all in our workplaces. So, what makes people lose interest and trust in these concepts? This breakout session will reveal the reasons why people often disengage when they hear these words, and others like them, and give participants concrete strategies to shift their approach to these concepts in their interactions and communication. It's not about eliminating the terms—it's about changing the way we use and embody them so that we can start to re-build others' trust and leverage the important aspects of these terms to help our teams and organizations succeed.

Learning Objectives:

1. Understand the reason why buzzwords often result in a loss of trust, alignment, or engagement.
2. Help leaders preserve what's important about a buzzword while maintaining focus and engagement from others.
3. Build trust around buzzwords through deliberate actions that go beyond the word and into the deeper meaning behind it.
4. Learn metrics to consider when working to use buzzwords to achieve strategic initiatives.

LEGO Serious Play: Modeling the Future of Staffing and Recruitment

Jeff Rabkin, president, Wowza Inc.



SESSION FOCUS: Leadership & Growth; Operations & Management

LEGO Serious Play is a facilitated meeting, communication, and problem-solving method that enhances innovation and communication using LEGO bricks. Join the presenter as he guides you in using LEGO to build models representing visions and views on the future of staffing and recruitment, allowing for a visual, hands-on exploration of this complex idea. This methodology encourages deep thinking, clear communication, and collaborative problem-solving, making it an effective tool for groups to unlock creative solutions and gain insights. Its interactive nature fosters engagement and participation from all members and promotes a deeper understanding and retention of discussed concepts through experiential learning. And it's fun!

Learning Objectives:

1. Work together to create visions of the future of the industry and unlock forward-thinking ideas and innovative solutions.
2. Build upon new relationships with other participants, having enjoyed open communication, active listening, and collaborative problem-solving together.
3. Know how to use the LEGO Serious Play method and be equipped with the knowledge and skills to use it as a tool for strategic planning, communication, and problem-solving within your own teams and organization.

Staffing World Sessions

Maximize Your Tech Stack With Microsoft 365 Tools

Laura Schmitz, CSP, VP of operations, Aqore Staffing Software



SESSION FOCUS: Leadership & Growth; Operations & Management; Sales & Business Development

In today's dynamic business environment, harnessing the full potential of your tech stack is essential for efficiency and productivity. This breakout session is designed to empower staffing agencies to maximize and streamline their tech stack using Microsoft 365 tools that most already own. The presenter will help you to better understand Microsoft 365: licensing options, security features, productivity features, integration options, and more. Walk away with practical strategies to enhance collaboration, communication, and overall workflow. Attendees will gain the knowledge and skills needed to optimize their tech stack, utilizing Microsoft 365 tools efficiently and ensuring the right licensing for comprehensive coverage.

Learning Objectives:

1. Assess your organization's current tech infrastructure to identify areas for improvement.
2. Implement strategies to streamline and enhance the efficiency of your existing technology stack.
3. Leverage advanced features within these Microsoft tools to enhance collaboration and communication within your team.
4. Choose the appropriate license type for your organization, ensuring comprehensive coverage and cost-effectiveness.

The Most Entertaining Employment Law Game Show Ever!

Lia Elliott, co-managing partner, Staffing GC; Toby Malara, Esq., VP of government relations, ASA; Brittany Sakata, Esq., general counsel, ASA



SESSION FOCUS: Operations & Management

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. During this session, maximize learning and interaction and provide some fun and friendly competition focused on important staffing law topics for your company. Don't miss the fun and games paired with must-know legal concepts. This session is guaranteed to be the most fun you'll ever have delving into complex legal issues.

Recruiting Mastery Workshop

Mike Lejeune, president, Lighting the Path LLC



SESSION FOCUS: Recruiting & Talent Engagement

What separates you from the competition is not the size of your company or how long you've been in business. Mastering key processes determines how you are perceived by those you are attempting to serve. During this interactive breakout session, the presenter will explore foundational truths that make you stand out and build relationships with clients and candidates quickly. You'll build scripts and interact with others to provide clarity on specific plans of action for taking your productivity to the next level—achieved by strengthening your personal brand both online and on the phone. Join this session for valuable content, great inspiration, and a lot of fun.

Selling Statement of Work Services in Staffing

Kim Henderson, managing director, Cobalt Compass Solutions



SESSION FOCUS: Operations & Management; Sales & Business Development

Increasing client share is crucial to ensuring a staffing organization's lasting success, but many don't have a strategy for expanding and penetrating their current accounts. Meanwhile, many of our customers have been using the statement of work (SOW) model to bring on contract resources and staff volume projects quickly. Join

this breakout session and share strategies and techniques to capture SOW business that expands your existing client base. The presenter outlines a step-by-step plan for staffing providers to recognize SOW opportunities and turn them into a viable revenue stream, as well as gain client share and increase significance in an account.

Learning Objectives:

1. Understand the basics: What is SOW? What is the SOW process?
2. Learn what the benefits are to the client in using the SOW model.
3. Identify SOW opportunities and questions to ask.
4. Recognize the type of SOW business best suited to your company's capability.

Workplace Family Feud Showdown: Insights on Inclusivity

Sue Jagan, associate director and executive recruiter, MeeDerby; Jazzmin Washington, director, associate recruitment, Staff Management | SMX; DeLibra Wesley, founder and CEO, National Recruiting Consultants; Kim Whiteley, president, MeeDerby



Let's have some fun! Join this group of industry experts for a provocative game show focused on what not to say in conversations with candidates, clients, and peers. Come to this session prepared to join in the game, where participants will showcase their knowledge and understanding related to microaggressions.

Learning Objectives:

1. Identify and understand different forms of microaggressions.
2. Analyze the emotional and psychological effects on individuals and communities.
3. Recognize personal biases and propose quick strategies to address them.

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2:45–5 p.m.



**Super Session and Keynote Presentation by Debbie Peterson:
Communicating With Clarity: Transformative Strategies That Reap Results**

Debbie Peterson is widely known for her impactful presentations focused on effective and clear communication strategies in professional environments where leaders must maximize performance and inspire innovation. Unlock the power of effective communication for you and your team with this interactive and transformative program that takes your communication skills to the next level. From discovering the common obstacles to communication to learning the habits of the most successful communicators, this program is the key to building a strong and collaborative team in the modern workforce.

Bonus Panel Discussion

A panel of staffing industry leaders will apply “communicating with clarity” strategies to discuss business hot topics and emerging trends as well as engage in a lively exchange about workplace culture, employee engagement, and what's ahead for the industry.

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. 22

5–7 p.m.	Nash Bash Expo Grand Opening Reception
5:15–7 p.m.	Author Talks: Staffing World Bookstore in the Expo
5:30–6:30 p.m.	Knowledge Hub Talks in the Expo

Wednesday, Oct. 23

10 a.m.–7 p.m.	Expo Open
10:15–11 a.m.	Refreshment Break in the Expo
10:30–11 a.m.	Author Talks: Staffing World Bookstore in the Expo
12:15–2 p.m.	Lunch in the Expo
12:30–2 p.m.	Knowledge Hub Talks in the Expo
12:30–2 p.m.	Author Talks: Staffing World Bookstore in the Expo
3:30–4:15 p.m.	Refreshment Break in the Expo
3:45–4:15 p.m.	Author Talks: Staffing World Bookstore in the Expo
5:30–7:30 p.m.	Staffing World Sneaker Ball Reception in the Expo
5:45–7 p.m.	Author Talks: Staffing World Bookstore in the Expo
6–7 p.m.	Knowledge Hub Talks in the Expo

Thursday, Oct. 24

8–9:15 a.m.	Breakfast in the Expo
8 a.m.–1:30 p.m.	Expo Open
10:15–11 a.m.	Refreshment Break in the Expo
10:30–11 a.m.	Author Talks: Staffing World Bookstore in the Expo
12–1:30 p.m.	Lunch in the Expo
12:30–1 p.m.	Author Talks: Staffing World Bookstore in the Expo
12:30–1:15 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	Insurance and employee benefits
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Business forms	Mergers and acquisitions
Business tax reduction services	Offshore recruitment support
Client services	Outplacement services
Collections and receivables management	Payroll cards
Consulting and market research	Payroll distribution
Debit payroll cards	Payroll funding
Drug testing	Recruiting support
Employment screening	Risk management
Factors	Social media
Financial services	Software and services, web-based
Front-office recruiting technology	Software systems
Health care sector services	Testing and training
Immigration	Time and attendance
Information technology services	W-2 services
	Website design and internet services
	Workers' compensation

Expo hours and categories subject to change.

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Join fellow attendees for two unforgettable receptions, happening in the Staffing World expo:

NASH BASH

Tuesday, Oct. 22
5-7 p.m.

Featuring a live band, cocktails and hors d'oeuvres, line dancers, and more. Flaunt your best honky tonk attire and join the party.



**STAFFING
WORLD
SNEAKER BALL**

Wednesday, Oct. 23
5:30-7:30 p.m.

Calling all sneakerheads! Sport your best kicks for this casual yet showy gathering while you listen to a live band, sip on refreshments, and catch up with colleagues. Plus—we'll be auctioning off a pair of Golden Goose sneakers in support of the ASA Foundation.

DON'T MISS THE FUN, and get your expo shopping done at the same time!



Featured Exhibitors

Staffing World exhibitors as of June 11



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 1012, 1013

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 501

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 706

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.



Commercial Funding Inc. BOOTH 1119

Accounts Receivable Financing; Asset-Based Lending; Factors; Payroll Funding

Julie Murphy | 888-575-6501

jmurphy@commercialfund.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.



Employer Solutions Staffing Group (ESSG) BOOTH 912

Business and Administrative Services; Insurance and Employee Benefits; Payroll Distribution; Payroll Funding; Software Systems; Workers' Compensation

Nathan Ely | 952-767-9469 | nathanely@employersolutionsgroup.com | employersolutionsgroup.com

Employer Solutions Staffing Group (ESSG) is a solutions provider that has been supporting the staffing industry since 2005. We are a single-source solution for essential business functions. Clients can eliminate risk, increase profitability, and grow their business, with a dedicated account manager, support, resources, and expertise.



Essential StaffCARE BOOTH 701

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.



R.A. Cohen Consulting BOOTH 1115

Consulting and Market Research; Mergers and Acquisitions

Sam Sacco | 910-769-4057 | sam@racohenconsulting.com | racohenconsulting.com

Sam Sacco and Brian Kennedy combine more than 80 years of expertise in staffing and in mergers and acquisitions to help you buy, sell, value, or merge your business. The company has orchestrated more than 190 successful staffing industry transactions, finding the best cultural fit and business value for clients.



Scale Funding BOOTH 1509

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

Sheri Tischer | 952-656-3492
sheri.tischer@scale.bank | getscalefunding.com

Since 1994, Scale Funding has provided staffing agencies with dependable payroll funding solutions, expert advice, and resources to help them advance to the next level. By partnering with Scale, you'll gain immediate access to cash flow to make payroll, fill more orders, and cover operating costs.



TRICOM BOOTH 1100

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.



Vensure Employer Solutions BOOTH 807

Business and Administrative Services; Employment Screening; Recruiting Support; Risk Management

Brian Urso | 772-215-2096
info@vensureinc.com | vensurestaffingalliance.com

Vensure Employer Solutions is the largest privately held organization in the HR technology and service sector, providing a comprehensive portfolio of solutions—including HR/HCM technology, managed services, and global business process outsourcing (BPO). The company and its service providers collectively serve over 95,000 businesses and process over \$135 billion in annual payroll. As a “one-employer solution” headquartered in Chandler, AZ, Vensure helps thousands of businesses streamline and grow their operations with custom strategies that benefit both employers and employees.



World Wide Specialty, a Division of Philadelphia Insurance Cos. BOOTH 601

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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WANT TO EXHIBIT? Contact Grayson Runey at 703-253-1169 or gruney@americanstaffing.net.

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ADP	info.adp.com/adp-and-staffing-industry	
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Bridgeport Capital	bridgeportcapital.com	
Bridgeware Systems Inc.	bridgeware.net	
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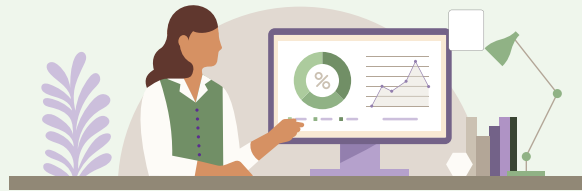
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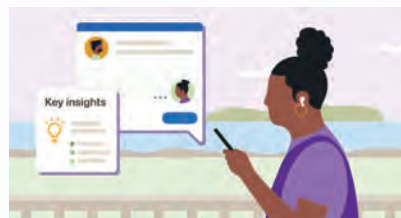


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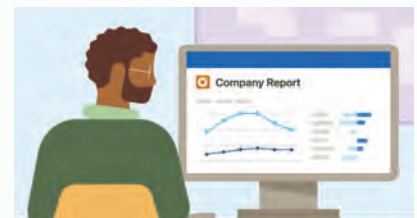
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There won’t be any big shoulder pads (or bigger hair), but there will be a chance to discover how TRICOM is *“Giving You the Best That I Got”* when it comes to administrative and financial services.

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