

# ADVANCE PROGRAM

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WORLD

2 0 1 6

Oct. 25-27 ■ San Diego, CA  
ASA Convention & Expo

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ASA 50 YEARS

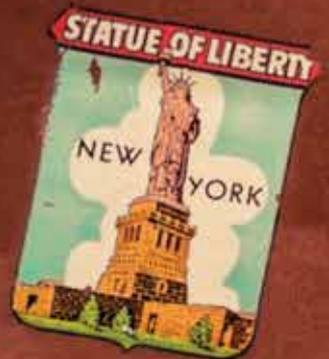
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# TOP THREE REASONS TO ATTEND STAFFING WORLD

**Brought to you by the American Staffing Association, Staffing World is the largest, most comprehensive convention and expo in the industry.** Each year, thousands of staffing executives, professionals, leaders, and innovators convene at Staffing World to share cutting-edge strategies, exchange best practices, and explore the latest products that help leverage world-class companies.

1

**Staffing World delivers premier executive education you won't find anywhere else.** World-renowned speakers and industry experts present high-level, interactive, and industry-specific content. Staffing World offers continuing education opportunities and rich insights that will inform and delight seasoned as well as rising executives.

2

**Staffing World is where the industry's leaders come together to network.** It offers myriad elite-caliber networking opportunities and experiences like no other staffing industry event. From informal meetings during the attendee luncheons to high-visibility events such as the Grand Finale, Staffing World offers numerous occasions and venues to connect with longtime partners, forge relationships with colleagues, and establish new acquaintances.

3

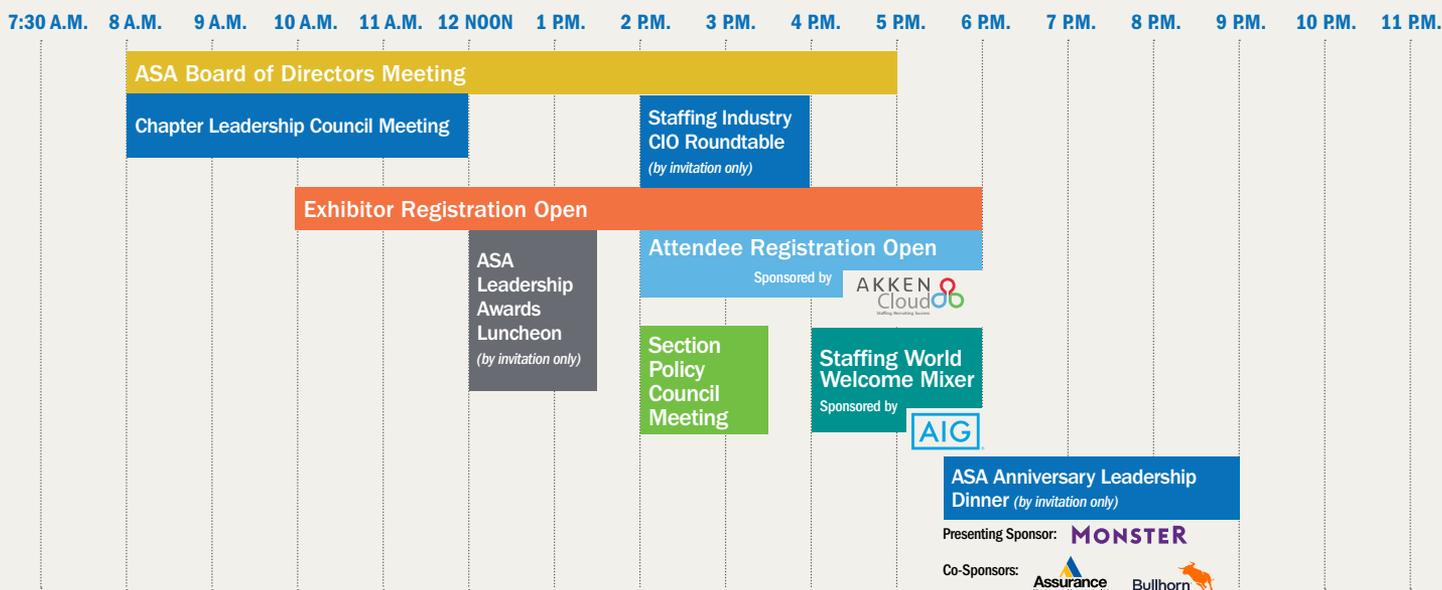
**Staffing World features the largest, most comprehensive industry expo anywhere.** Explore the latest products and services you need to hone your firm's competitive edge. Shop leading industry suppliers for three-plus days. Test products, compare services, and make deals. The Staffing World expo is where success begins.

**Plus—this year's convention will deliver a historic celebration of the industry in honor of ASA's 50th anniversary!**

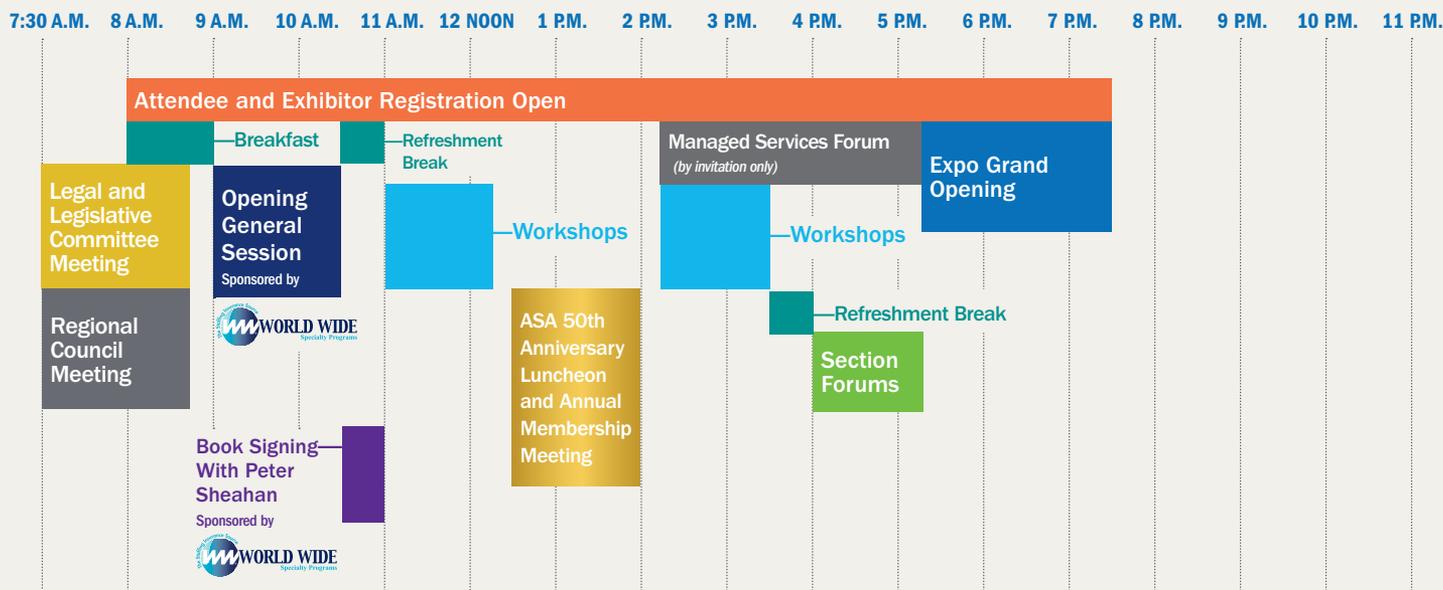


# SCHEDULE AT A GLANCE

## DAY 1 – MONDAY, OCT. 24



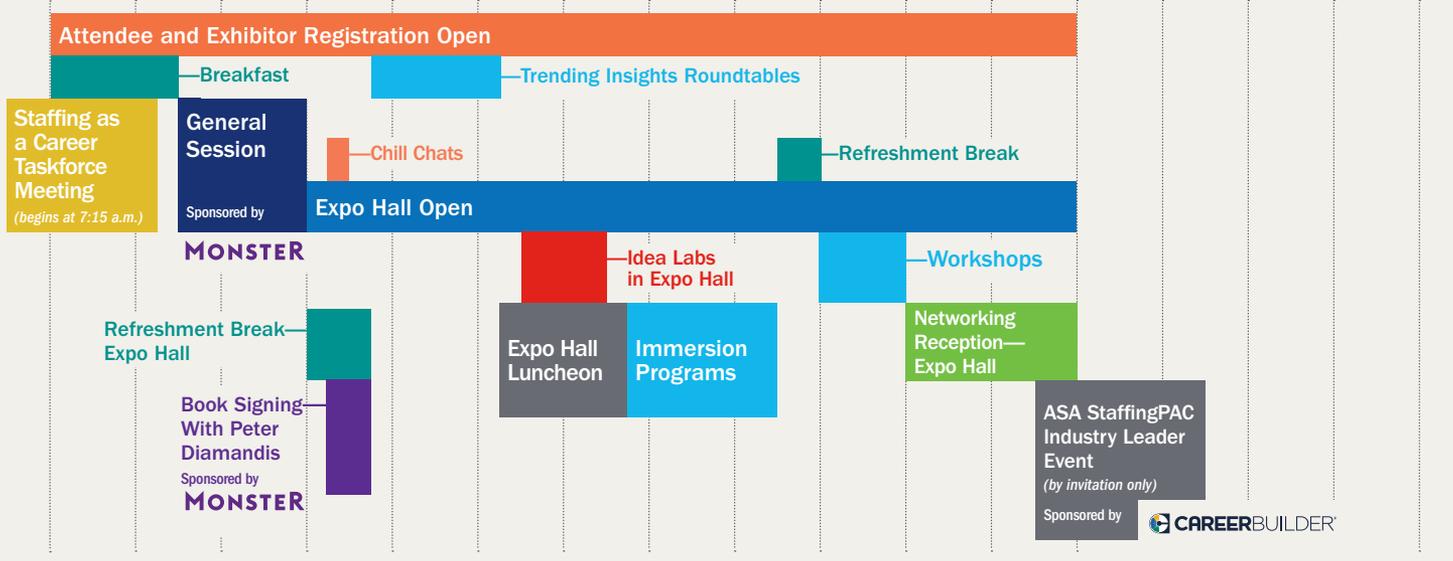
## DAY 2 – TUESDAY, OCT. 25





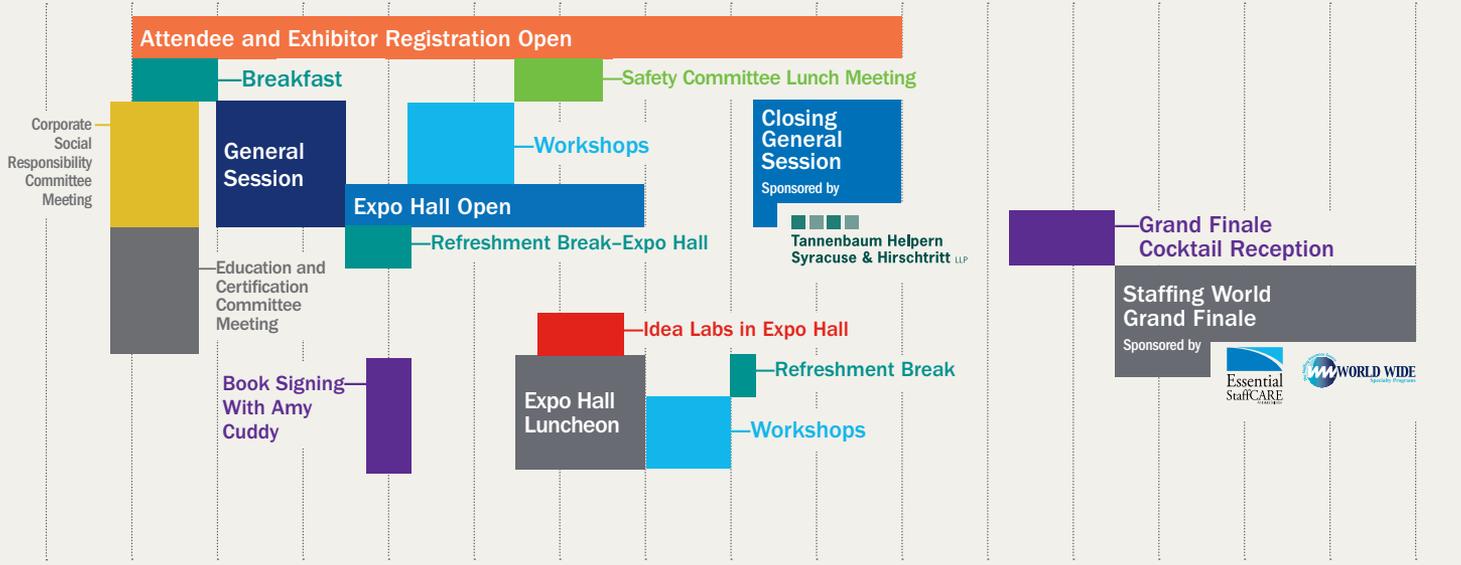
## DAY 3 – WEDNESDAY, OCT. 26

7:30 A.M. 8 A.M. 9 A.M. 10 A.M. 11 A.M. 12 NOON 1 P.M. 2 P.M. 3 P.M. 4 P.M. 5 P.M. 6 P.M. 7 P.M. 8 P.M. 9 P.M. 10 P.M. 11 P.M.



## DAY 4 – THURSDAY, OCT. 27

7:30 A.M. 8 A.M. 9 A.M. 10 A.M. 11 A.M. 12 NOON 1 P.M. 2 P.M. 3 P.M. 4 P.M. 5 P.M. 6 P.M. 7 P.M. 8 P.M. 9 P.M. 10 P.M. 11 P.M.



Please join ASA in thanking its corporate partners for their commitment to and support of the association, its members, and the staffing, recruiting, and workforce solutions industry.



The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA and its affiliated chapters advance the interests of staffing and recruiting firms of all sizes and across all sectors through legal and legislative advocacy, public relations, education, and the promotion of high standards of legal, ethical, and professional practices. ASA members provide the full range of employment and workforce services and solutions, including temporary and contract staffing, recruiting and permanent placement, outplacement and outsourcing, training, and human resource consulting.

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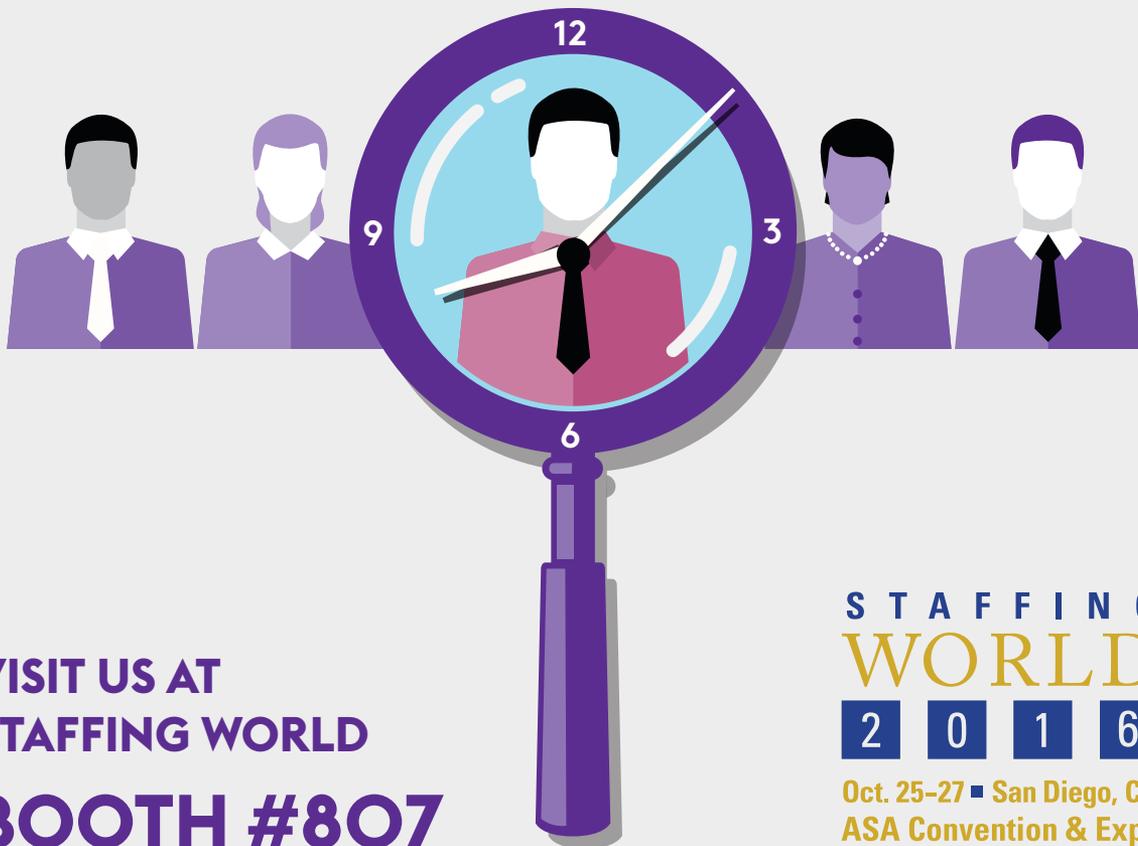
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ASA Convention & Expo**

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- Designed to cover catastrophic claims only (asset protection for large claims like hospitalizations)
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- 85% of people have less than \$5,000 in claims annually
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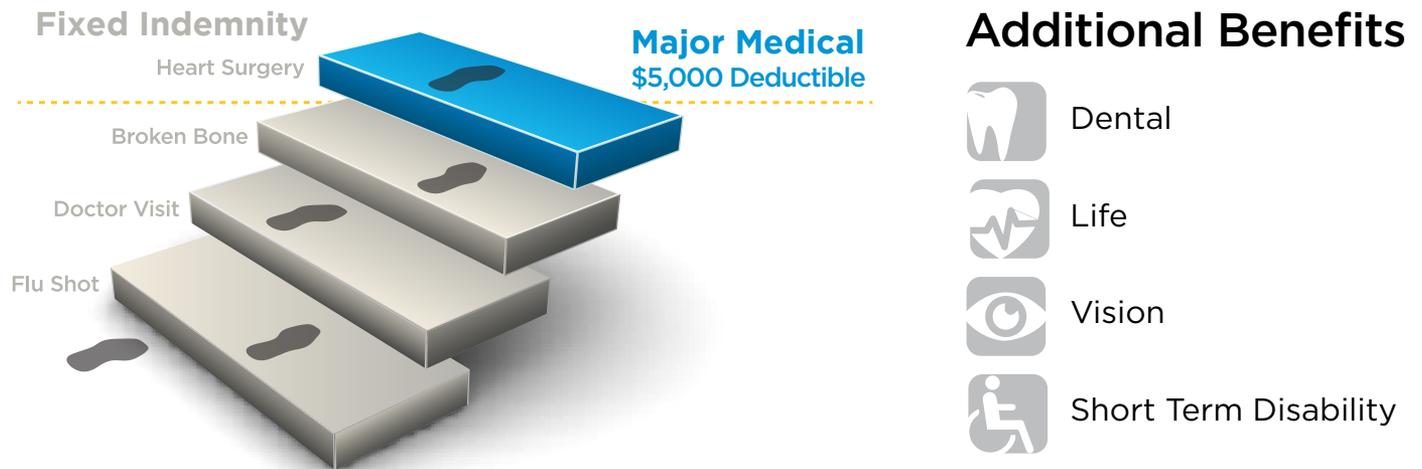


## Combined Major Medical + Fixed Indemnity

Employees who sign up for both plans get the advantage of coordination of claims across both plans. First dollar "day-to-day" claims are covered by the fixed indemnity plan and will be automatically applied toward the Major Medical Plan deductible.

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# STAFFING WORLD SPONSORS

The American Staffing Association is pleased to recognize all of its sponsors for Staffing World 2016—particularly its corporate partners. Please join ASA in thanking this year's sponsors for their commitment to the success of the ASA annual convention and expo. This list is current as of July 1, 2016.

## CORPORATE PARTNERS



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### WANT TO BE A STAFFING WORLD SPONSOR?

Contact Kim Kelemen at 703-253-1169 or [kkelemen@americanstaffing.net](mailto:kkelemen@americanstaffing.net). Or visit [americanstaffing.net](http://americanstaffing.net) and click on the Industry Suppliers section.



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# DON'T MISS THIS

## STAFFING WORLD WELCOME MIXER

The Welcome Mixer at Staffing World is the first networking and social event of the convention. It's an ideal rallying point for colleagues who have flown in from around the country and a fun event where you'll enjoy food and drinks—Monday, Oct. 24, 4–6 p.m. Sponsored by 

## CHILL CHATS

**BACK BY POPULAR DEMAND**—Chill Chats are informal discussions about predetermined topics. Comfortable seating designed for small group exchanges will facilitate networking and an enhanced attendee experience—Wednesday, Oct. 26, 10:15–10:30 a.m. See the topics planned on page 21.

## EXPO HALL GRAND OPENING

Each year the Expo Grand Opening kicks off the largest, most comprehensive expo in the industry. Enjoy food and drinks with your colleagues during this festive first visit with exhibitors—Tuesday, Oct. 25, starting at 5:15 p.m.

## ASA GENIUS AWARDS

View the winning entries in the 2016 communications awards competition outside the expo hall. See what's hot in staffing industry marketing, social media, branding, and more.

Sponsored by 



## SEE MUSIC SUPERSTARS BARENAKED LADIES AT THIS YEAR'S GRAND FINALE!

Celebrating the 50th anniversary of ASA means Staffing World 2016 will be the biggest, most impressive industry event ever! Capping off a historic three days of learning and networking will be an exclusive Grand Finale concert by music superstars Barenaked Ladies. Seeing the band in concert is said to be “an experience filled with the kind of energy, precision, finesse, and outright celebration among its fans that is a tribute to Barenaked Ladies’ remarkable longevity.” The band has been together for nearly three decades—producing 14 studio albums which have collectively sold more than 15 million copies, won eight Juno Awards, earned multiple Grammy nominations, and delivered a U.S. chart-topping single (“One Week”) and the theme song to one of TV’s most popular shows, “The Big Bang Theory.” Sample a Barenaked Ladies performance at [staffingworld.net](http://staffingworld.net).

Staffing professionals who register for the full convention and expo package each receive a ticket to the Grand Finale on Thursday, Oct. 27, aboard the USS Midway. A cocktail reception starts at 6:15 p.m., and the Grand Finale begins at 7:30 p.m.

Staffing professionals who register for the full convention and expo package each receive a ticket to the Grand Finale on Thursday, Oct. 27, aboard the USS Midway. A cocktail reception starts at 6:15 p.m., and the Grand Finale begins at 7:30 p.m.

Staffing World Grand Finale sponsored by



# AGENDA

Subject to change. Visit [staffingworld.net](http://staffingworld.net) for the most current information. All convention events take place at the San Diego Convention Center, unless indicated otherwise.

## MONDAY, OCT. 24

- 8 a.m.–12 noon** Chapter Leadership Council Meeting
- 8 a.m.–5 p.m.** ASA Board of Directors Meeting
- 10 a.m.–6 p.m.** Exhibitor Registration Open
- 12–1:30 p.m.** ASA Leadership Awards Luncheon (*by invitation only*)
- 2–3:30 p.m.** Section Policy Council Meeting
- 2–4 p.m.** Staffing Industry CIO Roundtable (*by invitation only*)
- 2–6 p.m.** Attendee Registration Open
- 4–6 p.m.** Staffing World Welcome Mixer
- 5:30–9 p.m.** ASA Anniversary Leadership Dinner (*by invitation only*) (California Spirit)

## TUESDAY, OCT. 25

- 7:30–8:45 a.m.** Legal and Legislative Committee Meeting
- 7:30–8:45 a.m.** Regional Council Meeting
- 8–9 a.m.** Breakfast
- 8 a.m.–7:30 p.m.** Attendee and Exhibitor Registration Open
- 9–10:30 a.m.** Opening General Session With Peter Sheahan
- 10:30–11 a.m.** Book Signing with Peter Sheahan
- 10:30–11 a.m.** Refreshment Break
- 11 a.m.–12:15 p.m.** Workshops
- 12:30–2 p.m.** ASA 50<sup>th</sup> Anniversary Luncheon and Annual Membership Meeting
- 2:15–3:30 p.m.** Workshops

- 2:15–5:15 p.m.** Managed Services Forum (*by invitation only*)
- 3:30–4 p.m.** Refreshment Break
- 4–5:15 p.m.** Section Forums
- 5:15–7:30 p.m.** Expo Grand Opening

## WEDNESDAY, OCT. 26

- 7:15–8:15 a.m.** Staffing as a Career Taskforce Meeting
- 7:30–8:30 a.m.** Breakfast
- 7:30 a.m.–7 p.m.** Attendee and Exhibitor Registration Open
- 8:30–10 a.m.** General Session With Peter Diamandis
- 10–10:45 a.m.** Refreshment Break—Expo Hall
- 10 a.m.–7 p.m.** Expo Hall Open
- 10:15–10:30 a.m.** Chill Chats
- 10:15–10:45 a.m.** Book Signing With Peter Diamandis
- 10:45 a.m.–12:15 p.m.** Trending Insights Roundtables and Workshops
- 12:15–1:45 p.m.** Expo Hall Luncheon
- 12:30–1 p.m.** Idea Labs—Expo Hall
- 1–1:30 p.m.** Idea Labs—Expo Hall
- 1:45–3:30 p.m.** Immersion Programs
- 3:30–4 p.m.** Refreshment Break
- 4–5 p.m.** Workshops
- 5–7 p.m.** Networking Reception—Expo Hall
- 6:30–8:30 p.m.** ASA StaffingPAC Industry Leader Event (*by invitation only*)

## THURSDAY, OCT. 27

- 7:45–8:45 a.m.** Education and Certification Committee Meeting
- 7:45–8:45 a.m.** Corporate Social Responsibility Committee Meeting
- 8–9 a.m.** Breakfast

- 8 a.m.–5 p.m.** Attendee and Exhibitor Registration Open
- 9–10:30 a.m.** General Session With Amy Cuddy
- 10:30–11:15 a.m.** Refreshment Break—Expo Hall
- 10:30 a.m.–2 p.m.** Expo Hall Open
- 10:45–11:15 a.m.** Book Signing With Amy Cuddy
- 11:15 a.m.–12:30 p.m.** Workshops
- 12:30–1:30 p.m.** Safety Committee Lunch Meeting
- 12:30–2 p.m.** Expo Hall Luncheon
- 12:45–1:15 p.m.** Idea Labs—Expo Hall
- 1:15–1:45 p.m.** Idea Labs—Expo Hall
- 2–3 p.m.** Workshops
- 3–3:15 p.m.** Refreshment Break
- 3:15–5 p.m.** Closing General Session With Verne Harnish
- 6:15–7:30 p.m.** Grand Finale Cocktail Reception (USS Midway)
- 7:30–11 p.m.** Staffing World Grand Finale (USS Midway)

## HOW TO REGISTER

Go to [staffingworld.net](http://staffingworld.net) to complete an online registration form, or download a PDF and fax it to 866-428-9256. Save up to \$150 per person when you register by Sept. 9. After that date, regular/on-site registration prices apply.

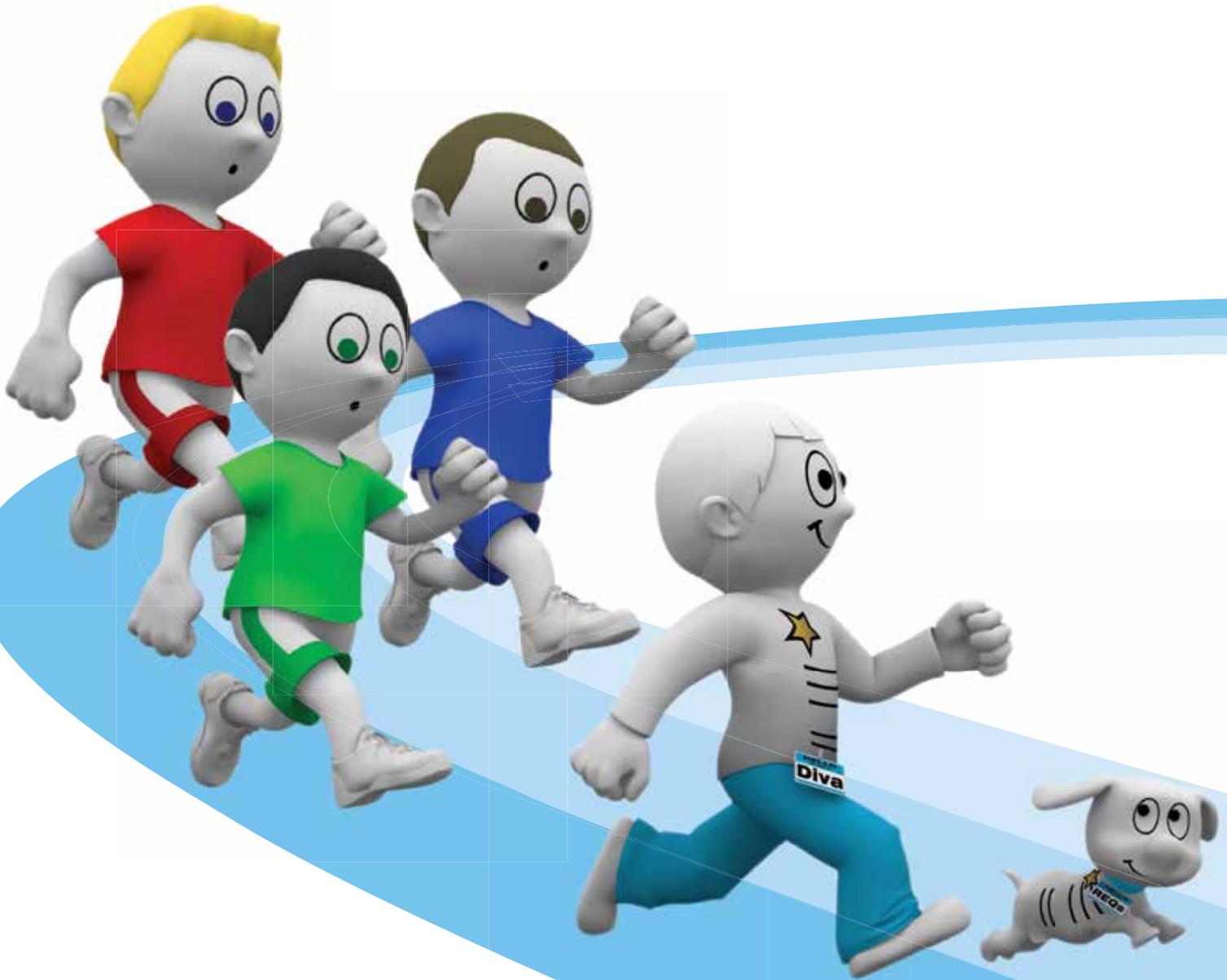
## MEMBER DISCOUNT

ASA members enjoy a significant discount on Staffing World 2016 registration fees. Visit [americanstaffing.net/join](http://americanstaffing.net/join) to join ASA today, or call 703-253-2020.

## REGISTRATION POLICIES

Visit [staffingworld.net](http://staffingworld.net) to see full registration policies for Staffing World 2016.

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## PACKAGE PRICING

	CONVENTION and EXPO	EXPO ONLY		GUEST	
	Full	Wed. 10/26	Thur. 10/27	Full	
Keynotes	■				
Workshops	■				
Expo	■	■	■	■	
Monday Welcome Mixer	■			■	
Tuesday Breakfast	■			■	
Tuesday Refreshment Breaks	■			■	
Tuesday Anniversary Luncheon	■			■	
Tuesday Expo Grand Opening	■			■	
Wednesday Breakfast	■			■	
Wednesday Refreshment Break	■	■		■	
Trending Insights	■				
Wednesday Expo Hall Luncheon	■	■		■	
Section Forums and Idea Labs	■				
Immersion Programs	■				
Wednesday Networking Reception	■	■		■	
Thursday Breakfast	■			■	
Thursday Refreshment Break	■		■	■	
Thursday Expo Hall Luncheon	■		■	■	
Thursday Grand Finale	■			■	
Full Workshop Recordings	■				
<b>ADVANCE:</b> June 11–Sept. 9	<b>MEMBER</b>	<b>\$1,845</b>	<b>\$485</b>	<b>\$335</b>	<b>\$795</b>
	NONMEMBER	\$2,245	\$635	\$485	\$945
<b>REGULAR:</b> After Sept. 9	<b>MEMBER</b>	<b>\$1,995</b>	<b>\$535</b>	<b>\$385</b>	<b>\$845</b>
	NONMEMBER	\$2,395	\$685	\$535	\$995

■ Included in Package  
■ Not Included

### DETAILS

The registration packages shown here are available to staffing professionals only (owners, executives, and employees of staffing and recruiting firms). Registration packages for industry suppliers (providers of products and services to the staffing industry) are sold separately; visit [staffingworld.net](http://staffingworld.net) for details.

Registration packages include online access to recorded workshops audio synchronized with slides.

Guest packages are reserved for spouses or friends accompanying an attendee or exhibitor in a social capacity. The host attendee or exhibitor must purchase a full convention and expo package, and the guest may not be an employee of or otherwise affiliated with a staffing firm or industry supplier.

### GET A TEAM DISCOUNT

After registering one person from the company for the full convention and expo package at the full rate, take 10% off each additional convention package for team members from your company. This discount applies only to staffing professionals and is valid only when purchasing full convention and expo packages.

10%

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# HOTEL AND TRAVEL

## STAFFING WORLD 2016 LOCATION:

### SAN DIEGO CONVENTION CENTER

111 W. Harbor Drive ■ San Diego, CA 92101

[visitsandiego.com](http://visitsandiego.com)

### SPECIAL GROUP RATE

ASA has secured room blocks for Staffing World attendees at hotels in close proximity to the convention center. These rates are available until Oct. 1, subject to availability.

#### Manchester Grand Hyatt San Diego

One Market Place  
San Diego, CA, 92101

**Room rate:** \$289 per night, plus taxes and fees

#### Hotel Solamar

435 Sixth Ave.  
San Diego, CA 92101

**Room rate:** \$239–\$299 per night, subject to room type, plus taxes and \$15 resort fee

#### Marriott Marquis San Diego Marina

333 West Harbor Drive  
San Diego, CA 92101

### SOLD OUT

After Oct. 1, reservations will be accepted at the hotel's prevailing rate.

### ROOM RESERVATIONS

Go to the Hotel and Travel section of [staffingworld.net](http://staffingworld.net) to see full reservation details for each of the hotels.

ASA urges convention attendees to make their hotel reservations as soon as possible. When making your reservation, ask for the ASA Staffing World 2016 convention rate.

### AIRPORT AND GROUND TRANSPORTATION

The San Diego Convention Center, where Staffing World 2016 takes place, is conveniently located three miles from San Diego International Airport (SAN) and less than one mile from the Amtrak station.

For maps, driving directions, and other related details, see the convention center's "facility" page at [visitsandiego.com](http://visitsandiego.com).

### PARKING

There is on-site parking available at the San Diego Convention Center. The parking fee is \$15 daily. Prices vary for hotel parking.

### ATTIRE

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

### WEATHER

The San Diego area enjoys October average highs of 73 degrees Fahrenheit. Average lows are 61 degrees Fahrenheit.

### AVOID THE ON-SITE CROWDS

Register online to receive a barcode you can scan at the Express Attendee Registration Desk! Go to [staffingworld.net](http://staffingworld.net).

Registration area sponsored by  AKKEN Cloud



# FOUR WORLD-RENOWNED KEYNOTE SPEAKERS



## CREATING MORE VALUE TO MOVE BEYOND THE COMPETITION

**PETER SHEAHAN**

Chief executive officer, Karrikins Group

Sheahan is known the world over for inspiring innovative business thinking and lasting strategic change. He has established himself as a highly successful entrepreneur with his international thought leadership practice and as the CEO of Karrikins Group (formerly ChangeLabs), a global consultancy that builds and delivers large-scale behavioral change projects for clients such as Apple and IBM.

### WHAT SHEAHAN HAS IN STORE FOR STAFFING WORLD ATTENDEES

How do you become the obvious choice to your clients, employees, and community? Value. You either create more value than your competitors or get left behind. In this strategic, case study-rich general session, Sheahan will help you escape commoditization, compete beyond price, and become the disruptor—not the disrupted. Learn how to become a thought leader in your marketplace and influence more senior buyers.

OPENING GENERAL SESSION

**Tuesday, Oct. 25**

**9–10:30 a.m.**

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## BOLD THINKING FOR AN EXPONENTIAL ORGANIZATION

**PETER DIAMANDIS, M.D.**

Chairman and chief executive officer, XPRIZE Foundation

Diamandis is an international pioneer in the field of innovation and in 2014 was named one of “The World’s 50 Greatest Leaders” by *Fortune* magazine. He is chairman and CEO of the XPRIZE Foundation, best known for its \$10 million Ansari XPRIZE for private spaceflight. Diamandis not only transforms companies, he transforms industries with his strategic approach to disruptive innovation.

### WHAT DIAMANDIS HAS IN STORE FOR STAFFING WORLD ATTENDEES

Today a company’s success depends on mindset, its use of exponential technologies, and the power of crowdsourcing. This keynote, based on Diamandis’s bestselling book *BOLD*, examines the approaches required to succeed during this exponential age. Where should a company be looking to grow 10x bigger, rather than 10% bigger? Diamandis explains how a massively transformative purpose can drive your organization’s culture and help you attract the best employees. He examines the innovation principles used by Google X, and also details how entrepreneurial billionaires like Larry Page, Elon Musk, Jeff Bezos, and Richard Branson think—and what strategies they use to scale and disrupt.

SECOND GENERAL SESSION

**Wednesday, Oct. 26**

**8:30–10 a.m.**

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## PRESENCE: BRINGING YOUR BOLDEST SELF TO YOUR BIGGEST CHALLENGE

**AMY CUDDY, PH.D.**

Social psychologist and professor, Harvard Business School

Cuddy is an internationally renowned social psychologist and professor at the Harvard Business School. Her research on how nonverbal behavior affects people from the classroom to the boardroom has been covered by NPR, the *New York Times*, the *Wall Street Journal*, *The Economist*, *Fast Company*, and others. Cuddy has been named a *Time* magazine “Game Changer” and is well known as a TED global speaker.

### WHAT CUDDY HAS IN STORE FOR STAFFING WORLD ATTENDEES

Cuddy reveals how to unleash your boldest self to heighten your confidence, influence others, and perform at your peak. Have you ever left a nerve-racking challenge and immediately wished for a do over? The very moments that require us to be genuine and commanding can instead cause us to feel powerless. Following the concepts of Cuddy’s recent bestselling book, *Presence: Bringing Your Boldest Self to Your Biggest Challenge*, the keynote will show you that by accessing your personal power, you can achieve “presence”—the state in which you stop worrying about the impression you’re making on others and instead adjust the impression you’ve been making on yourself.

THIRD GENERAL SESSION

**Thursday, Oct. 27**

**9–10:30 a.m.**



## SCALING UP

**VERNE HARNISH**

Founder, Entrepreneurs’ Organization

Harnish is founder of the world-renowned Entrepreneurs’ Organization and leads the organization’s premier CEO program called the Birthing of Giants. He also is founder and CEO of Gazelles, a global executive education and coaching company. Harnish authored the books *Scaling Up* (*Rockefeller Habits 2.0*) and *Mastering the Rockefeller Habits*, which has been endorsed by more than 100 CEOs of mid-size companies and published in nine languages.

CLOSING GENERAL SESSION

**Thursday, Oct. 27**

**3:15–5 p.m.**

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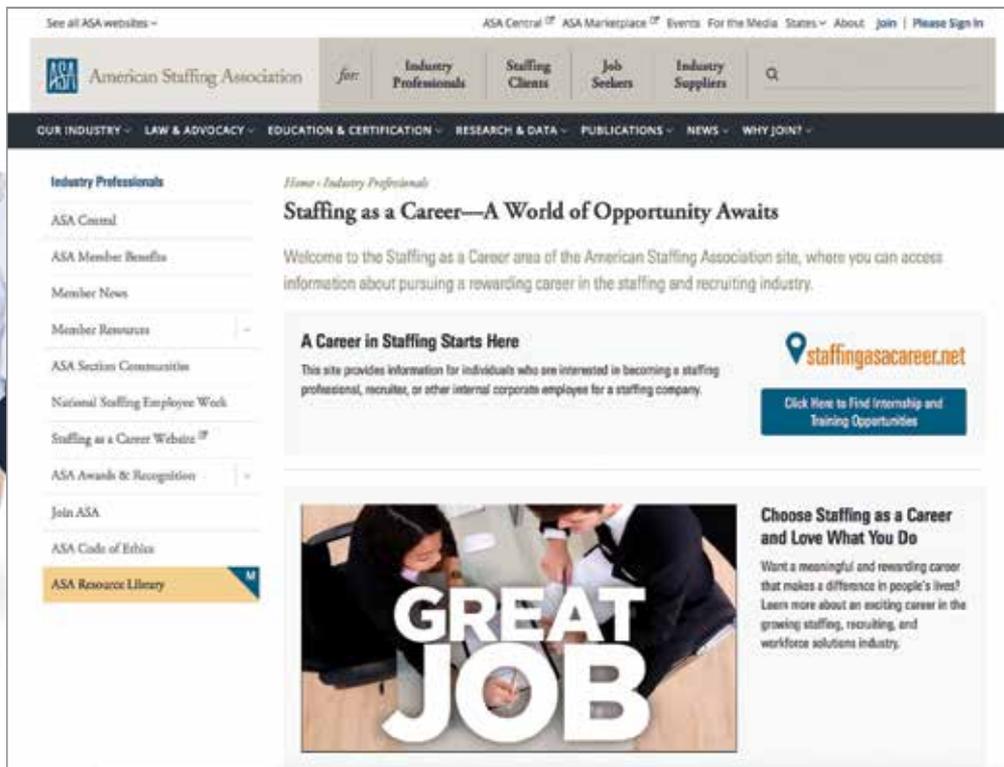
■■■■■  
**Tannenbaum Helpert  
 Syracuse & Hirschtritt LLP**

### WHAT HARNISH HAS IN STORE FOR STAFFING WORLD ATTENDEES

Running a business is ultimately about freedom. At the closing keynote, Harnish will show Staffing World’s business leaders how to get their organizations moving in sync, by sharing practical tools and techniques for building an industry-dominating business. Leave Staffing World with new ideas to engage your team, and ways to have your clients do your marketing—all while everyone is making money. To accomplish this, Harnish will focus on four major decision areas every company must get right: people, strategy, execution, and cash. He will also provide *Rockefeller Habits 2.0* tools and strategies you need to get faster results with less effort. All who attend this session will get a free copy of Harnish’s book, *Scaling Up*.

# Spread the Word About Staffing as a Career.

## Attract Top Talent to Your Company.



 [staffingasacareer.net](http://staffingasacareer.net)

Industry research confirms that staffing companies of all sizes continue to struggle with recruiting and retaining internal corporate employees. To address this challenge, ASA has launched a new website and resources dedicated to helping companies educate and attract much-needed talent to corporate offices and branches of staffing companies nationwide.

The **Staffing as a Career website** gives talent an easy-to-understand introduction to the staffing and recruiting industry. Include the link in your marketing materials as well as on your website.

The **Staffing as a Career video** is high-energy and informative and a valuable tool you can integrate into your marketing strategies, embed on your website, and share via social media.



Visit [staffingasacareer.net](http://staffingasacareer.net) and start leveraging the information, resources, and tools to **attract top talent to your company.**

# CONTINUING EDUCATION

Staffing World offers multiple ways to earn continuing education (CE) hours toward maintaining your ASA Certified Staffing Professional®, Technical Services Certified<sup>SM</sup>, Certified Health Care Staffing Professional®, or Certified Search Consultant® credential. Learn more at [americanstaffing.net/certification](http://americanstaffing.net/certification).

## CONTINUING EDUCATION AT STAFFING WORLD 2016

By attending the various sessions and workshops at Staffing World, you can earn continuing education hours required for ASA certification renewal—including some legal CE hours. To earn CE hours at Staffing World, you just scan your name badge before each session you attend. There will be barcode scanners available as you enter each session. Your earned CE hours will appear in your online CE status within two weeks after the convention.



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## PRESTIGIOUS CERTIFICATION PROGRAMS

ASA promotes legal, ethical, and professional practices for the staffing, recruiting, and workforce solutions industry. Staffing firm owners, executives, managers, recruiters, and other employees committed to legal, ethical, and professional practices earn CSP®, TSC<sup>SM</sup>, CHP®, and CSC® credentials from ASA.

After earning these credentials, certified professionals maintain their credentials through continuing education programs offered by ASA and other approved providers. Certified individuals must complete at least 30 hours of approved continuing education every three years. At least six of the 30 CE hours must

pertain to employment law. Staffing professionals who are CHP-certified also need six hours of health care-specific CE.

To learn more about ASA certification, visit [americanstaffing.net/certification](http://americanstaffing.net/certification).

## JOIN THE INDUSTRY ELITE

More than 9,000 staffing professionals have reached the height of industry excellence. These individuals have earned one or more credentials from ASA. Join the industry elite. Learn more at [americanstaffing.net/certification](http://americanstaffing.net/certification).

## HR CERTIFICATION INSTITUTE



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

## ASA, NSC TO LAUNCH SAFETY PROGRAM

At Staffing World, the industry will be introduced to the new Safety Standard of Excellence<sup>SM</sup> program. Created by the American Staffing Association and the National Safety Council, this program aims to help reduce the rate and severity of staffing firm temporary employees' workplace injuries; help control staffing firm workers' compensation costs; and enhance the image of the industry with respect to job seekers, staffing clients, the government, and media.



American Staffing Association

## JOIN THE INDUSTRY ELITE



Learn more at [americanstaffing.net/certification](http://americanstaffing.net/certification).

## STAFFING WORLD 2016 EDUCATION SCHEDULE

Tuesday, Oct. 25				
9-10:30 a.m.	11 a.m.-12:15 p.m. WORKSHOPS	2:15-3:30 p.m. WORKSHOPS	4-5:15 p.m. SECTION FORUMS	
<p><b>OPENING GENERAL SESSION:</b>  <b>Creating More Value to Move Beyond the Competition</b>  <i>(P. Sheahan)</i></p> <p> <b>Book Signing With Peter Sheahan</b>  <i>(10:30-11 a.m.)</i></p>	<p><b>Adapting to a Changing World of Work: What Role and Influence for the Staffing Industry?</b>  <i>(A. Muntz; D. Pennel)</i></p>	<p><b>Utilizing Conversational Capacity and Emotional Intelligence to Make Better Choices</b>  <i>(J. Carchidi)</i></p>	<p><b>Engineering, IT, and Scientific: Measurements and KPIs to Help You Succeed in 2017</b>  <i>(J. Wellman)</i></p>	
	<p><b>You Be the Judge: Top Staffing Cases From 2016</b>  <i>(facilitated by S. Dwyer)</i></p>	<p><b>Superwomen: How Executives Tap Into Their Core Strengths</b>  <i>(L. Penn)</i></p>	<p><b>Technology Trends and Enhancing Client Delivery</b>  <i>(T. Gallagher)</i></p>	<p><b>Health Care: Best Practices for Protecting Sensitive Personal Information</b>  <i>(T. Kernan; M. Zinni)</i></p>
	<p><b>Field Trip!</b>  <b>Workplace Safety Assessment of the San Diego Convention Center</b>  <i>(M. Bearden; S. Pancamo)</i></p> <p><i>(Preregistration required; see page 24.)</i></p>	<p><b>A.I. Robotics and the Future of the Staffing Industry</b>  <i>(facilitated by J. Leverant)</i></p>	<p><b>Industrial: Politics and Business—A Local Approach</b>  <i>(L. Kidd)</i></p>	<p><b>Going Beyond the T-Shirt: Maximizing Your Temporary Worker Engagement</b>  <i>(L. Sasser)</i></p>
	<p><b>The Social Experiment</b>  <i>(D. Sears; B. Smith)</i></p>	<p><b>From Idea to \$100 Million—How to Scale Your Staffing Business</b>  <i>(facilitated by A. Green)</i></p>	<p><b>Office—Administrative: The Two Most Powerful Letters You Can Say To a Prospect: “N.O.”</b>  <i>(R. Bolton)</i></p>	<p><b>Internet Marketing Basics for Staffing Firms</b>  <i>(S. Morefield)</i></p>
	<p><b>What Can I Say? Handling Clients’ Objections</b>  <i>(M. Lejeune)</i></p>	<p><b>Overtime: Get Up to Speed on the U.S. Department of Labor’s Revamped Code</b>  <i>(D. Geller; W. Pinkstone)</i></p>	<p><b>Professional—Managerial: Video Killed the Writing Star</b>  <i>(S. Handmaker)</i></p>	<p><b>Optimize Your ROI With New Age Digital Recruiting</b>  <i>(L. Stanton)</i></p>
		<p><b>Zero-to-Fill: Reduce Your Recruiting Time</b>  <i>(S. Wintrip)</i></p>	<p><b>Search and Placement: The Voice of the Client</b>  <i>(N. Schichtle)</i></p>	

## STAFFING WORLD 2016 EDUCATION SCHEDULE

Wednesday, Oct. 26						
8:30–10 a.m.	10:15–10:30 a.m. CHILL CHATS	10:45 a.m.–12:15 p.m.	12:30–1 p.m. IDEA LABS	1–1:30 p.m. IDEA LABS	1:45–3:30 p.m. IMMERSION PROGRAMS	4–5 p.m. WORKSHOPS
<p><b>SECOND GENERAL SESSION: BOLD Thinking for an Exponential Organization</b> <i>(P. Diamandis)</i></p>  <p>Book Signing With Peter Diamandis (10:15–10:45 a.m.)</p>	<p><b>Strategic Marketing Ideas</b></p>	<p><b>Trending Insights Roundtables</b></p>	<p><b>Develop Your Internal Recruiting Strategy</b> <i>(R. Mee; K. Whiteley)</i></p>	<p><b>Five Things Recruiters Can Do to Insulate Themselves From a Turning Economy</b> <i>(B. Bilen; J. Ruffini)</i></p>	<p><b>Turning Contract Staffing Upside Down: Why Recruiting Should Lead and Business Development Should Follow</b> <i>(P. Leffkowitz)</i></p>	<p><b>Emerging Global Solutions</b> <i>(C. Hartman; J. Healy; R. Henderson; K. Menzigan)</i></p>
	<p><b>Fostering Employee Engagement and Fun</b></p>	<p><b>Workshops</b></p> <p><b>Staffing Technology Must-Haves in Talent Engagement, Recruiting, Sales, and Back-Office Operations</b> <i>(facilitated by J. Essey)</i></p>	<p><b>Soft Skill, Hard Benefits: Leveraging Reference Feedback to Identify Top Talent</b> <i>(D. Hirschi)</i></p>	<p><b>What's in Store for the Staffing Industry—A Look Back to Gaze Forward</b> <i>(C. Poole)</i></p>	<p><b>Cultivating Healthy Gamesmanship in the Workplace</b> <i>(S. Packard)</i></p>	<p><b>Training Top-Level Executives to Be Better People Managers</b> <i>(T. Gimbel)</i></p>
					<p><b>Develop a Championship Sales Team</b> <i>(M. Wayshak)</i></p>	<p><b>Minimizing Legal Risk: Realistic, Practical, and Financially-Responsible Planning for 2017 and Beyond</b> <i>(L. Friedel)</i></p>
	<p><b>5-Minute Fitness Breaks at Work</b></p>	<p><b>Vendor Management Challenges and Opportunities in the Health Care Space</b> <i>(facilitated by D. Savitsky)</i></p>	<p><b>Contingent Strategy Design Thinking Lab</b> <i>(T. Dupree)</i></p>	<p><b>What's Next in ACA Management: How Staffing Firms Should Address Subsidy Appeals and Penalty Disputes</b> <i>(facilitated by E. Lenz)</i></p>	<p><b>M&amp;A Update for Buyers and Sellers</b> <i>(A. De Bellas; D. Phillips; S. Sacco)</i></p>	
	<p><b>So You Want to Add Direct Hire in Eight Weeks With \$50,000? Can Do!</b> <i>(P. Leffkowitz)</i></p>				<p><b>Men and Women Leading Together—Improve Culture and Profits</b> <i>(J. Fletcher; A. Hand; J. Keyser; B. Scott)</i></p>	

## STAFFING WORLD 2016 EDUCATION SCHEDULE

Thursday, Oct. 27

9-10:30 a.m.	11:15 a.m.-12:30 p.m. WORKSHOPS	12:45-1:15 p.m. IDEA LABS	1:15-1:45 p.m. IDEA LABS	2-3 p.m. WORKSHOPS	3:15-5 p.m.
<p><b>THIRD GENERAL SESSION:</b> <b>Presence: Bringing Your Boldest Self to Your Biggest Challenge</b> (A. Cuddy)</p>  <p>Book Signing With Amy Cuddy (10:45-11:15 a.m.)</p>	<p><b>Field Trip!</b> <b>Workplace Safety Assessment of the San Diego Convention Center</b> (M. Bearden; S. Pancamo) (Preregistration required; see page 39.)</p>	<p>Enhance Attraction Strategies to Be Even More Inclusive (A. Jenkins)</p>	<p>The Metrics Magic Show (D. Obeid)</p>	<p><b>What Will the Next 50 Years Bring? How the Staffing Industry's Past Will Shape Its Future</b> (K. Braun)</p>	<p><b>CLOSING GENERAL SESSION:</b> <b>Scaling Up</b> (V. Harnish)</p>
	<p><b>Lessons From Afar: New Approaches to Staffing and Workforce Solutions From Around the World</b> (facilitated by P. Quigley)</p>			<p><b>An Engaged Workforce: Talents = Power + Potential</b> (M. Louis; S. Shields)</p>	
	<p><b>Back to the Future: Key Trends and Metrics Driving Success in 2017</b> (E. Gregg)</p>	<p>Doctors Are Different: Leverage Three Key Trends to Gain the Recruiter's Edge (T. Stajduhar)</p>	<p>Protecting Your Company Against Undesireable Indemnities, Confidentiality Clauses, and Business Terms in Client Contracts (S. Dwyer; J. Essey)</p>	<p><b>Advancing Corporate Goals Through the Use of Social Media</b> (C. Moore; D. Myfelt)</p>	
	<p><b>Charting a Better Course: Strategy for Effective Client Development</b> (S. Love)</p>			<p><b>How Technology Enables: Driving Revenue Through Disruption</b> (M. Whitmer; A. Stukalsky; J. Unzueta)</p>	
	<p><b>Not Just Participation Trophies: Transform Your Business With the Power of the Millennial Mindset</b> (A. Papas)</p>			<p><b>Don't Forget to Remember Success: Going Beyond Metrics and KPIs</b> (R. Bolton)</p>	
	<p><b>E-Verify: The Government is Watching. Are You Doing it Right?</b> (H. Konrad)</p>			<p><b>Growing Pains: Managing Through Trials and Tribulations of Staffing Firm Growth</b> (A. Bingham)</p>	
	<p><b>Candidate Corner—How to Establish Exclusive Recruiter Relationships</b> (A. Quaintance)</p>				



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# SESSION DESCRIPTIONS

**Staffing World delivers the most comprehensive, diverse, and engaging learning opportunities in the staffing, recruiting, and workforce solutions industry.** Whether you are new to the industry or a 20-year veteran, you will gain valuable, cutting-edge information, strategies, connections, and resources during your Staffing World experience.

**NEW THIS YEAR**—ASA is introducing content areas to help attendees better identify and group sessions that would be most beneficial to them. Use the key below to identify which content areas each session falls under.



**Hiring Internal Talent & Leading People**



**Revenue Retention & Growth**



**Business Management & Administration**



**Compliance & Risk Management**

**TUESDAY, OCT. 25**

## WORKSHOPS

11 a.m.–12:15 p.m.

### Adapting to a Changing World of Work: What Role and Influence for the Staffing Industry?

*Annemarie Muntz, president, Ciett; Denis Pennel, managing director, Ciett*

All around the world, labor markets are undergoing fundamental changes; we are facing less of a job crisis than a work revolution. We see fragmentation of production patterns; a rise of a dispersed and remote workforce; and the end of traditional workplaces, times, and activities. Don't miss this session with Annemarie Muntz and Denis Pennel of Ciett as they share the contribution of the staffing industry to enabling work, adaptation, security, and prosperity in a changing world of work. Topics will include what changes you can expect from the workforce and the workplace in the near future; how the staffing industry is shaping the debate on the future of work vis-à-vis key international policy makers; and what may shift in the way work is distributed and labor markets are governed. Learn why it will be increasingly important for staffing

firms to align workplace practices and protocols with the characteristics of future workers. 

### You Be the Judge—Top Staffing Cases From 2016

Panel facilitated by *Stephen C. Dwyer, Esq., general counsel, American Staffing Association*  
Panelists: *Eric H. Rumbaugh, Esq., partner, Michael Best & Friedrich LLP; Donald W. Schroeder, Esq., partner, Foley & Lardner LLP*

In this interactive session, leading staffing attorneys will plead their cases to you—the audience. They will present facts and arguments from some of the most important staffing litigation from the past year and let you decide the outcome. See whether your verdicts are in line with those of the courts, and learn why these cases are important for your staffing business. If you were at the highly rated first run of this session at the 2016 ASA Staffing Law Conference, join us again for all new cases! 

### Field Trip! Workplace Safety Assessment of the San Diego Convention Center

*Michelle Bearden, vice president, Link Staffing Services; Sharon Pancamo, CSHO, area safety manager, Elwood Staffing Services*

**Note:** Due to limited participant space, this session is scheduled on both Tuesday and Thursday. You only need to sign up for one.

Do you know how officials from the U.S. Occupational Safety and Health Administration conduct workplace safety assessments and inspections? Here is your chance to be one of just 25 Staffing World attendees who will accompany authorized OSHA outreach trainers on a safety-focused walkthrough of the San Diego Convention Center. Meet briefly for an orientation, then get your site assessment tool and become part of the inspection team. This unique Staffing World experience will teach you how to think like an OSHA inspector and what to look for when visiting a client site to ensure its safety. Wear comfortable shoes. **Because space is limited, you must preregister for this session. Contact Chioma Ejim at [cejim@americanstaffing.net](mailto:cejim@americanstaffing.net) to reserve your spot.** 

## SESSION DESCRIPTIONS: TUESDAY, OCT. 25

**The Social Experiment**

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

Join social media experts from Haley Marketing for this hands-on workshop that will help you capitalize on social media when you return to work Monday morning. The first portion of this session will focus on theory, reviewing best practices in using social media for sales, recruiting, personal branding, and inbound marketing. The second portion will offer you the chance to put theory into practice. Bring your laptop, tablet, or phone and let the panelists coach you through the best way you can invest 22 minutes a day to maximize social media results for your firm. 💰

**What Can I Say? Handling Clients' Objections**

*Mike Lejeune, president, Simple Leadership*

Wouldn't it be great if you knew exactly what to say when clients hit you with objections? Veteran recruiting trainer Mike Lejeune will demonstrate a unique objection rebuttal process to move through obstacles that prospective clients and candidates use to derail recruiters' advances. This program will tackle the big objections recruiters face every day, allowing attendees to walk away better armed to take control of the placement process. 💰

2:15–3:30 P.M.

**Utilizing Conversational Capacity and Emotional Intelligence to Make Better Choices**

*James M. Carchidi, CSP, chief executive officer, JFC Staffing Cos.*

Staffing professionals must have difficult conversations when they face problems with internal employees, but there is always a choice in how to respond during challenging circumstances. Attendees will engage with each other, learn how to treat dialogue as a discipline, and walk away with a simple and easy-to-use tactic for adapting to shifting circumstances with greater speed and creativity. Learn how emotional intelligence (EQ) can guide us in making better choices—especially in the face of difficult situations. 🗣️

**Superwomen: How Executives Tap Into Their Core Strengths**

*Loretta Penn, founder and president, PECC LLC*

Highly rated Staffing World 2015 presenter Loretta Penn is back this year to lead attendees through a fast-paced overview of women's unique strengths as leaders. Attendees will also discuss with their peers some of the top challenges female executives face in advancing their careers—including maintaining a work-life balance and convincing leadership that working in a nontraditional environment does not impact their ability to perform at the highest level. Leave this workshop recharged, ready to progress your own career, and capable of helping your female peers do the same. 🗣️

**A.I. Robotics and the Future of the Staffing Industry**

*Panel facilitated by Jason Leverant, PHR, CSP, CSC, president and chief operating officer, @Work Group*

Panelists: **Bart Selman**, professor of computer science, Cornell University; **Moshe Vardi**, director, Rice University Ken Kennedy Institute for Information Technology; **Wendell Wallach**, ethicist, Yale University Interdisciplinary Center for Bioethics

Staffing executive Jason Leverant will lead a panel discussion about disruptive technology and how it might affect various industries—including staffing and recruiting—in the future. The panelists will touch on several questions regarding automation and its effects on the future of work. How will driverless cars impact the transportation, staffing, and automotive insurance industries? Will self-checkout and online ordering pose a threat to the retail and service industry? Will medical advancements cause human resource departments to struggle to find skilled and qualified candidates that are up-to-date with the equipment? See how technology will create opportunities for new types of placements, even as other positions are eliminated. Walk away from this session energized about the future of the staffing industry. 🤖

**From Idea to \$100 Million—How to Scale Your Staffing Business**

*Panel facilitated by Aaron Green, CSP, founder and chief executive officer, Professional Staffing Group*

Panelists: **Jeffrey Bowling**, chief executive officer, The Delta Cos.; **Daniel E. Campbell**, CSP, executive chairman, Hire Dynamics LLC; **Jeff Harris**, founder and chief executive officer, Ettain Group

Join this panel of four staffing executives who have led their respective companies, representing four different regions of the country and four different niches, from start-up to \$100 million in revenue.

## SESSION DESCRIPTIONS: TUESDAY, OCT. 25

Learn the secrets to their success as these staffing pros share stories—good and bad—about their journeys. From the toughest business decisions they ever had to make, and the emotional tolls, to how things turned out—you'll get it all. Learn how you can adopt their business structures, beliefs, systems, and tools to promote success in your own firm.



### Overtime: Get Up to Speed on the U.S. Department of Labor's Revamped Code

*Diane J. Geller, Esq., partner, Fox Rothschild LLP;*  
*Wayne E. Pinkstone, Esq., partner, Fox Rothschild LLP*

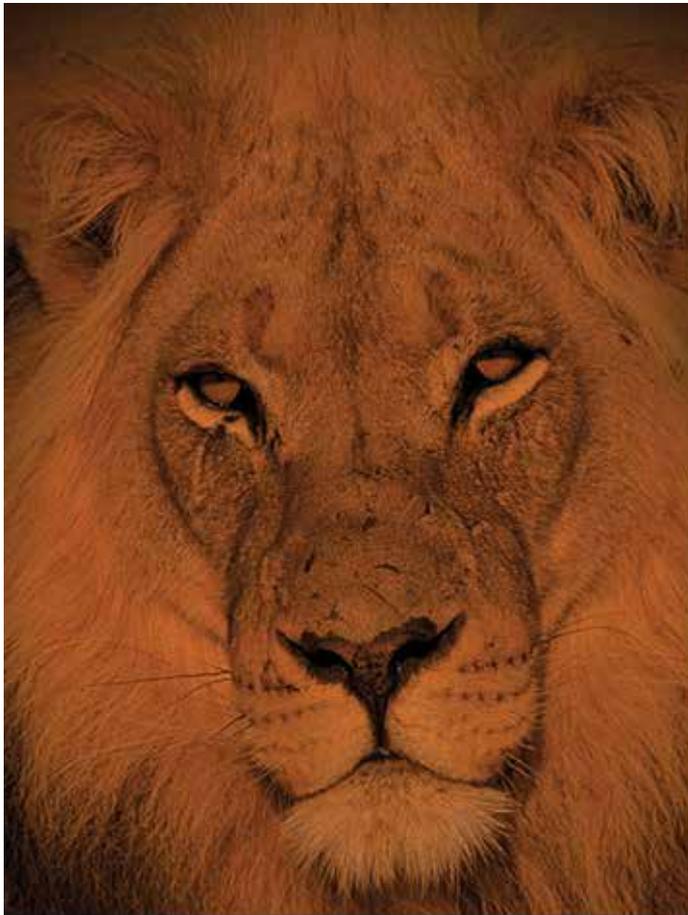
The U.S. Department of Labor announced the Fair Labor Standards Act final overtime rule in May. To help attendees gain clarity and prepare for the final rule, which becomes effective Dec. 1, this session will address key provisions—such as the increase to “white collar” overtime exemptions, changes to highly compensated employee total annual compensation levels, automatic adjusting, bonuses, and standard duties fees. This 75-minute workshop will provide guidance on how employees who meet the duties tests under the professional, executive, or administrative exemptions (including certain recruiters, account managers, and other staffing firm personnel) but

do not earn the new requisite salary will be nonexempt and entitled to overtime. Additionally, the discussion will address salary versus hourly, tracking time worked, commissions and incentive pay, accessing work performed, communication of reclassification, and staff morale. 

### Zero-to-Fill: Reduce Your Recruiting Time

*Scott Wintrip, PCC, president, Wintrip Consulting Group*

Be prepared for a tightly focused coaching session with Scott Wintrip, as he discusses the strategic changes you



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## SESSION DESCRIPTIONS: TUESDAY, OCT. 25

Hiring Internal Talent  
& Leading PeopleRevenue Retention &  
GrowthBusiness Management  
& AdministrationCompliance & Risk  
Management

must make in your organization to deliver services with greater speed and accuracy. Staffing firms that have recruited skilled and ready-to-work candidates are able to fill client needs quickly with the right people, and are infinitely more valuable than those that cannot immediately serve their clients' needs. Firms that provide prompt hiring of talent enjoy intense buyer loyalty, increased market share, and higher margins. Armed with these ideas, leaders will be equipped to corner their markets, make their competitors irrelevant, and achieve substantial growth. 💰

IT, and scientific sector, industry veteran Jack Wellman will explore the value of measurements and this balance. Review KPIs to track financial and activity results; identify industry-specific measures for your team and management; and discuss the relationship between measurements and your firm's policies and procedures. The knowledge gained from this session will help you develop new primary measurements for recruiting, sales, and management efforts to refocus and enhance your firm's success in 2017 and beyond. 💰

practices related to protecting sensitive personal information. Health care facilities and staffing firms deal with confidential information every day, from employee compliance documents and credentials, to patient records and information. What most firms don't realize is that their online habits and record keeping might not just be out of compliance—but also against the law. In this session, you will discover the legal and practical aspects of ensuring your organization is keeping employee and vendor information secure. Health care providers, staffing vendors, IT professionals, and anyone that deals with confidential information will benefit from this presentation. ⚠️

## SECTION FORUMS

Always popular sessions at Staffing World, the Section Forums deliver content specific to a sector of the industry: engineering, IT, and scientific; health care; industrial; office-administrative; professional-managerial; and search and placement. These six areas also are represented by six ASA sections, which are free to join for ASA members. Learn more at [americanstaffing.net/sections](http://americanstaffing.net/sections).

4–5:15 p.m.

## ENGINEERING, IT, AND SCIENTIFIC

**Measurements and KPIs to Help You Succeed in 2017**

*Jack Wellman, TSC, CSP, president, Wellman Insights LLC*

Some staffing firms don't measure anything, while others seem to want to measure everything. Measurements and key performance indicators (KPIs) can help a firm, but there are some that can also hurt performance. A balance exists between these two extremes. In this session geared toward the engineering,

**Technology Trends and Enhancing Client Delivery**

*Terri Gallagher, founder and president, Gallagher and Consultants*

This session looks at technology solutions and how they can increase your firm's revenue and market share. Take your recruiting strategy to the next level by leveraging online staffing and freelancer platforms to expand your talent supply chain. Find out how to use technology to exceed the top three key client metrics—cost, speed, and quality—for the engineering, scientific, and technical talent you are placing. Explore internal technology platforms that can measure and improve your team's performance and provide actionable data to competitively drive your business. 💰

## HEALTH CARE

**Best Practices for Protecting Sensitive Personal Information**

*Tom Kernan, CHP, vice president of strategic planning and general counsel, Stat Staff Professionals Inc.; Mike Zinni, director of software development, Stat Staff Professionals Inc.*

Join health care staffing executives for this important discussion on best

## INDUSTRIAL

**Politics and Business—A Local Approach**

*Lawrence Kidd, president and chief executive officer, Reliable Staffing Services*

Are you intrigued by the current political landscape? Does it upset you that your business profitability depends on who has been elected? Frustrated that elected officials don't understand—or more importantly, don't care—about what you do or how you do it? Have you thought about getting involved in the political process but assumed you could not make a difference? If you answered “yes” to any of the questions above, attend this session to hear from a staffing industry peer about how getting involved in local politics has improved relationships and the perception of his industrial staffing firm in his local community. 🗣️

## SESSION DESCRIPTIONS: TUESDAY, OCT. 25

**Going Beyond the T-Shirt:  
Maximizing Your Temporary  
Worker Engagement**

*Linda Sasser, founder and chief executive officer,  
Impacting Leaders*

Temporary workers want many of the same things most workers with permanent jobs want—a stable job, at decent pay, with some upside to it. Yet, how do we provide those “upsides” to temporary workers, who work within environments we cannot control? There are many things we can do to enhance temporary worker engagement, which allows us to better serve our temporary workers, improve our workers’ production and performance for clients, and

increase our fulfillment. After attending this session, participants will be able to identify the barriers that prevent them from creating an engaged workforce, and walk away with practical, actionable steps for improving engagement of their temporary workforce. 

**OFFICE-ADMINISTRATIVE****The Two Most Powerful Letters You  
Can Say To a Prospect: “N. O.”**

*Richard Bolton, branch manager, Diversified  
Sourcing Solutions*

In this presentation, attendees will discuss the power of “no” in

negotiations, and in efforts to remain profitable, build their brand, and remain safe. Too many times, the moment we hear the word “yes” from a client, we immediately shut our brains down and take the order. We fail to realize that we, too, have the right to say “no.” If a position is not profitable, we should say “no.” If it’s not safe, we should say “no.” If the position is too hard to fill (and the client does not factor that into the pricing), or if we do not have the resources to fill the order—we should say “no.” Attendees will learn to be judicious when saying “yes,” and be confident that when they choose to say “no” they are doing what will help their business in the long run. 

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## SESSION DESCRIPTIONS: TUESDAY, OCT. 25



## Internet Marketing Basics for Staffing Firms

*Michael Scott Morefield, MBA, CSP, director of marketing, @Work Personnel Services*

This session will highlight four key components to a successful internet marketing strategy—the company website, job boards, search engines, and social media—and detail how the last three should be optimized and focused on driving traffic to the company website. The presenter will cover crucial factors for success among all four components, including key features every staffing firm website should include, how to optimize job board postings, search engine optimization strategy, Google positioning, adwords, and how to manage and grow company social media pages. The presentation will be geared toward small- to medium-sized staffing firms that may not have marketing departments. 

## PROFESSIONAL-MANAGERIAL

### Video Killed the Writing Star

*Steven Handmaker, chief marketing officer, Assurance Agency Ltd.*

Video is the single most consumed media on the planet today. Yet, many organizations still rely solely on email, flyers, and printed newsletters to engage employees. This presentation will demonstrate how to build employee engagement by maximizing low-cost video to bolster internal communications. It will showcase a number of hilarious, low-budget internal videos that have inspired and entertained both local and remote employees. The chief purpose of the videos was to lift employee engagement; the additional benefit was that they were shared by employees via social media—extending the company's brand and message across multiple channels.

Leave this session ready to start your video campaign! 

### Optimize Your ROI With New Age Digital Recruiting

*Lindsay Stanton, chief client officer, Digi-Me*

For the first time in a long time, we are faced with a candidate-driven market. Everyone is competing for top talent and passive job seekers are golden. There are a couple of strategies that staffing companies need to understand and capitalize on in order to attract better quality candidates on behalf of their clients and reduce the cost-per-hire. These strategies will also help attract a diverse talent pool—including veterans. Using real-life case studies from global companies, the speaker will address digital strategies such as how to leverage search engine optimization, mobile devices, social media, employee referrals, and video. 

## SEARCH AND PLACEMENT

### The Voice of the Client

*Facilitated by Nick Schichtle, vice president, Center of Excellence for Global Direct Hire Solutions at Kelly Services Inc.*

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



## 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. **The official Twitter hashtag for the convention is #StaffingWorld.** Use it in all your social media postings and become part of the conversation—before, during, and after Staffing World.

 [@StaffingTweets](https://twitter.com/StaffingTweets)

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**Coming soon!** An exclusive online community for staffing and recruiting professionals attending the convention. Registrants will soon receive email instructions for navigating the Staffing World Community on ASA Central, [asacentral.americanstaffing.net](http://asacentral.americanstaffing.net).

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WEDNESDAY OCT. 26

10:45 a.m.–12:15 p.m.

## TRENDING INSIGHTS

Explore the industry's most pressing business and operational questions and gain practical solutions in this roundtable learning format. Choose from nearly 30 roundtable topics, including new technology, engaging internal talent, working with Millennials, recruiting passive job seekers, reducing unemployment costs, optimizing social media, developing leaders, and regulatory compliance.

## WORKSHOPS

### Staffing Technology Must-Haves in Talent Engagement, Recruiting, Sales, and Back-Office Operations

Panel facilitated by **James A. Essey**, CSP, president and chief executive officer, *The TemPositions Group of Cos.*

Panelists: **Hope Bradford**, senior director and IT front-office application delivery and business relationship solution consultant, *Kelly Services Inc.*; **Kevin Delaski**, vice president and chief information officer, *The TemPositions Group of Cos.*; **Tom Erb**, CSP, president, *Tallann Resources*

The panelists who brought you the “Hot Tech” workshop last year are back to present the best technology solutions you should be using in the areas of talent engagement, recruiting, sales, and back-office operations. In a new, interactive format, the session will begin with an overview of top technology solutions and progress to four breakout areas in which the panelists will interact with attendees, discussing how they are utilizing each technology—including adaptation for mobile use. You'll be able to switch breakout groups to cover multiple topics while you engage in thought-provoking discussions with your peers. This is a roll-up-your-sleeves,

solutions-based session, so come prepared to learn from your colleagues and leave with actionable ideas. 

### Vendor Management Challenges and Opportunities in the Health Care Space

Facilitated by **David Savitsky**, chief executive officer and founder, *ATC Healthcare Services Inc.*

There are an increasing number of hospitals engaging vendor management systems (VMSs) and managed service providers (MSPs) to oversee the utilization of per-diem personnel. Some of the challenges posed are new modalities for pricing, open order notification, submission of candidates, and customer service expectations. In this session, attendees will learn how to best evaluate a VMS/MSP opportunity and prepare to embrace or dismiss it. Explore how to meet and surpass expectations so that VMS/MSP can be a winning combination for your hospital client, the VMS, and most important—your company. 

## IDEA LABS

Idea Labs are presentations designed to deliver maximum return in just 30 minutes. Be sure to check out Idea Labs throughout the convention; they take place in the expo hall, where you can also enjoy lunch.

12:30–1 p.m.

### Develop Your Internal Recruiting Strategy

**Robin M. Mee**, founder and president, *Mee Derby & Co.*; **Kim Whiteley**, director and executive recruiter, *Mee Derby & Co.*

There is a talent shortage within our industry—yet the industry continues

to expand. Demand for candidates is up, unemployment is down, and skilled workers are harder than ever to find. But it's not just quality temporary and contract employees staffing firms are vying for—we're also competing for much-needed internal employees. Join Robin Mee, chairman of the Staffing as a Career taskforce, and Kim Whiteley of Mee Derby to explore ideas about how to create or improve your existing internal recruiting strategies.  

### Soft Skill, Hard Benefits: Leveraging Reference Feedback to Identify Top Talent

**Devin Hirschi**, PHR, human resources manager, *Supplemental Health Care*

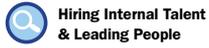
As a provider of health care workforce solutions, you strive to continually customize your hiring process to adapt to the challenges found when recruiting for sales and other key roles. Learn how the presenter has hired consistently strong talent and grown his business by turning to innovative new technologies such as online reference checking, ensuring that he places the right people at the right time at all levels of the organization. Discover why it might be time to rethink your reference checking process and take advantage of a method that is based on behavioral science. 

1–1:30 p.m.

### Five Things Recruiters Can Do to Insulate Themselves From a Turning Economy

**Bradley Bilen**, regional managing director, *Randstad Professionals*; **John Ruffini**, national director, direct hire placement, training, and development, *Randstad Professionals*

Whether the economy is in a boom or bust pattern, the best practices for

Hiring Internal Talent  
& Leading PeopleRevenue Retention &  
GrowthBusiness Management  
& AdministrationCompliance & Risk  
Management

recruiting never change. Two veteran professionals in the recruiting space will teach you how to succeed even during poor economic conditions. With supply and demand creating unpredictable variations, it is more important than ever to be better organized and to develop a universal skill base that will insulate against conditions that cannot be controlled. 💰

### What's in Store for the Staffing Industry—A Look Back to Gaze Forward

*Cynthia Poole, director of research, American Staffing Association*

Get an overview of the latest ASA Staffing Industry Economic Analysis—hot off the

presses. It's the most anticipated annual report on the staffing industry. Has the U.S. economy fully recovered from the Great Recession? Is there more runway on the long road to recovery? What does the low level of unemployment and shrinking labor pool mean for staffing? Learn the answers to these questions and ask your own in this research- and data-driven session. 👤

### IMMERSION PROGRAMS

Sometimes 60–90 minutes is not enough time to thoroughly discuss a complex topic, which is why Staffing World Immersion Programs cover issues that require more time than you have in a

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workshop. Immerse yourselves in one of the following topics of your choice.

1:45–3:30 p.m.

### Turning Contract Staffing Upside Down: Why Recruiting Should Lead and Business Development Should Follow

*Peter Leffkowitz, founder and chief executive officer, Morgan Consulting Group*

The formula for running a contract staffing firm has never changed. Sales leads the charge, recruiters follow. Account executives earn more, recruiters less. Each side points fingers: Recruiters say, “The job descriptions aren't ‘descriptive enough.’” Business

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development says, “The candidates don’t match.” The requisitions come in, and recruiters compete for the same candidates and push for speed. Why? Because we are always working behind the job order. How can a contract consulting firm work in front of the job order—before the job order goes public? Peter Leffkowitz teaches a contrarian ideology followed by some of the highest performing contract and search firms in the industry. 💰

### Cultivating Healthy Gamesmanship in the Workplace

**Susan Packard**, co-founder, Scripps Networks Interactive

Strategic thinking used in sports and in video games can teach us lessons on how to be creative and competitive in the workplace, while remaining focused and being a team player. Best-selling author and former HGTV chief operating officer Susan Packard will boost your leadership skills and innovative thinking, and encourage you to share new ideas with peers as you discuss 10 key themes that can help you rise to the top of your field. 🔍

### Develop a Championship Sales Team

**Mark Wayshak**, author and sales expert, creator of the Game Plan Selling System

In today’s highly dynamic market, companies must develop a formal process to create a highly effective sales team. Developing a championship sales team is no longer just as simple as keeping your salespeople motivated and well-paid. Based on Wayshak’s groundbreaking Game Plan Selling System, the session will teach participants how every championship organization has a diversified sales

strategy, an ongoing hiring process, a consistent selling system, a prospecting playbook, and clear accountability metrics. Upon leaving, you will have what you need to set the system up at your company. 💰

### What’s Next in ACA Management: How Staffing Firms Should Address Subsidy Appeals and Penalty Disputes

Panel facilitated by **Edward A. Lenz**, Esq., senior counsel, American Staffing Association

Panelists: **Alden J. Bianchi**, Esq., member, Mintz Levin Cohn Ferris Glovsky & Popeo PC; **Rachel Stevens**, director of benefits and compensation, Staffmark; **Jeff Taylor**, director of analytics solutions, Equifax Workforce Solutions

Affordable Care Act regulations continue to grow more complex, and the stakes are getting higher. Adding urgency to already challenging compliance and reporting requirements, companies are now facing difficult decisions related to subsidy appeals and penalty disputes. In this timely and enlightening session, ASA senior counsel Ed Lenz will facilitate a panel of experts who will share their approaches in ACA management and compliance. Session attendees will learn how to navigate the subsidy appeals process, IRS reporting requirements, and the penalty dispute process; best practices for the staffing industry since the employer mandate took effect; and how to avoid compliance pitfalls when managing new and coming ACA requirements. ⚠️

### Contingent Strategy Design Thinking Lab

**Tim Dupree**, vice president, group leader—Global Solution Design, Kelly Services

Participate in a Staffing World first—a design thinking strategy lab that tackles head-on the challenges of working with managed service providers (MSPs). Staffing professionals and suppliers will collaborate at roundtables to dig through mutual concerns. Whether you’re concerned about sourcing, recruiting, governance, or analytics—work together to develop a step-by-step solution in real time. Take a 360 degree perspective as you consider all of the users—suppliers, hiring managers, and talent. The strategic solutions you develop in this session will help you map success now and in the future. 🧠

### NETWORK WITH YOUR SECTION PEERS

Connect with colleagues who work in your area of the staffing industry by participating in this year’s Section Forums, Tuesday, Oct. 25, 4–5:15 p.m.



## SESSION DESCRIPTIONS: WEDNESDAY, OCT. 26

### WORKSHOPS

4–5 p.m.

#### Emerging Global Solutions

*Christopher Hartman*, global development officer, Allegis Group; *John W. Healy*, vice president and chair of the Corporate Members Committee, Ciett; *Rebecca Henderson*, group president–Talent Solutions Group, Randstad Professionals; *Katrina Menzigian*, vice president, research relations, Everest Group

Dive into the competitive global staffing landscape with international industry executives to discuss critical developments within the global services industry that can strengthen and expand dialogue within the marketplace. Learn

from the panel how types of service providers, including recruitment process outsourcing (RPO) and managed service provider (MSP), are tapping into existing industry market share. For established firms to be competitive in the future, their talent acquisition approaches must evolve and be agile. Attend this session to learn how your firm can stay ahead of the curve that is changing the staffing and recruiting process forever. 🧑🏫

#### Training Top-Level Executives to Be Better People Managers

*E. Thomas Gimbel*, president and chief executive officer, LaSalle Network

Companies don't need to have a great

company culture in order to be profitable. There are companies that don't invest in their employees but still grow in revenue; however, those companies typically aren't able to retain their talent. For companies to be profitable and retention-focused, their managers need to be great people managers—and they must start with top-level executives. During this session, Gimbel will discuss proven techniques to be a better people manager from the c-suite down, as well as how to spot bad managers at any level and develop them into stronger leaders. 🧑🏫

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## SESSION DESCRIPTIONS: WEDNESDAY, OCT. 26

### Minimizing Legal Risk: Realistic, Practical, and Financially-Responsible Planning for 2017 and Beyond

Laura Friedel, Esq., partner, Levenfeld Pearlstein LLC

Legal compliance can seem like a daunting task—especially for staffing firms facing an array of legal and regulatory changes. The alerts that fill our inboxes daily range from new overtime requirements to expanded accommodation obligations to revised equal pay reporting standards to employees' use of smartphones after hours. The key to tackling compliance is knowing which legal developments and requirements are most critical, understanding those new standards, and developing and implementing a compliance plan that actually works. This session will present the latest topics in legal compliance and provide attendees with the tools to create a practical, business-focused, financially-feasible plan that their companies can use to minimize risk and improve compliance for 2017 and beyond. 

### M&A Update for Buyers and Sellers

Alfred F. De Bellas Jr., founder and president, De Bellas & Co.; Dave Phillips, director, Childs Advisory Partners; Samuel R. Sacco, partner, R.A. Cohen Consulting

A panel of three merger and acquisition (M&A) advisers will discuss the process of buying or selling a staffing company in today's market. The content will include a list of positive and negative actions that should be taken or avoided in the completion of a transaction from both the buyer and seller point of view. The session will include current M&A activity, valuation, maximizing value, advice for buyers, and exit planning. 

### So You Want to Add Direct Hire in Eight Weeks With \$50,000? Can Do!

Peter Leffkowitz, founder and chief executive officer, Morgan Consulting Group

Opening and maintaining a direct hire division is considered by most staffing owners to be a monumental task. In actuality, it is so much less complicated, more profitable, and less time-intensive than running the temporary placement machine. Doing both opens up exponential growth opportunities and heightens the credibility of the temporary placement operation. Leffkowitz will guide you through the steps to adding a credible direct hire client solution—from understanding the difference in direct hire recruiter traits, to activity-based compensation and training recommendations for your new staff. Don't miss the opportunity to build a new profit center for your firm. 

### Men and Women Leading Together—Improve Culture and Profits

Julie Fletcher, chief talent officer, AMN Healthcare Inc.; Adrienne Hand, editor, The Antiquities Coalition; John Keyser, founder and principal, Common Sense Leadership; Brian Scott, chief financial officer, AMN Healthcare Inc.

The authors of *Make Way for Women* team up with male and female c-suite leaders in the staffing industry to share how companies with gender-balanced leadership are thriving. Staffing World attendees will acquire insight gained from the book's author interviews with 45 respected male and female business leaders in diverse industries across the country. They will hear first-hand how staffing firms with both men and women at the helm experience better employee engagement, profitability, and overall business success. Senior staffing executives—as

well as those aspiring to leadership positions—will benefit from this workshop. 

### CONNECT WITH FELLOW CONVENTION ATTENDEES ON ASA CENTRAL

There's a special place for Staffing World attendees on ASA Central, the dynamic, content-rich online community just for staffing professionals. The site is home to more than 22,000 staffing professional profiles and countless ongoing industry conversations. Some of those conversations are specifically tailored for registered Staffing World attendees. When you register, you'll receive information about accessing these convention-specific conversations and communicating with the people you'll be seeing in October.




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— Ray McDaniel, President, Metro Industrial

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THURSDAY OCT. 27

## WORKSHOPS

11:15 a.m.–12:30 p.m.

**Field Trip! Workplace Safety Assessment of the San Diego Convention Center**

*Michelle Bearden, vice president, Link Staffing Services; Sharon Pancamo, CSHO, area safety manager, Elwood Staffing Services*

**Note:** Due to limited participant space, this session is scheduled on both Tuesday and Thursday. You only need to sign up for one.

Do you know how officials from the U.S. Occupational Safety and Health Administration conduct workplace safety assessments and inspections? Here is your chance to be one of just 25 Staffing World attendees who will accompany authorized OSHA outreach trainers on a safety-focused walkthrough of the San Diego Convention Center. Meet briefly for an orientation, then get your site assessment tool and become part of the inspection team. This unique Staffing World experience will teach you how to think like an OSHA inspector and what to look for when visiting a client site to ensure its safety. Wear comfortable shoes. **Because space is limited, you must preregister for this session. Contact Chioma Ejim at [cejim@americanstaffing.net](mailto:cejim@americanstaffing.net) to reserve your spot.** ⚠️

**Lessons From Afar: New Approaches to Staffing and Workforce Solutions From Around the World**

*Facilitated by Peter Quigley, Esq., senior vice president and general counsel, Kelly Services Inc.*

The most successful business executives look beyond their backyards for innovative solutions and potential disruptors. This workshop will take

you around the world, sharing lessons from global markets to keep you ahead of the curve. See how technology and automation are being used in other markets, and gain insight on applications for your business. The panelists will share new trends in business process outsourcing, including robotics process automation, and predict how customers will want talent delivered in the future. Learn how data and analytics can distinguish your staffing and workforce solutions. 🌐💰

**Back to the Future: Key Trends and Metrics Driving Success in 2017**

*Eric A. Gregg, chief executive officer, Inavero*

Jumpstart your planning for next year with this informative, research-backed presentation on key trends and metrics that will impact your staffing business in 2017 and beyond. From bold predictions to key metrics and operational benchmarks, this session will provide staffing executives with a roadmap to improving growth and profitability. Find out how the best staffing firms increase retention and rehire with world class service. Learn what it takes to outpace industry growth and get real-world strategies for protecting your margins. Industry author and speaker Eric Gregg will lead this fast-paced, fun, and informative session for staffing executives. 🌐💰

**Charting a Better Course: Strategy for Effective Client Development**

*Scott Love, president, Scott Love International*

You can have the strongest ladder in the world, but if it is leaning against the wrong wall—you will never reach your goals. Many staffing firms deploy effective sales tactics, but have weak strategies and never reach their full

potential. Industry adviser and trainer Scott Love will show attendees how to create a strategy based on effective principles of business development, and will share tactical steps to get more and better business from clients—including discovering niche markets based on unique value; creating a one-page strategy document; and making contact with high-level prospects. 💰

**Not Just Participation Trophies: Transform Your Business With the Power of the Millennial Mindset**

*Art Papas, founder and chief executive officer, Bullhorn*

Millennials are unfairly depicted as social media-obsessed job hoppers. But in the era of Uber and Waze, it's not just Millennials who see the value of human-centered technology to transform how we live and work; everyone can benefit from a "millennial mindset." Millennials understand the power of interactive technology to integrate with their daily lives and facilitate productivity. Learn how embracing this mindset and leveraging our relationships, connections, and empathy can make us more productive and successful. 🔍🌐

**E-Verify: The Government is Watching. Are You Doing it Right?**

*Helen L. Konrad, Esq., director, Immigration Practice Group, McCandlish Holton PC*

With illegal immigration dominating the presidential election, Forms I-9 and E-Verify are here to stay. Many more staffing firms are now voluntarily enrolling in E-Verify in efforts to show their commitment to only hiring those who are authorized to work, but voluntary enrollment can still come with a great risk of liability if E-Verify is not done correctly. This is true even if you

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are using an electronic vendor. This workshop focuses on the dos and don'ts of E-Verify, and how to keep your firm out of trouble. ⚠️

### Candidate Corner—How to Establish Exclusive Recruiter Relationships

*Aisha Quaintance, founder and chief executive officer, Fillmore Search Group*

The current talent shortage is a terrific problem—if you know how to solve it. Just the implication from the ubiquitous term “candidate control” shows that somewhere along the lines, we have lost sight of our primary purpose of being in a relationship business. Candidate encouragement, the art of listening, caring about the long term, wanting placements to last—these have fallen by the wayside. Less-seasoned recruiters responding to high demand make immediate placements—not necessarily the right ones or ones that will last. Short-term wins versus long-term, thoughtful solutions hurt our industry's reputation and lead to recruiter burnout. In this session, take lessons from firms that invest in long-term relationships and rethink how to train your recruiters. 💰

### IDEA LABS

12:45–1:15 p.m.

#### Enhance Attraction Strategies to Be Even More Inclusive

*Audra Jenkins, SPHR, SHRM-SCP, CDP, senior director of diversity and compliance, Recruiting and Innovation Center of Expertise, Randstad Sourceright*

In the past, many organizations viewed diversity recruiting solely as hiring more women. Today, companies are changing their recruitment strategies to strengthen diversity across a wider array of backgrounds, driven in part by the growing recognition that a diverse workforce isn't just good for a company's brand—it's also good for the bottom line. Attend this session to learn how shifting attitudes and demographics are reshaping the workforce, and why considering all backgrounds and capabilities helps to secure the best talent. Gain real-world insight on how recent shifts in societal values have helped companies reshape their diversity strategies. 🌍 🔍

#### Doctors Are Different: Leverage Three Key Trends to Gain the Recruiter's Edge

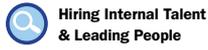
*Tony Stajduhar, president, Jackson & Coker Inc.*

The physician shortage is acute and intensifying. Competition for talent in key specialties can make recruiting top physicians an expensive and time-consuming process. However, some hospitals and health systems consistently outperform all others. How do physician recruitment professionals fill positions faster, more efficiently, and at less cost than ever before? Learn how successful organizations leverage three key trends that are changing the face of recruitment: immediacy and mobility of social and digital media; agility of blended in-house and outsourced recruitment; and highly personalized customer experience—laser-focused on the needs of both the hospital and the physician. 💰

### LUNCH AND LEARN AT IDEA LABS

Back by popular demand, Idea Labs are presentations designed to deliver maximum return in just 30 minutes. Be sure to check out Idea Labs throughout the convention—they take place in the expo hall, where lunch is served.





Hiring Internal Talent  
& Leading People



Revenue Retention &  
Growth



Business Management  
& Administration



Compliance & Risk  
Management

## SESSION DESCRIPTIONS: THURSDAY, OCT. 27

1:15–1:45 p.m.

### The Metrics Magic Show

*Diya Obeid, chief executive officer, JobDiva Inc.*

Unveil the mystery of recruitment success metrics during a discussion about the use of managed service providers (MSPs) from both the supplier's and buyer's perspectives, and how to resolve conflicts between the two. The presenter will leverage his experiences working with purchasing departments, vendor management offices, and MSPs, as well as in high-touch relationships. He will lay out a plan for attendees to achieve success through a clear and documented metrics-based methodology that he has used in owning, managing, and leading a staffing supplier to the Fortune 100 list.

### Protecting Your Company Against Undesirable Indemnities, Confidentiality Clauses, and Business Terms in Client Contracts

*Stephen C. Dwyer, Esq., general counsel, American Staffing Association; James A. Essey, CSP, president and chief executive officer, The TemPositions Group of Cos.*

We've all been there; You finally land a big potential client, but before you can start receiving orders you need to sign their contract—a multi-paged, single-spaced treatise that makes your eyes spin. And they tell you all their vendors have signed it and they won't accept any changes. What do you do? In this interactive session incorporating examples from existing client contracts, you'll hear first-hand from experts in the industry who have confronted countless of these contracts and survived! They'll discuss industry standard terms, what you can and absolutely can't live with, and strategies to negotiate changes to

protect your firm. They will also address real-world examples from the audience.



## WORKSHOPS

2–3 p.m.

### What Will the Next 50 Years Bring? How the Staffing Industry's Past Will Shape Its Future

*Kyle Braun, president, Staffing and Recruiting Group, CareerBuilder*

In honor of the 50th anniversary of ASA, this session looks back to see how the industry has evolved, and how the industry's past will inevitably shape the future. Join CareerBuilder's Kyle Braun as he reveals exclusive new research to discuss the current state of the industry, unveiling the industry's biggest challenges as well as its most exciting opportunities. The session will cover one of the biggest industry challenges to emerge in recent years: the impact of the skills and education gaps on the industry. Braun will also share projections for the future—including increasing candidate and client expectations, evolving technology, and the rise of automation within the industry—and practical, applicable tips to help shape the long-term strategic direction of your organization.

### An Engaged Workforce: Talents = Power + Potential

*Melissa Louis, MBA, managing consultant, Gallup; Stephen Shields, senior consultant, Gallup*

“What will happen when we think about what is right with people rather than fixating on what is wrong with them?” This was a theory proposed by Donald O. Clifton, Ph.D., psychologist and business

executive, which lead Gallup to create the science of strengths. Everyone has innate talent (an inner drive that motivates them). At Gallup, talent is defined as a naturally recurring pattern of thought, feeling, or behavior that can be productively applied, and strengths are derived through a focused effort on enhancing these talents. Drawing on more than 50 years of research, Gallup's StrengthsFinder assessments have helped millions of people discover what they do best. Hear case studies from businesses within and outside of the staffing industry who have embraced StrengthsFinders and see the impact it has on employee engagement and business outcomes such as productivity, profitability, and enhanced customer engagement.

### Advancing Corporate Goals Through the Use of Social Media

*Cadence M. Moore, Esq., attorney, Hammond Law Group LLC; Dwight D. Myfelt, Esq., attorney, Hammond Law Group LLC*

Social media has created a wealth of opportunities for recruiters and employers to seek out, approach, and hire potential employees, but it presents significant challenges for employers who need to define and monitor appropriate institutional and individual employee behavior. In this session, attorneys from Hammond Law Group will review lawful pre-offer questions that a recruiter can ask a candidate, and options available to an employer who has received a bad review on social media. This session will also consider whether an employer can restrict an employee's use of social media, and policies that employers may adopt with regard to retaining and controlling information from employees' social media accounts. The session will conclude with a discussion of freedom of speech within the context of social media use in the private sector.

# How Fast Can You Find the Best Suppliers for Your Firm?

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VISIT [STAFFINGWORLD.NET](http://STAFFINGWORLD.NET)

## SESSION DESCRIPTIONS: THURSDAY, OCT. 27

### How Technology Enables: Driving Revenue Through Disruption

*Michael Whitmer, CSP, chief information officer, Staffmark; Alan Stukalsky, chief information officer, Randstad; Jesus Unzueta, senior vice president and chief information officer, TrueBlue Inc.*

Attend this forward-looking session with CIOs from three of the top staffing firms in the world as they engage in a discussion that will provide you with takeaways you can use within your own enterprise. The presenters will spend the first half of the session reviewing the “Uberization” of staffing and its impact on customer buy in and the qualified worker pool. During the second half of the session, they will discuss the “Internet of Things” and the total talent supply chain, looking at some real-world applications and business value add. Join your colleagues for this unique look at how technology is truly an enabler to driving revenue and improving how services are delivered. 💰

### Don't Forget to Remember Success: Going Beyond Metrics and KPIs

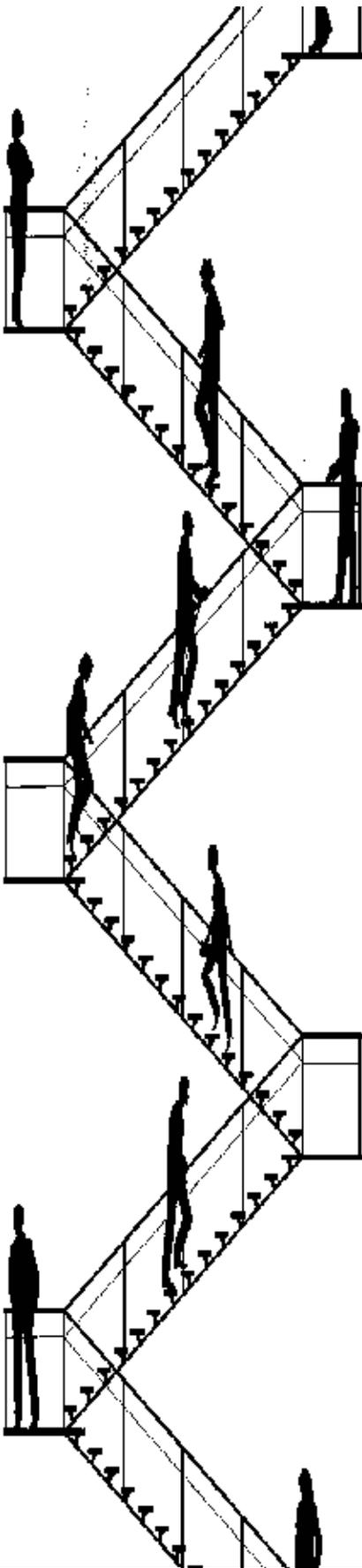
*Richard Bolton, branch manager, Diversified Sourcing Solutions*

Often, once salespeople and recruiters meet their metrics, they act like they just crossed the finish line for a marathon and stop running the race. They fail to see that metrics are a means to an end—and that end should be making sales and placements at their fullest potential. If metrics and KPIs don't generate success, there's a larger issue. Attend this powerful session that gets to the heart of success—creating appropriate metrics and KPIs that will drive your salespeople and recruiters to achieve and surpass them. 💰 🧑

### Growing Pains: Managing Through Trials and Tribulations of Staffing Firm Growth

*Amy Bingham, managing partner, Bingham Consulting Professionals LLC*

The goal of many a veteran staffing and recruiting firm owner is to grow business to the point that it will function better without him or her. How does one continue to achieve success at every stage of an organization—from its infancy through its growth to its succession? Amy Bingham, 23-year staffing industry veteran, will introduce you to the stages of growth and observed challenges in building a staffing firm. The discussion will include when and how to add sales and recruiting leadership, when and how to standardize processes and technology, and how the role of the owner must evolve. 🧑



Legal Skills  
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+ Experience  
+ Staffing Industry Knowledge  
= Effective Client Solution

For more than 35 years, Tannenbaum Helpern's Staffing Industry Practice has been representing staffing firms, ranging from single office operations to publicly and privately-held national and international multi-office operations and franchised locations. Tannenbaum Helpern attorneys have the legal and business acumen essential to advise staffing clients with: unfair competition claims, labor and employment issues, administrative law compliance, intellectual property matters, mergers and acquisitions, joint ventures, licensing, franchising, confidentiality agreements, restrictive covenants, litigation and various corporate matter. For more information about Tannenbaum Helpern's Staffing Industry Practice, visit [www.thsh.com](http://www.thsh.com).

To speak with an attorney about a specific issue contact:

Joel A. Klarreich 212-508-6747 JAK@thsh.com 🐦 @staffing_lawyer	Andrew W. Singer 212-508-6723 singer@thsh.com 🐦 @employer_lawyer	Stacey A. Usiak 212-702-3158 usiak@thsh.com 🐦 @law4employers
	Jason B. Klimpl 212-508-7529 klimpl@thsh.com 🐦 @HR_Attorney	Renee J. Silver 212-508-6788 silver@thsh.com



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Learn more at [people20.com/focus](http://people20.com/focus) or call 888-270-3579.





# NETWORKING OPPORTUNITIES

## WELCOME MIXER

**Monday, Oct. 24, 4–6 p.m.**

Kick off your Staffing World experience at the first networking event. Meet ASA staff, volunteers, and board members. Enjoy hors d'oeuvres and refreshments. Catch up with long-time colleagues, and make connections with new ones, to start your week of networking, education, expo shopping, and fun.

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## EXPO GRAND OPENING

**Tuesday, Oct. 25, 5:15–7:30 p.m.**

Visit the largest, most comprehensive staffing industry expo. Enjoy hors d'oeuvres and cocktails. Gain fresh ideas and meet future business partners. Nowhere else will you be able to peruse, compare, and learn about so many staffing-specific products.

## CHILL CHATS

**Wednesday, Oct. 26, 10:15–10:30 a.m.**

Back by popular demand: Chill Chats are informal discussions about predetermined topics. See the topics planned on page 21.

## NETWORKING LUNCHES

**Tuesday, Oct. 25, 12:30–2 p.m.**

**Wednesday, Oct. 26, 12:15–1:45 p.m.**

**Thursday, Oct. 27, 12:30–2 p.m.**

Staffing World attendees and exhibitors have the opportunity to talk business, network, and enjoy each other's company over a hot lunch in the expo hall.

## SECTION FORUMS

**Tuesday, Oct. 25, 4–5:15 p.m.**

Section Forums—engineering, IT, and scientific; health care; industrial; office–administrative; professional–managerial; and search and placement—provide insights on your peers' challenges and successes. Hear their stories as well as lessons learned and sector-specific practices.

## TRENDING INSIGHTS

**Wednesday, Oct. 26, 10:45 a.m.–12:15 p.m.**

Trending Insights consists of topic-specific roundtables that feature numerous small-group discussions—an ideal way to learn, network, and share strategies with peers. Staffing professionals explore common business issues and discuss practical solutions in this peer-to-peer format for three rounds of 30 minutes each.

## ASA StaffingPAC INDUSTRY LEADER EVENT

*(by invitation only)*

**Wednesday, Oct. 26, 6:30–8:30 p.m.**

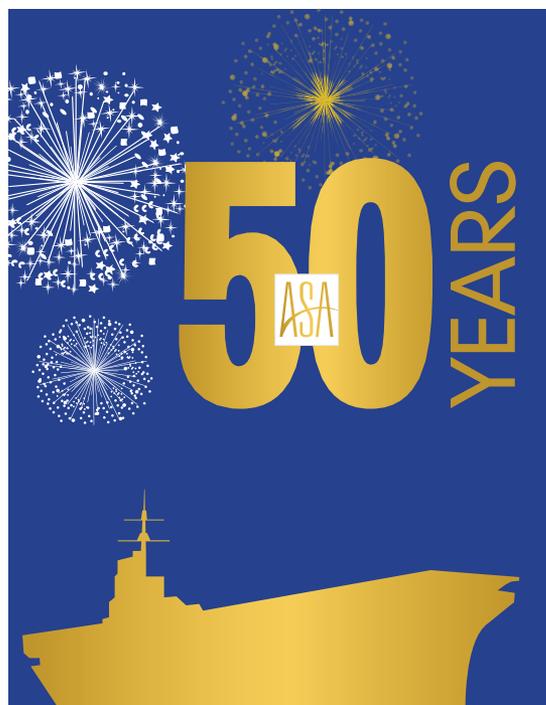
The industry leader event is a special evening of great food and entertainment. To find out how you can become an industry leader and receive an invitation to attend, contact Krissy Bailey at 703-253-2036 or [kbailey@americanstaffing.net](mailto:kbailey@americanstaffing.net).

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## NETWORKING RECEPTION

**Wednesday, Oct. 26, 5–7 p.m.**

Network with old and new friends, continue conversations with exhibitors, and shop the expo hall while you enjoy hors d'oeuvres and cocktails. The expo hall features the industry's largest, most comprehensive staffing, recruiting, and workforce solutions marketplace.



## A GRAND 50th ANNIVERSARY CELEBRATION

**Thursday, Oct. 27, 7:30–11 p.m.**

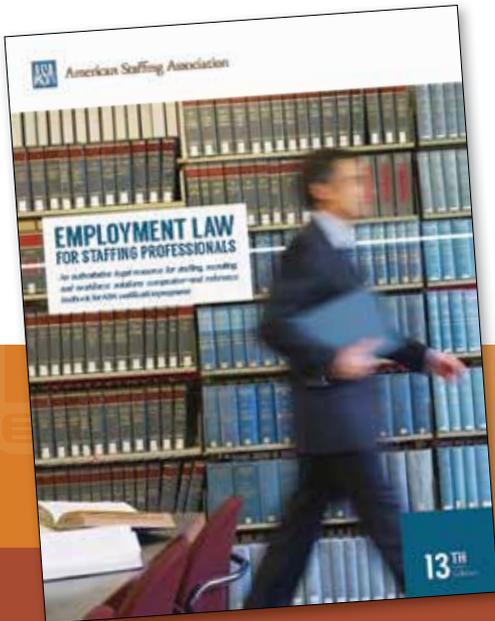
In honor of its anniversary, ASA—the industry's voice, advocate, and champion for more than 50 years—is hosting an extraordinary celebration of the industry that will culminate aboard the USS Midway for an unforgettable Grand Finale event. A cocktail reception begins at 6:15 p.m. All who register at the staffing professional rate for the full convention receive a Grand Finale ticket. À la carte tickets are also available. Go to [staffingworld.net](http://staffingworld.net) for details.

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# Two Resources Every Industry Professional Should Have...

Updated editions of the industry's most important legal resources are available from the American Staffing Association.



## **Employment Law for Staffing Professionals—13th edition**

This edition includes comprehensive updates and provides detailed practical guidance to help staffing and recruiting firms comply with employment laws. This book focuses on preventive measures and techniques aimed at reducing the risk of legal liability for employment law violations.

## **Co-Employment: Employer Liability Issues in Third-Party Staffing Arrangements—8th edition**

This edition, written by ASA senior counsel Edward A. Lenz, addresses the legal and operational implications of co-employment situations and focuses on those critical areas affecting the terms and conditions of employment, such as employee benefits, workers' compensation, and labor relations.



## **Available in Print and Ebook Formats**

These must-have legal resources are available in print and as ebooks—for Kindle and Nook as well as Apple and Android mobile devices. Industry professionals who are studying the text can use the ebooks to search and bookmark content.

## **Now Is the Perfect Time to Get Certified!**

The ASA Certified Staffing Professional<sup>®</sup>, Technical Services Certified<sup>SM</sup>, and Certified Health Care Staffing Professional<sup>®</sup> packages now include the updated editions of the *Employment Law* and *Co-Employment* books. These ASA certification packages also feature updated workbooks, new video learning modules, and updated exam materials. Go to [americanstaffing.net/certification](http://americanstaffing.net/certification) for details.

**Order Today. Go to [americanstaffing.net/books](http://americanstaffing.net/books) to order these must-have books.**



# EXPERIENCE THE WORLD-CLASS EXPO

Staffing World is the world's largest marketplace for the staffing, recruiting, and workforce solutions industry, where you can learn about the latest technologies, innovative products, and new services to help your firm keep its competitive edge and better serve your clients. Meet the valuable suppliers face-to-face, conduct side-by-side comparisons, and assess the resources available to you to increase your company's efficiency and productivity.

## EXPO HOURS AND EVENTS

### TUESDAY, OCT. 25

5:15–7:30 p.m. .... Expo Grand Opening

### WEDNESDAY, OCT. 26

10 a.m.–7 p.m. .... Expo open  
 10–10:45 a.m. .... Refreshment break in expo hall  
 10:15–10:30 a.m. .... Chill Chats in expo hall  
 12:15–1:45 p.m. .... Networking lunch in expo hall  
 12:30–1:30 p.m. .... Idea Labs in expo hall  
 5–7 p.m. .... Networking reception in expo hall

### THURSDAY, OCT. 27

10:30 a.m.–2 p.m. .... Expo open  
 10:30–11:15 a.m. .... Refreshment break in expo hall  
 12:30–2 p.m. .... Networking lunch in expo hall  
 12:45–1:45 p.m. .... Idea Labs in expo hall

## DON'T MISS THE EXPO GRAND OPENING!

Staffing World attendees always rave about the expo—it's the world's largest industry marketplace. Don't miss the Expo Grand Opening. And throughout the convention, enjoy networking lunches, visit ASA Central, and so much more at the one and only Staffing World expo. Go to [staffingworld.net](http://staffingworld.net) for more expo details.



## 40+ PRODUCT AND SERVICE CATEGORIES

Staffing World exhibitors showcase a diverse range of inventive products and professional services in a wide variety of categories:

- Accounts receivable financing
- Advertising, sales, and marketing
- Application service providers
- Background checks
- Business and administrative services
- Business forms
- Business tax reduction services
- Client services
- Collections and receivables
- Consulting and market research
- Corporate restructuring
- Debit payroll cards
- Drug testing
- Employment screening
- Factors
- Financial services
- Front-office recruiting technology
- Health care sector services
- Immigration
- Information technology services
- Insurance and employee benefits
- International recruitment
- Internet career sites
- Investment banking
- Legal services
- Management consulting
- Mergers and acquisitions
- Offshore recruitment support
- Outplacement services
- Payroll cards
- Payroll distribution
- Payroll funding
- Payroll processing services
- Recruiting supplies
- Risk management
- Safety products
- Software and services, web-based
- Software systems
- Testing and training
- Time and attendance
- W-2 services
- Website design and internet services
- Workers' compensation

*Categories subject to change.*

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WE CAN'T WAIT TO SEE YOU AT STAFFING WORLD 2016



## CHECK OUT ASA IN THE EXPO HALL

The ASA booth is always a hub of activity and networking throughout Staffing World. Meet up with your colleagues, talk with members of the ASA staff and board of directors, and learn more about ASA.

Here is just some of what you'll find at ASA's booth in the expo hall:

- **The benefits of ASA membership**—If you're not a member, learn how joining can help your business. If you are a member, find out how to make the most of your benefits.
- **Professional development details**—Find out how ASA certification and continuing education programs can help you reduce employment law risks and gain a competitive advantage.
- **StaffingPAC**—Get updates on the ASA political action committee's activities and hear about political candidates who support the industry.
- **Speaker books**—Purchase best-selling books by Staffing World speakers.
- **ASA Central online**—Learn how to update your profile and connect with your peers. Visit [asacentral.americanstaffing.net](http://asacentral.americanstaffing.net).
- **Charging station**—While you enjoy your visit to the ASA booth, plug in your mobile device and power up.

### PROCLAIM YOUR PRIDE

Let conference attendees know who you are—or how you're feeling—by attaching ribbons to your badge that announce your chapter, committee, section, or even your attitude. "Fun ribbons" are available in the registration area.



# FEATURED EXHIBITORS



## AKKENCLOUD

**BOOTH: 509**

Business and Administrative Services; Front-Office Recruiting Technology; Recruiting Support; Software Systems; Software and Services, Web-based; Time and Attendance

**Mark Wallace** 📞 866-590-6695  
**mwallace@akkencloud.com** 🌐 [akkencloud.com](http://akkencloud.com)

Since 2005, AkkenCloud has helped staffing and recruiting agencies streamline their front and back office workflow, enabling them to drive efficiency, increase revenue, and place more candidates. It's a 100% web-based, fully-integrated platform that is used by more than 10,000 users worldwide.



## BARROW GROUP

**BOOTH: 1005**

Health Insurance; Insurance and Employee Benefits; Workers' Compensation

**Robert G. Barrow Jr.**  
**bbarrow@barrowgroup.com** 🌐 [barrowgroup.com](http://barrowgroup.com)

Barrow Group LLC is your staffing services specialist! We relieve any, or all, of your present in-house responsibilities: workers' compensation, staffing services liability, risk management, and employee benefits-compliant health care reform.



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## CANDID RESEARCH INC.

**BOOTH: 1127**

Background Checks

**Patricia Cinkle** 📞 714-586-5314  
**pati@candidresearch.com** 🌐 [candidresearch.com](http://candidresearch.com)

We have optimized the search process. Our average turn-around time for county criminal searches is 8.72 hours, without compromising quality. In fact, most of our clients experience same-day results on searches that used to take weeks with other providers. Give us a try and receive your first one for free!



## COATS

**BOOTH: 512**

Software Systems; Software and Services, Web-based; Front-Office Recruiting Technology; Collections and Receivables Management; Client Services

**Karen Connor** 📞 800-888-5894  
**kconnor@coatssql.com** 🌐 [coatssql.com](http://coatssql.com)

COATS combines all aspects of staffing requirements in one set of data. COATS gives access to candidates, recruiting, client sales, placements, staff tracking, pay/bill, AR, AP, and general ledger through one interface. ACA tracking, parsing, online applications, job ads, portals, and all this with expert customer service and staffing knowledge!

## FEATURED EXHIBITORS

**FREEDOMCARE****BOOTH: 1306**

Health Care Sector Services; Health Insurance; Insurance and Employee Benefits

**Bob Gardner**

[bob.gardner@freedomcarebenefits.com](mailto:bob.gardner@freedomcarebenefits.com)

[freedomcarebenefits.com](http://freedomcarebenefits.com)

At FreedomCare, we have unique solutions that allow our clients to gain control over their healthcare expenses and lower their costs now and for years to come. Choosing a self-funded plan that works for their business will allow more flexibility to build a plan that benefits their employees.

**KITTRELL PAYCARD****BOOTH: 704**

Debit Payroll Cards; Payroll Cards

**Mary Kittrell-Kinkaid** 214-692-0375

[mary@kittrellcompanies.com](mailto:mary@kittrellcompanies.com) [kittrellpaycard.com](http://kittrellpaycard.com)

Kittrell Paycard, employee and employer choice of payroll debit card solutions. The paycard your employees deserve. Compliant in all 50 states, free to employer, free access for cardholder, FDIC insured, instant issue and/or personalized. Free 24/7 customer service. Painless implementation, seamless integration. Mary Kittrell-Kinkaid, 214-692-0375, [kittrellpaycard.com](http://kittrellpaycard.com).



ENTERPRISE-LEVEL  
INFRASTRUCTURE

**PEOPLE 2.0****BOOTH: 901**

Business and Administrative Services; Insurance and Employee Benefits; Payroll Funding; Software and Services, Web-based; Workers' Compensation

**Glenn Eckard** 610-429-4111

[glenne@people20.com](mailto:glenne@people20.com) [people20.com](http://people20.com)

People 2.0 provides comprehensive back office systems, resources, and services to staffing companies nationwide, including custom technology, payroll processing, billing, ACA administration, competitive specialty financing, and flexible workers' compensation solutions. Exclusively for staffing, People 2.0 offers à la carte services and end-to-end, integrated systems that eliminate workload and optimize efficiency.

**PHAMATECH INC.****BOOTH: 102**

Client Services; Drug Testing; Testing and Training; Collections and Receivables Management; Risk Management

**John Toma** 888-635-5840

[toma@phamatech.com](mailto:toma@phamatech.com) [phamatech.com](http://phamatech.com)

Phamatech Drug & Alcohol Testing is a leading provider of drug testing nationwide. It is the only laboratory in the United States that manufactures its own on-site testing products and confirms at the highest certification levels (SAMHSA, CLIA, CAP). Phamatech offers instant devices and saliva testing, as well as laboratory confirmation.

## FEATURED EXHIBITORS

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**R.A. COHEN****BOOTH: 922**

Mergers and Acquisitions; Consulting and Market Research; Business and Administrative Services

**Sam Sacco**

[sam@racohenconsulting.com](mailto:sam@racohenconsulting.com)

[racohenconsulting.com](http://racohenconsulting.com)

Sam Sacco and Brian Kennedy combine more than 60 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 155 successful staffing industry transactions, finding the best cultural fit and business value for clients.

**STERLING NATIONAL BANK****BOOTH: 700**

Accounts Receivable Financing; Factors; Financial Services; Payroll Funding

**Darlene Barzilay**

[dbarzilay@snb.com](mailto:dbarzilay@snb.com)

Sterling provides a comprehensive range of financing options. Sterling serves staffing firms across the U.S. that are engaged in traditional or specialized market segments, such as accounting, information technology, and security services. Plus, we provide easy-to-use, secure, and robust processing systems so you can spend more time building your business.

**TFI RESOURCES****BOOTH: 715**

Payroll Funding; W-2 Services

**Angela Alberty**

[angela@tfiresources.com](mailto:angela@tfiresources.com)

TFI Resources is a national employer of record service for professional and clerical temporary/contract personnel placed by independent recruiters who want to expand their business to include temporary and contract placements. TFI provides payroll funding, payroll processing, and full back office services while serving as the employer of record throughout the United States.

**TRICOM****BOOTH: 605**

Accounts Receivable Financing; Business and Administrative Services; Business Tax Reduction Services; Financial Services; Management Consulting; Payroll Funding

**Shelly Wilkinson**

[swilkinson@tricom.com](mailto:swilkinson@tricom.com)

Trust the experts at Tricom to help your staffing company grow. We offer resources in all operational areas of your staffing company. Our approach is a bit different: We consult with clients to find the best fit of resources, instead of selling. We're proud to be a valued partner to hundreds of staffing companies throughout the last 25 years.

## FEATURED EXHIBITORS



**WORLD WIDE**  
Specialty Programs

## WORLD WIDE SPECIALTY PROGRAMS

### BOOTH: 501

Insurance and Employee Benefits; Workers' Compensation

**Dorothy Taylor**

[dtaylor@wwspi.com](mailto:dtaylor@wwspi.com) 📧 [wwspi.com](http://wwspi.com)

World Wide was the first company to offer an insurance policy designed specifically for the staffing industry. Protecting staffing firms has been World Wide's sole focus since its origin 50 years ago. As the first corporate partner with the American Staffing Association, it is World Wide's dedication, expertise, and consultative approach that will help you win and retain business.



## ZOHO CORP.

### BOOTH: 1107

International Recruitment; Software and Services, Web-based; Software Systems

**Rina Peter**

[support@zohorecruit.com](mailto:support@zohorecruit.com) 📧 [zoho.com/recruit](http://zoho.com/recruit)

Zoho Recruit is a one-stop online recruitment software and applicant tracking system for recruitment business across the globe. Posting jobs and managing candidates, clients, and contacts has never been this easy and fast! Zoho Recruit allows you to spend less time on the process and more time on what you do best: getting the right candidate.



## ZIPWHIP

### BOOTH: 420

Front-Office Recruiting Technology; Software and Services, Web-based

**Danny Harris** 📞 855-947-9447

[dharris@zipwhip.com](mailto:dharris@zipwhip.com) 📧 [zipwhip.com](http://zipwhip.com)

Zipwhip is a cloud-based text messaging for staffing and recruiting. We utilize pre-existing business phone numbers to send and receive text messages with both candidates and clients. Zipwhip harnesses the communicative power of texting without requiring opt in or any special mobile apps. Visit our website to learn more: [zipwhip.com](http://zipwhip.com).

# STAFFING WORLD 2016 EXHIBITORS & SPONSORS

For a current list of exhibitors and sponsors, and to see a floor plan so you can plot your route through the expo hall, visit [staffingworld.net](http://staffingworld.net). This list is current as of July 1, 2016.

Want to exhibit? Contact Kim Kelemen at 703-253-1169 or [kkelemen@americanstaffing.net](mailto:kkelemen@americanstaffing.net).

EXHIBITOR	WEBSITE		EXHIBITOR	WEBSITE	
<b>1-800-Timeclocks Inc.</b>	<a href="http://1800timeclocks.com">1800timeclocks.com</a>		<b>Bond International Software Inc.</b>	<a href="http://bond-us.com">bond-us.com</a>	
<b>Access Capital</b>	<a href="http://accesscapital.com">accesscapital.com</a>		<b>Bouchard Insurance</b>	<a href="http://bouchardinsurance.com">bouchardinsurance.com</a>	
<b>ADP LLC</b>	<a href="http://adp.com">adp.com</a>		<b>Bridgeware Systems</b>	<a href="http://bridgeware.net">bridgeware.net</a>	
<b>Advance Partners</b>	<a href="http://advancepartners.com">advancepartners.com</a>		<b>Brink's Money Payroll Card</b>	<a href="http://brinksmoneypayroll.com">brinksmoneypayroll.com</a>	
<b>Aetna Voluntary</b>	<a href="http://aetnavoluntary.com">aetnavoluntary.com</a>		<b>Broadbean Technology</b>	<a href="http://broadbean.com">broadbean.com</a>	
<b>AGR Financial</b>	<a href="http://agrfinancial.com">agrfinancial.com</a>		<b>Bullhorn</b>	<a href="http://bullhorn.com">bullhorn.com</a>	<b>PARTNER</b>
<b>AIG</b>	<a href="http://aig.com">aig.com</a>	<b>SPONSOR</b>	<b>Burt &amp; Associates</b>	<a href="http://burtcollect.com">burtcollect.com</a>	
<b>AkkenCloud</b>	<a href="http://akkencloud.com">akkencloud.com</a>	<b>PARTNER</b>	<b>Call-Em-All</b>	<a href="http://call-em-all.com">call-em-all.com</a>	
<b>All Risks</b>	<a href="http://allrisks.com">allrisks.com</a>		<b>Candid Research Inc.</b>	<a href="http://candidresearch.com">candidresearch.com</a>	
<b>AllSource Screening Solutions</b>	<a href="http://allsourcescreening.com">allsourcescreening.com</a>		<b>CareerBuilder</b>	<a href="http://careerbuilder.com">careerbuilder.com</a>	<b>PARTNER</b>
<b>American Drug Screen</b>	<a href="http://adsdrugtest.com">adsdrugtest.com</a>		<b>CareerCo.</b>	<a href="http://careerco.com">careerco.com</a>	
<b>AMG Employee Management</b>	<a href="http://amgtime.com">amgtime.com</a>		<b>Careington International Corp.</b>	<a href="http://careington.com">careington.com</a>	
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