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*See you there!*

# ADVANCE PROGRAM



## STAFFING WORLD<sup>®</sup> **SW 2022** OCT. 25-27 ♦ LAS VEGAS



VALUABLE, ENGAGING  
CONTENT



STRATEGIC CONNECTIONS



WORLD-CLASS EXPO

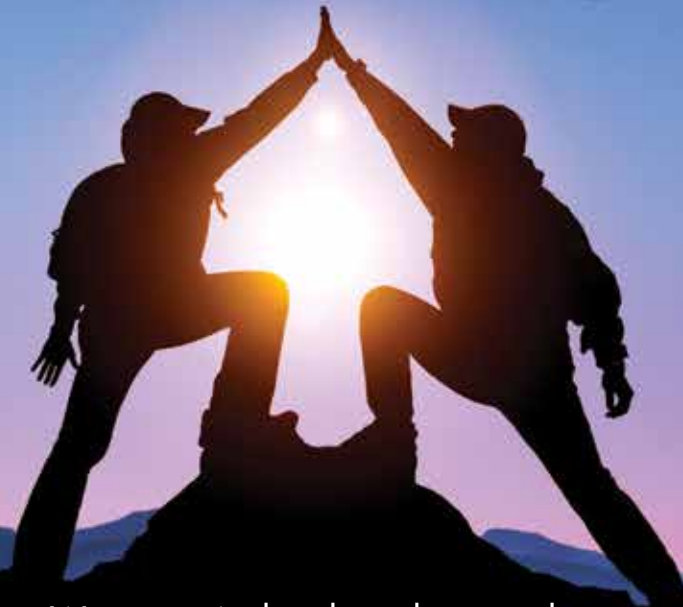


SOLUTIONS TO WIN BUSINESS  
AND SPARK GROWTH



CREATIVE LEADERSHIP  
LESSONS

# EXPERIENCE • TRUST • VISION PARTNERSHIP



We are excited to share the news that **World Wide Specialty Programs Inc., has become part of Philadelphia Insurance Companies.** World Wide has been exclusively dedicated to the staffing industry and with this partnership we can do even more to support our customers and brokers. This partnership was designed to provide the greatest benefit to our clients and the staffing industry at large. It combines the industry-leading and most experienced managing general agent with the longest-tenured insurance carrier in the staffing industry.

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See You at Staffing World 2022 • MGM Grand • Las Vegas, NV  
**October 25-27 • Booth #301**



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PARTNER

American Staffing Association



# STAFFING WORLD® 2022



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# ASA Corporate Partners



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



American Staffing Association

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

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# PRIMARY CARE. **ESC** Essential StaffCARE NOW VIRTUAL.

Essential StaffCARE is excited to announce its partnership with PlushCare, an innovative virtual medical group that offers access to primary care physicians from the comfort of their home. Virtual primary care visits are covered under the Fixed Indemnity Medical Plan with no additional fees. Plan members will continue to receive the same valuable healthcare benefits they know and trust, now with the convenient option to receive virtual care from a PlushCare physician.

**EMPLOYEES NOW HAVE THE CHOICE OF VISITING THEIR PRIMARY CARE DOCTOR ON-LINE OR IN-PERSON.**

## Demand for Telehealth Solutions source: McKinsey

2019:	2020:
<b>11%</b> Use Online Physician Visits	<b>74%</b> Prefer Physician Visits Online

### Did You Know?

**87%**






Of today's workers cite healthcare as the number one "perk" they're looking for in a position.

**47%**





Of employees enrolled in our Fixed Indemnity Medical plan stay on the job longer than those who do not enroll, increasing your bottom line.

## ESC'S NEW VIRTUAL-FORWARD FIXED INDEMNITY PLAN





### Same Leading Healthcare Coverage

- |  |   |
|--|---|
|  Doctor's Office Visits |  In & Outpatient Hospital Care |
|  Urgent Care            |  Prescription Drug Benefits    |
|  Emergency Room         |  Labs & X-Rays                 |

### Same Valuable Plan Features

- |   |   |
|---|---|
|  No Deductible |  No Increase in Premium  |
|  No Co-pay     |  Affordable Weekly Price |

### **PlushCare**

- |  |  |
|--|--|
|  Virtual Visits                   |  Preventive, Urgent, & Chronic Care |
|  Choice of Primary Care Physician |  Referrals to Specialists           |
|  24/7 Care Team Text              |  |



[www.EssentialStaffCARE.com](http://www.EssentialStaffCARE.com)

Contact an ESC Representative Today: 877-372-2203  
The Fixed Indemnity Medical Plan is underwritten by BCS Insurance Company, Oakbrook Terrace, IL.



**"The accounting profession  
isn't known for being helpful...  
it's my personal mission  
to change that."**

– MARY JO



**"Providing excellent  
customer service is what  
drives me."**

– NICOLE



**"I wanted  
to be  
just like  
my dad."**

– JULIE ANN



**"I watched my  
parents risk  
everything  
they had...."**

– SHELLY



**"I love to make  
my clients' lives a  
little easier..."**

– AUBREY



**"I fell in love  
with the  
industry"**

– LIANA



**"As new clients come to TRICOM,  
I realize I am the starting point for  
their experience with us."**

– MONICA



**"It's important to me to do a good  
job for my clients and help them  
make good decisions."**

– AMANDA



# Our people are what make the difference.

## DISCOVER WHY AT BOOTH 307.

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# Staffing World Sponsors

The American Staffing Association is pleased to recognize all of its sponsors for Staffing World 2022—especially its corporate partners. Please join ASA in thanking this year's sponsors for their commitment to the success of the ASA convention and expo. This list is current as of July 15.

## CORPORATE PARTNERS



## PREMIER SPONSORS



## SIGNATURE SPONSORS



## SELECT SPONSORS

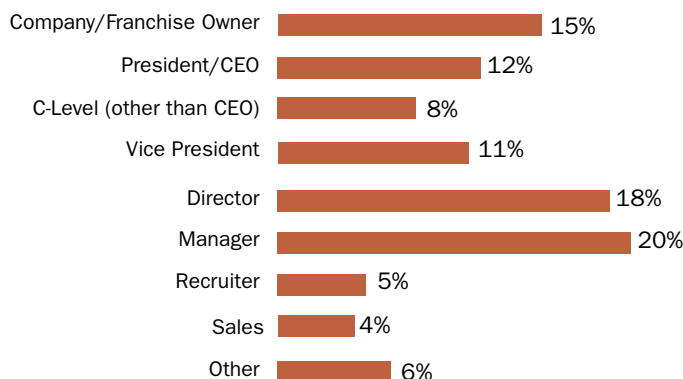


# WHO WILL BE AT STAFFING WORLD 2022?

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

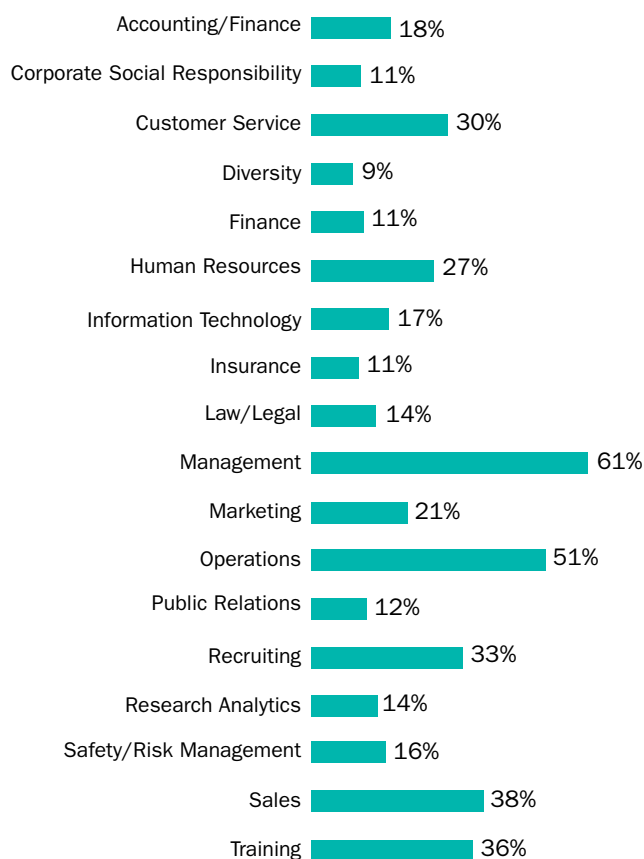
## Connect With Your Staffing Community Peers

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



### 84% agreed that they gained knowledge or skills relevant to their job at Staffing World 2021

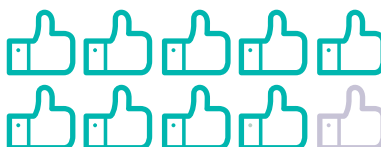
#### Staffing Professionals' Main Areas of Responsibility



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



**Attendees love Staffing World—89% satisfied in 2021**



**89%** satisfied with overall expo experience



Variety of exhibitors  
**(89% satisfied)**



Networking opportunities  
**(86% satisfied)**



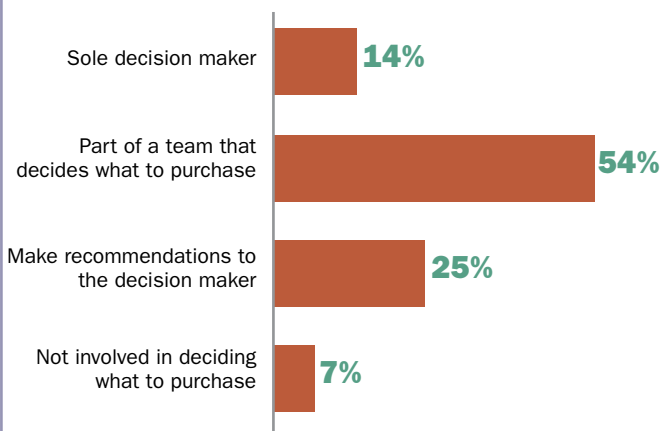


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[staffingworld.net](http://staffingworld.net)

## Did You Know?

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



# STAFFING WORLD SUCCESS STORIES

Connect with these staffing professionals and many more at Staffing World 2022, Oct. 25–27.



Informed. Empowered. Motivated. As staffing industry professionals, Staffing World creates an amazing opportunity to put our creative brains together, share information and best practices, get a pulse on industry initiatives, and gain friendships! I'd highly recommend for anyone looking to gain depth in the staffing industry."

—**Angie Johnson**, professional services director, Spherion



"This conference was first class—no, world class! The speakers, content, and subjects were on-point for anyone in staffing. Networking with those around the country was awesome as well. The ASA team did a wonderful job and ran like a well-oiled machine."

—**Robert S. Kelly, TSC, CSP**, vice president, Augusta Staffing Associates



"This conference exceeded my expectations! I was pleasantly surprised by how much FUN it was and I loved the quality of the sessions. From the location and set up, to the programing and information, to the content and personnel, every last detail was thoughtfully executed and made it an incredibly worthwhile experience. I eagerly look forward to the next one!"

—**Amanda Lowe, CSP**, vice president and corporate counsel, The Reserves Network

## BRING YOUR WHOLE TEAM

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

# Staffing World Agenda

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

<b>MONDAY</b>	<b>Oct. 24</b>	8 a.m.–1 p.m.	ASA Board of Directors Meeting (invitation only)
		1–5 p.m.	Registration Open
		1:30–5:30 p.m.	Preconvention Program: THRIVE Live (Part I)
		6:30–9 p.m.	ASA Board of Directors Dinner (invitation only)
<b>TUESDAY</b>	<b>Oct. 25</b>	8:30 a.m.–7 p.m.	Registration Open
		9 a.m.–1:30 p.m.	Preconvention Program: THRIVE Live (Part II)
		9 a.m.–1:30 p.m.	Preconvention Program: Owners Peer Group Masterclass (invitation only)
		9 a.m.–1:30 p.m.	Preconvention Program: Emerging Leaders: Next-Level Leadership Skills
		1:30–2:45 p.m.	Staffing World Welcome Mixer
		3–5 p.m.	Super Session With Earvin “Magic” Johnson
		5–7 p.m.	Expo Grand Opening
		5:30–6:30 p.m.	Knowledge Hub Talks in the Expo
<b>WEDNESDAY</b>	<b>Oct. 26</b>	7:30–8:30 a.m.	Continental Breakfast
		7:30 a.m.–6:30 p.m.	Registration Open
		8:30–10 a.m.	Super Session: Straight Talk From Staffing CEOs
		10 a.m.–7 p.m.	Expo Open
		10–11:15 a.m.	Refreshment Break in the Expo
		11:15 a.m.–12:15 p.m.	Breakout Sessions
		12:15–2:15 p.m.	Lunch in the Expo
		1–2 p.m.	Knowledge Hub Talks in the Expo
		2:30–3:15 p.m.	Breakout Sessions
		3:15–4:15 p.m.	Refreshment Break in the Expo
		4:15–5 p.m.	Breakout Sessions
		5–7 p.m.	Networking Reception in the Expo
		5:30–6:30 p.m.	Knowledge Hub Talks in the Expo
		7–10 p.m.	ASA StaffingPAC Industry Leader Event (invitation only) at the Keep Memory Alive Event Center



## THURSDAY

OCT. 27

8 a.m.–2 p.m.	Registration Open
8 a.m.–2 p.m.	Expo Open
8–9 a.m.	Breakfast in the Expo
9:15–10:45 a.m.	Special Session: Inspirational Staffing Stories and Speed Networking
10:45–11:30 a.m.	Refreshment Break in the Expo
11:30 a.m.–12:30 p.m.	Breakout Sessions
12:30–2 p.m.	Lunch in the Expo
1–1:45 p.m.	Knowledge Hub Talks in the Expo
2–3:15 p.m.	Breakout Sessions
3:15–3:30 p.m.	Refreshment Break Outside Super Session
3:30–5 p.m.	Super Session With Val Vigoda

## ENGAGE WITH COLLEAGUES

## VIA SOCIAL MEDIA

There's already a steady buzz on various social media platforms about this year's can't-miss Staffing World experience. Use #StaffingWorld in all your social media postings and become part of the conversation—before, during, and after the event.



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



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



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



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

# Register Today



## STAFFING WORLD® 2022

This year brings an action-packed agenda and flexible options to accommodate any schedule or budget. Visit [staffingworld.net](http://staffingworld.net) to register. **Register by Sept. 23 to get the lowest rate available!**

### Full Registration (ADVANCE RATE)

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

**\$1,995**  
Member Rate  
(\$2,995 nonmember)

### 2-Day Pass (ADVANCE RATE)

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

**\$1,595**  
Member Rate  
(\$1,995 nonmember)

### 1-Day Pass (ADVANCE RATE)

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

**\$935**  
Member Rate  
(\$1,235 nonmember)

## Preconference Programs

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

- THRIVE Live: Women in Leadership (Oct. 24–25): \$360 (Nonmembers \$560)
- Owners Peer Group Masterclass (invitation only) (Oct. 25): \$310 (Nonmembers \$510)
- Emerging Leaders: Next-Level Leadership Skills (Oct. 25): \$310 (Nonmembers \$510)

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



**Staffing World 2021  
Alumni Rate**  
\$1,495 (\$2,395 nonmember)



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



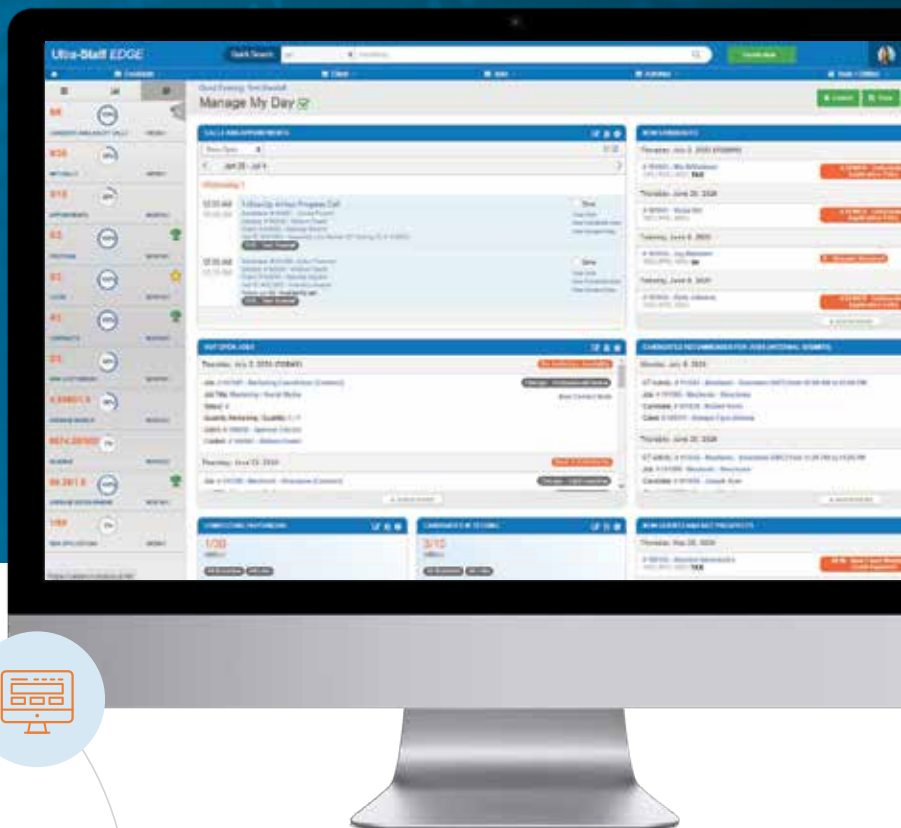
**Industry Supplier Rate**  
Full Convention and Expo  
\$4,175 (Nonmembers \$6,175)

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**Thank you to our 2023 Best of Staffing<sup>®</sup> sponsors:**





## Staffing World 2022 takes place at the beautiful MGM Grand Las Vegas

MGM Grand Las Vegas is renowned for its star-studded events at the MGM Grand Garden Arena, spectacular entertainment like KÀ by Cirque du Soleil, world-class dining featuring celebrity chefs, and unbeatable nightlife.



MGM Grand Las Vegas Hotel  
3799 S. Las Vegas Blvd.  
Las Vegas, NV 89109  
877-880-0880



### Hotel Rooms & Rates

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

- \$168/night (weeknights) and
- \$199/night (weekends), plus tax

Check-in: 3 p.m.  
Check-out: 11 a.m.

Cut-off date for room reservations at this rate: Oct. 4, 2022

Your safety and well-being are a priority. Staffing World will follow local recommended Covid-19 safety protocols and guidelines. Currently, there is no indoor mask mandate in Las Vegas.

Reservations: Go to the “Hotel & Travel” section of *staffingworld.net* to see full reservation details and reserve your room online.



### Parking Fees

- Self-parking: \$18 overnight
- Valet parking: \$30 overnight on weeknights; \$35 overnight on weekends



### Airport

The MGM Grand Las Vegas is conveniently located just two miles from Harry Reid International Airport (LAS).

Harry Reid International Airport (LAS)  
5757 Wayne Newton Blvd.  
Las Vegas, NV 89119



### Attire

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



### Weather

Las Vegas enjoys October average highs of 74°F. Average lows are 58°F.



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*staffingworld.net*

# Staffing World Keynote Presenters

Hear from some of the brightest minds in business today on current hot topics: building world-class teams, opportunities for growth, overcoming fear, and more. Don't miss this unique opportunity to come together with your staffing community to learn and collaborate. **Register today at [staffingworld.net](https://staffingworld.net).**



## Earvin "Magic" Johnson

Professional basketball legend, business mogul, and community investor

### Building World-Class Teams and the "Magic" of Winning

Well known for his achievements as a professional basketball player, Johnson is also a highly successful entrepreneur and motivational speaker with a passion for leadership and team-building. During this exciting opening keynote presentation at Staffing World, Johnson will share his unique insights on how to build the optimal leadership team in today's business environment and how to spot and maximize opportunities that will pay both financial and cultural dividends. Whether you need guidance on enhancing the success rate of your current team or you need strategies for growing your company's next generation of leaders, don't miss this once-in-a-lifetime opportunity to hear from a legendary athlete who went on to dominate the world of business and play a key role as an investor and cultivator in underrepresented communities. Don't miss this year's opening keynote presentation at Staffing World! It will be as thrilling as it is informative and insightful.



Follow @MagicJohnson  
#StaffingWorld



### Keynote Presentation

Tuesday, Oct. 25

3–5 p.m.

Sponsored by



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



## Super Session: Straight Talk From Staffing CEOs

Facilitated by Richard Wahlquist, president

and CEO, American Staffing Association

Panelists: Bert Bean, CEO, Insight Global;

Karen Fichuk, CEO, Randstad North America,

and executive board member, Randstad N.V.;

Billy Milam, CEO, EmployBridge

Don't miss this opportunity to hear from and query three leading chief executives in the staffing industry. Bert Bean of Insight Global, Karen Fichuk of Randstad North America, and Billy Milam of EmployBridge will field questions from ASA president and CEO Richard Wahlquist as well as Staffing World attendees on a broad breadth of topics, including new opportunities for growth, the potential for an impending economic recession, how diversity and inclusion efforts are changing corporate culture, business disruptions on the horizon, and much more. This will be a frank and lively discussion—the perfect way to begin a content-rich day at Staffing World.



Follow @insightglobal;  
@RandstadUSA;  
@EmployBridge  
#StaffingWorld



### Keynote Presentation

Wednesday, Oct. 26

8:30–10 a.m.

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*staffingworld.net*

# Staffing World Keynote Presenters



## Val Vigoda

World-renowned singer-songwriter, electric violinist, and sought-after speaker

### **Overcoming Fear With Optimism, Resilience, and Courage**

It's been said that the human brain is like Velcro for negative experiences and like Teflon for positive ones—and so our natural state is easily skewed toward pessimism, fearfulness, and an abundance of caution. But great achievements are fueled by bravery, optimism, and—sometimes counterintuitively—playfulness. Now more than ever we need to cultivate these qualities, and in this compelling presentation singer-songwriter Val Vigoda takes to the stage with her six-string electric violin and shows us how. An effervescent collection of adventures from her own life (as an awkward student, rebellious daughter, struggling Army cadet, nervous backup musician to rock stars, and self-critical theater artist), in which crisis forced her to face repeatedly into her greatest fears while also learning to let go of perfectionism and be more playful, inspires people to rise to their own challenges and do the same.



Follow @ValVigoda  
#StaffingWorld



### **Keynote Presentation**

**Thursday, Oct. 27**  
**3:30–5 p.m.**



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



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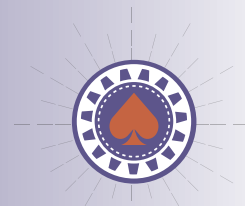
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# Continuing Education

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 2022

By attending the various pre-convention programs, sessions, and Knowledge Hub presentations at Staffing World, you can earn up to 21.5 CE hours required for ASA certification renewal.



## Join the Industry Elite

More than 12,000 staffing professionals have reached the height of industry excellence; these individuals have earned one or more credentials from ASA. Join the industry elite—learn more at [americanstaffing.net/certification](http://americanstaffing.net/certification).

## SHRM-CP and SHRM-SCP Certification

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

## HR Certification Institute

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



## Time to take some chips off the table?



*Contact us for a free valuation of your staffing business.*

**Sam Sacco: 910.769.4057**  
[sam@racohenconsulting.com](mailto:sam@racohenconsulting.com)

**Brian Kennedy: 416.229.6462**  
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# Knowledge Hub in the Expo



## There's Something for Everyone in the Staffing World Knowledge Hub!

Connect with colleagues and experts; glean knowledge, insight, and best practices; learn from experiences; and get inspired by new, innovative ways of working. You can do all of this and more at the Knowledge Hub in the Staffing World expo—home to Speed Talks and Tech Talks throughout the convention week. All presentations will be on dueling stages and you'll listen in through your Staffing World personal radio. **Mix and match these microlearning opportunities to create a customized learning experience that fits your schedule and interests.**



## Speed Talks in the Expo

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

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

### **Tips and Tricks to Minimize Business Risk Before and After a Client Bankruptcy**

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

### **No Competition: Building a Brand-Centric Competitive Advantage**

*Jeff Pelliccio, founder and CEO, Allied Insight*

### **How to Evaluate Vendors and Products at Staffing World—Tips From the Other Side**

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

### **The Sixfold Path to Staffing Growth**

*Jay Mattern, CEO, TerraFirma Marketing; former CEO of The Peoplelink Group*

### **Nexus—Staffing Firms' Unrecognized Tax Liability**

*Jerry Grady, partner and national staffing industry practice leader, UHY LLP*

### **How a Phenomenal Candidate Experience Is Essential to Your Firm's Growth**

*Alison Goldman, team lead and strategic account manager, Monster*

### **Avoiding Failure: Lessons From the Great Recession to THRIVE in Uncertain Times**

*David Searns, co-CEO, Haley Marketing*

### **Can You Hire Faster Without Increasing Risk? We Think So.**

*Brad Heber, head of growth and solution design, Vetty*

### **Mistakes We've Made So You Don't Have To: 10 Tips for Direct Hire Staffing**

*John Ruffini, VP of professional development, HealthTrust Workforce Solutions; Elizabeth Stanislawski, director of talent and culture, Focus Global Talent Solutions LLC*

### **How to Build a Talent Pool Without Using Unconscious Bias**

*Lynne Foster, VP of business development and strategic partnerships, Vervoe*



### **Why Workplace Motivators Matter for Companies and Candidates**

*Ken Graham, Ph.D., principal psychologist, PSP Metrics; Nicole Scott, principal psychologist, PSP Metrics*

### **Most Creative Ways to Attract Talent**

*Richard Rosner, founder, Staffing Shark LLC*

### **Redesigning ROI in a Candidate-Short Market**

*Cassidy Stewart, North American sales manager, JobAdder*

### **From Silos to Strategic: Unify Your Marketing, Technology, and Operations to Drive Measurable Impact**

*Kelli Schutrop, VP of sales, Parga*

### **Grow Your Staffing Agency While Effectively Managing Cash Flow**

*Kelly Nelson, SVP of business development, TCI Business Capital; Sheri Tischer, VP of business development—staffing, TCI Business Capital*

### **How the Right Digital Strategy Can Help Smaller Staffing Firms Go Big and Grab More Market Share**

*Terri Gallagher, CEO, Gallagher and Consultants*



## **Tech Talks in the Expo**

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

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

### **Evaluating Staffing Platforms: The Details That Make a Difference**

*Rohan Jacob, CEO, TimeSaved*

### **How Embedded Technology and APIs Are Evolving the Staffing Industry**

*Andrew Brown, CEO, Check*

### **Achieve Maximum Worker Engagement With App-Based Staffing**

*Tosh Cook, founder and president, Arrived Workforce Connections*

### **How Technology May Actually Hurt the Performance of Your Recruiters**

*Kevin O'Brien, co-founder and partner, echogravity*

### **5 Ways to Bring More Women Into the Technology Sector (and Keep Them!)**

*Anna Frazzetto*

### **How to Optimize Text Messaging to Maximize Revenue**

*Martin Payne, CEO, TextUs*

### **Digital Automation: What's the Right Blend of Human Touch and Technology for Your Industrial Staffing Business?**

*TJ Sehmi, co-founder and CTO, WorkNow*

### **Creating On-Demand Experiences With Recruiting Acceleration**

*Matthew Dichter, VP of sales, Staffing Engine*

### **Staying Competitive Via AI-Driven Talent Marketing and Acquisition Platforms**

*Saleem Khaja, COO and co-founder, WorkLLama*

### **Becoming the Agency of Choice: Utilizing a Mobile App to Engage Talent and Future-Proof Your Business**

*Chris Ryan, chief strategy and marketing officer, Avionté*

### **How Automation Is Changing the Role of the Recruiter**

*Pankaj Jindal, co-founder, Sense*

### **Ansible: Let's Version Control Your Infrastructure**

*Adam Rochelle, executive director of IT and application development, Essential StaffCARE*

### **How Outsourcing Your Back Office Accelerates the Growth of Your Firm**

*Peter Bortignon, director of staffing services, People2.0*

### **How Data Can Be Your Secret Weapon in the War for Talent**

*Lindsay Stanton, president and board member, Digi-Me*

### **Top 3 Cyber Security Steps With Tools You May Already Have!**

*Joshua Woods, identity and security architect, Moonshot Innovations*

### **Ready, Set, Redeploy! How to Create a Competitive Advantage**

*Sarah Gossin, director of product, Crelate*



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# Preconvention Programs

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

Among the many new learning opportunities this year are preconvention programs on Monday, Oct. 24, and Tuesday, Oct. 25. Explore these sessions to advance your knowledge even further.

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

**Choose from one of three learning paths for your preconvention experience:**

**1**  
**THRIVE Live**

**2**  
**Emerging Leaders:  
Next-Level  
Leadership Skills**

**3**  
**Owners  
Peer Group  
Masterclass  
(by invitation only)**

*Subject to change.*

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

**1**

### **THRIVE Live at Staffing World**

Brought to you by the ASA Women in Leadership interest group, this collaborative two-day event delivers valuable content designed especially for women who seek to grow their leadership skills and expand their professional reach in the staffing industry. Learn from and connect with standout women leaders in the industry and other impressive expert coaches.



**Note: This is a two-part preconvention program that takes place Oct. 24–25; separate registration required. A boxed lunch will be served on Tuesday, Oct. 25, only.**

**Monday, Oct. 24**  
**1:30–5:30 p.m.**

#### **THRIVE Live at Staffing World, Part I**

Sessions throughout the day feature presentations on overcoming fear, led by Natasha Hemmingway; guidance from the Lady Leaders Book Club; and speed talks by women entrepreneurs. Visit [americanstaffing.net/thrive](https://americanstaffing.net/thrive) to see a detailed agenda for the day.

**Tuesday, Oct. 25**  
**9 a.m.–1:30 p.m.**

#### **THRIVE Live at Staffing World, Part II**

Sessions throughout the day feature presentations on powering your inner dialogue, led by Jess Ekstrom; learning to get empathy right to be a more conscious leader, led by Ashley Andersen; and a fireside chat with Janice Bryant Howroyd, founder and CEO of ActOne.



### **THRIVE Live Special Reception**

Come in early for the THRIVE Live preconvention program, and you'll be invited to a special networking reception on Monday, Oct. 24, 5:30–7 p.m.



2

**Tuesday, Oct. 25**

**9 a.m.–1:30 p.m.**

### **Emerging Leaders: Next-Level Leadership Skills**

*Henna Pryor, CEO and president, Priority Group*

Join Henna Pryor, CEO and president of Priority Group, for a preconvention program created exclusively for ambitious, emerging staffing industry leaders—consider it an espresso boost for your leadership training! Learn the secrets of moving from high-performing producer to a team-empowering leader and learning how to juggle those two roles without falling into serious overwhelm. You'll identify the subconscious ways you hold yourself back and learn the actionable, strategic tools to become the motivating, encouraging leader that will move your team—and your own leadership skills—to the next level. You will also learn how to become more coach-like in your interactions with your team to skyrocket performance. The session will help you uncover the seven essential questions to get out of the weeds and into your strongest level of leadership.

3

**Tuesday, Oct. 25**

**9 a.m.–1:30 p.m.**

### **Owners Peer Group Masterclass (by invitation only)**

*Donna Carroll, founder and president, Human Factor LLC; Lesa Francis, CSP, founder, LJF Consulting Group; Mary Lucas, author, speaker, and people connector; Daniel Masata, CEO and founder, Volonte*

Owners and CEOs are constantly juggling three priorities on a daily basis: growth, organizational culture, and strategic planning. These are the core of what will make or break your firm. The problem is these priorities are never static. Growth in new markets or through mergers and acquisitions necessitates changes in culture. New technologies and external threats impact your growth. Levels of employee engagement determine what strategies you can implement. The bottom line—it's complicated. Thankfully, you're not alone in navigating the world of growth, culture, and strategy. Join this unique, invitation-only preconvention session to engage with your peers and generate new solutions to take back to your firm to address those priorities.

Attendees will come out of this masterclass with the tools and strategies necessary for continued success by

- Consulting with leading minds in business, growth, culture, and strategy
- Engaging with core theories in how to succeed in each area
- Working with fellow peer group members to identify key opportunities for success

# Staffing World Sessions



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

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

Subject to change. Visit [staffingworld.net](http://staffingworld.net) for the most updated session descriptions.

## TUESDAY, OCT. 25

3–5 p.m.



### **Super Session and Keynote Presentation by Earvin “Magic” Johnson: Building World-Class Teams and the “Magic” of Winning**

Well known for his achievements as a professional basketball player, Johnson is also a highly successful entrepreneur and motivational speaker with a passion for leadership and team building. During this exciting opening keynote presentation at Staffing World, Johnson will share his unique insights on how to build the optimal leadership team in today's business environment and how to spot and maximize opportunities that will pay both financial and cultural dividends. Whether you need guidance on enhancing the success rate of your current team or you need strategies for growing your company's next generation of leaders, don't miss this once-in-a-lifetime opportunity to hear from a legendary athlete who went on to dominate the world of business and play a key role as an investor and cultivator in underrepresented communities. Don't miss this year's opening keynote presentation at Staffing World! It will be as thrilling as it is informative and insightful.

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## WEDNESDAY, OCT. 26

8:30–10 a.m.



### **Super Session: Straight Talk From Staffing CEOs**

*Facilitated by Richard Wahlquist, president and CEO, American Staffing Association*

*Panelists: Bert Bean, CEO, Insight Global; Karen Fichuk, CEO, Randstad North America, and executive board member, Randstad N.V.; Billy Milam, CEO, EmployBridge*

Don't miss this opportunity to hear from and query three leading chief executives in the staffing industry. Bert Bean of Insight Global, Karen Fichuk of Randstad North America, and Billy Milam of EmployBridge will field questions from ASA president and CEO Richard Wahlquist as well as Staffing World attendees on a broad breadth of topics, including new opportunities for growth, the potential for an impending economic recession, how diversity and inclusion efforts are changing corporate culture, business disruptions on the horizon, and much more. This will be a frank and lively discussion—the perfect way to begin a content-rich day at Staffing World.

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**11:15 a.m.–12:15 p.m.**

### **Breakout Sessions**

Choose to participate in one of these concurrent sessions.

#### **2022's Top Trending Technology Tools You Should Have in Your Tech Stack**

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

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



**SESSION FOCUS:** Business development; Technology

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

#### **Learning Objectives:**

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

#### **Building a Self-Managed, Seven-Figure Recruitment Desk**

*Suky Sodhi, founder and CEO, Professional Selection and Elite Global Recruiters*



**SESSION FOCUS:** Business development; Internal talent management; Recruiting

No one likes micromanagement, especially when the goal is well-defined and within reach. It doesn't matter if you're the recruiter or the sales manager, daily micromanaging can be exhausting and uninspiring. So why do it? When you have the right strategies, benchmarks, and work cadence in place, you don't have to. Recruiters: Take ownership of your success and build a self-managed, seven-figure recruitment desk. In this session, you'll take away the tools and know-how you need to get there and stay there as a recruiter, by creating and implementing a series of strategies for proven success. Sales managers: Join your recruiters in this session to maximize the takeaways and shorten your deployment time toward success.

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## How to Solve for Generationally Diverse Approaches in the Workplace

Facilitated by Henna Pryor, CEO and president, Priority Group



**SESSION FOCUS:** Building an inclusive workplace; The changing workplace

It's impossible to solve today's problems with yesterday's approaches—especially since a one-size-fits-all model is no longer a viable strategy for growth. During this session, attendees will be able to discuss new approaches to the industry's most pressing issues with a panel of emerging leaders. This session will bridge the gap between tried-and-true strategies of tenured leaders and modern solutions favored by the newer generation of leaders, while maintaining core industry-wide values. Be prepared to be challenged and discuss the how's and why's of new approaches championed by each of the five generations in the workplace.

### Learning Objectives:

1. Demonstrate more effective ways to communicate cross-generationally to achieve business success.
2. Understand new approaches to existing industry issues.
3. Better evaluate and implement new ideas while maintaining your firm's core mission and values.

## Immigration-Related Employment Discrimination and HR Software Programs

Alberto Ruisanchez, chief, U.S. Department of Justice, Civil Rights Division, Immigrant and Employee Rights Section; Helen Konrad, Esq., director, immigration practice group, McCandlish Holton PC



**SESSION FOCUS:** Legal issues; Risk management

The Immigrant and Employee Rights Section in the Civil Rights Division of the U.S. Department of Justice enforces the antidiscrimination provision of the Immigration and Nationality Act 8 U.S.C. § 1324b. This law prohibits employers from discriminating based on citizenship, immigration status, or national origin in hiring, firing, recruitment, and referral for a fee, and during the Form I-9 and E-Verify processes. Don't miss the opportunity to take part in this session and hear directly from the source: IER chief Alberto Ruisanchez will address discrimination and legal intricacies related to the tech systems your staffing company may already be using. He will draw examples from cases in which IER found violations related to the use of proprietary or commercial HR software. Plus, immigration law expert and attorney Helen Konrad joins the conversation to offer legal expertise and to discuss recent and notable cases.

### Learning Objectives:

1. Learn what constitutes immigration-related employment discrimination under the Immigration and Nationality Act.
2. Glean best practices to avoid discrimination when verifying employment eligibility.
3. Hear about recent cases resolving allegations of discrimination involving the use of HR software.

## Managing Organizational Stress and Beating the Great Resignation

Michael Levitt, founder, Breakfast Leadership Inc.

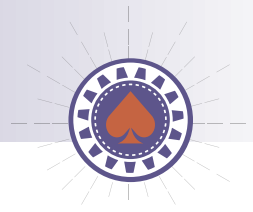


**SESSION FOCUS:** Culture; Internal talent management

Employees are feeling overwhelmed at alarming rates because they feel a constant demand to deliver. Without support or strategies to help in the workplace, they're burning out, leaving their jobs, and becoming part of the Great Resignation. The Covid-19 pandemic has amplified this trend—from feelings of isolation to anxiety related to returning to the office. In this session, get key takeaways on how to identify signs of burnout in yourself and others as well as strategies you can use right now to assess your stress levels. You will leave this session with actionable steps that you can use immediately to move from an overwhelmed state of mind to one that supports wellness and well-being.

### Learning Objectives:

1. Recognize stress signs within your teams and yourself and learn how to react to those signs in a helpful way.
2. Understand how you become overwhelmed in the first place.
3. Implement burnout prevention techniques that go beyond taking a two-week vacation.
4. Launch immediate steps you can take today to stop the stress from growing.
5. Establish boundaries in your life so that you can fend off potential burnout from external factors.



## Redefining Marketing: From Cost Center to Strategic Growth Driver

Facilitated by Leslie Vickrey, CEO and founder, ClearEdge Marketing

Panelists: Debbie Brown, VP of sales and marketing, SASR Workforce Solutions; Kip Havel, head of marketing, Disys and Signature Consultants



**SESSION FOCUS:** Business development; Marketing; Sales

Gone are the days where marketing departments are solely seen as a cost center. Today, marketing is at the center of revenue generation and a major contributor to broader business strategies. Marketers are no longer just practitioners of marketing; they're practitioners of the business. There's no denying it: Marketing has earned a voice and seat at the table. However, when it comes to market-leading organizations, there are core principles that are leveraged to transform marketing into a strategic influencer. In this session, a panel of staffing executives will reveal what separates today's leading brands and break down some of the latest trends reshaping the last few years of marketing.

### Learning Objectives:

1. Discover what separates the “good from the great” when it comes to marketing.
2. Ensure an understanding of the latest trends in marketing—including all things digital, demand gen, and technology-related.
3. Learn what budgets and team allocations look like among the industry's leading organizations.
4. Walk away with practical, ready-to-use strategies to propel your organization's marketing efforts.
5. Get tangible advice on how to overcome some of the most common challenges to marketing success, including ways to ensure alignment of business, sales, and marketing.

**2:30–3:15 p.m.**

## Breakout Sessions

Choose to participate in one of these concurrent sessions.

### A Career Wallet: The Digital Transformation of Recruitment

Etan Bernstein, head of ecosystem, Velocity Network Foundation; Tammy Cohen, founder and chief visionary officer, InfoMart; John W. Healy, VP and chair, taskforce on digitalization, World Employment Confederation; Jim Owens, president and CEO, Cisive



**SESSION FOCUS:** The changing workplace; Recruiting; Technology

The digital transformation of staffing and recruitment may seem daunting, but the journey is just one simple step away. Join a panel of credentialing experts as they prove that the future of work is available today, and now is the time to start innovating. Career wallets are ushering in a paradigm shift that's putting individuals in control of their identities, their careers, and their futures. The panel will explain how this technology changes the way staffing companies screen and qualify talent by empowering recruiters to collect, store, prescreen, and obtain credentials even before the interview. Talent securely stores verified credentials such as licenses, education history, employment history, skills training, and badges. This technology eliminates time wasted on interviews, lowering recruitment expenses and speeding up the background screening process. With this emerging technology, staffing companies can issue training and assessment credentials, and talent can document community service and tradeshow/conference attendance in their wallets. Deploying blockchain technology and decentralized identity through a wallet provider ensures immutable, authenticated, and verified credentials.

### Learning Objectives:

1. Understand one path toward digital transformation.
2. Implement cost-saving measures at your company.
3. Decrease the time to hire.
4. Describe a paradigm shift coming to the staffing industry.

### Cultivating an Organizational Culture of Inclusion Through Empathy and Innovation

Nish Parikh, co-founder and CEO, Rangam, and chief innovation officer, SourceAble



**SESSION FOCUS:** Culture; DEI

# Staffing World Sessions

In the ever-evolving talent landscape, diversity, equity, inclusion, and belonging (DEI&B) strategies are paramount to meeting business needs and capitalizing on the competitive advantages of DEI&B. In this interactive session, you will learn from the subject-matter experts at Rangam on why empathy, innovation, and technology are fundamental components of DEI&B strategy—most importantly as they pertain to attracting and retaining autistic, neurodivergent, and disabled talent. Learn how these philosophies cultivate an environment that more effectively harnesses the true talents and natural abilities of employees by embracing the authentic self and “screening in” instead of “screening out” candidates. This approach to DEI&B allows the organization and individual to truly thrive. Rangam will share how its holistic workforce solutions guide has helped its clients meet their talent needs. Attendees should prepare to participate in activities designed to apply knowledge gained during the session.

## Learning Objectives:

1. Explain the importance of empathy to successful DEI&B strategies pertaining to the attraction and retention of autistic, neurodivergent, and disabled talent.
2. Describe unemployment data pertaining to talent with disabilities.
3. Explain how traditional hiring/recruitment strategies contribute to systemic barriers to employment for disabled, neurodivergent, and autistic candidates.
4. Analyze a sample résumé and apply knowledge gained to “screen in” instead of “screen out” talent.

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## Hybrid Work Environment—Set Yourself Up for Success

Joel Schaffer, principal, Butler Street



**SESSION FOCUS:** Business development; The changing workplace; Culture

Approximately 27% of U.S. employees worked remotely in 2021, with an expected 36.2 million remote workers by 2025—a major shift from previous years. Staffing salespeople and recruiters have shown resiliency but face additional challenges amid talent shortages and current market conditions. Communication and growth are more important than ever in a hybrid work environment. This session will address the biggest challenges you face implementing a hybrid work environment, best practices for advancing virtual relationships (both client and candidate), and where you need to focus now for long-term success.

Building trust, fostering relationships, and creating a sense of belonging among co-workers, clients, and candidates can be challenging—Schaffer shares action steps and insights to help you and your company grow.

## Learning Objectives:

1. Connect with clients and candidates in a remote environment.
2. Gain prospecting skills to implement now for long-term success.
3. Foster collaboration and avoid burnout in a hybrid work environment.

## Staffing Industry M&A Outlook for 2023

Andrew Brown, managing director, Fairmount Partners; Paul Pincus, partner, Ortolí Rosenstadt LLP

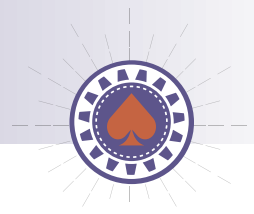


**SESSION FOCUS:** Business development; The changing workplace

Make sure you're prepared for what lies ahead in the staffing industry's mergers and acquisition market. From sales trends to strategic prognostications, the topics covered by this panel discussion will give you the insights and business intelligence you need to ensure you can maximize the results you seek. Panelists will examine the state of the mergers and acquisitions market and the outlook for 2023; who the active buyers are and what they are looking for; how staffing firms are being valued and why some are deemed more valuable than others; how deals are structured and executed; and best practices for how to get deals done.

## Learning Objectives:

1. Better understand the current state of the M&A market.
2. Learn which trends are driving deals.
3. Learn what makes some staffing firms more valuable than others.
4. Find out how to best structure a transaction—and why it matters.
5. Take away best practices for getting deals done.



## Workers' Compensation Claims: Minimizing Costs and Maximizing Care

Alicia Hitchcock, CSP, director of safety and risk management, Elwood Staffing Services Inc.; Bill Nagel, SVP and executive director, StaffPRO<sup>3</sup> at PMC Insurance Group



**SESSION FOCUS:** Culture; Risk management

We all know the frustration of working with carriers or third-party administrators to effectively manage work compensation injuries and claims. Caring for the injured worker while ensuring cost containment can be tricky. This session will demonstrate proven and effective best practices that truly maximize the care of the injured workers while providing the best cost possible. You'll also learn how client/host employer site evaluations are invaluable to minimizing costs. How can you provide the fastest medical treatment? Why and how does a return-to-work program save you so much on the cost of a claim? Can you really take control of a workers' compensation claim? Learn from both the staffing service and the carrier perspectives—the presenters have a combined more than 60 years of best-in-class experience.

**4:15–5 p.m.**

### Breakout Sessions

Choose to participate in one of these concurrent sessions.

#### Best Practices in Navigating Remote Work

Allen W. Nelson, Esq., partner, Taylor English Duma LLP; Robbin Wilder, Esq., attorney, Taylor English Duma LLP



**SESSION FOCUS:** Legal issues; Risk management

So here we are coming out of the pandemic saddled with a patchwork of new regulations, expanded workers' benefits, and workplace cultures that have been completely upended by the emergence of remote work. What's a staffing firm to do when trying to untangle this giant regulatory knot? Join legal experts from Taylor English Duma LLP as they review the various regulations that came about during the pandemic and let you know which ones are likely to stick. They will also address all the potential legal pitfalls to be aware of as your firm navigates the new world of remote work. For example, did you know if a worker trips and falls down the stairs at their remote office, there could be workers' compensation issues? This is one session on the modern workplace that you cannot afford to miss.

#### Learning Objectives:

1. Be informed about Covid-era regulations that will likely have a continued impact on business operations.
2. Understand new worker benefits that came about during the pandemic.
3. Identify potential legal pitfalls in regard to wage and hour, safety, tax implications, privacy, and many other issues in relation to remote work.

#### Building the Culture Within Your Firm: Case Studies From Industry Leaders



**SESSION FOCUS:** Culture; Internal talent management

#### Sponsored by



#### The Demographic Drought: Bridging the Gap in Our Labor Force

Ron Hetrick, senior labor economist and VP of staffing product, Emsi Burning Glass; Scott Vanderbilt, senior director, research, American Staffing Association



**SESSION FOCUS:** The changing workplace; Research and data

In this session, Ron Hetrick (author of “The Demographic Drought” series) will discuss and show participants what data points and analysis you will need to help guide your clients in creating fillable



# Staffing World Sessions

requisitions and establishing realistic expectations. Hetrick will briefly explain the particularly difficult labor market that we are all trying to navigate, including how we got here and what strategies you can implement to weather the storm. He and co-presenter Scott Vanderbilt, who leads research initiatives for ASA, will cover how to customize conversations with your clients about the current state of the labor market. Further, Hetrick will demonstrate (by drawing on both public and privately available datasets) not only how to look for data, but how to visually represent it.

## **Optimization: Making the Most of Your Tech Stack Investment**

*Lauren Jones, founder and CEO, Leap Consulting; Todd Baval, CEO and co-founder, Integrity Staffing Solutions; Bruce Morton, head of strategy, Allegis Global Solutions*



**SESSION FOCUS:** Leadership; Technology

You've spent the past year researching, procuring, and implementing your new recruitment tech stack. Expectations are high that everything will work together in perfect synergy...right? Unfortunately, that assumption is wrong. A change management plan consisting of training, optimization, and then training some more is crucial to your tech stack being well-adopted by your recruitment team. Join this session to hear firsthand accounts of how industry-leading staffing firms have optimized their new automation, mobile apps, and other tech stack investments.

### **Learning Objectives:**

1. Learn to demonstrate an understanding of how a company's technology stack impacts its profitability and productivity.
2. Describe what technology investments typically require optimization and fine-tuning.
3. Conduct an audit of your own technology stack and identify opportunities for optimization.
4. Implement best practices learned at the session that will improve success at your own firm.

## **The Three Cs of Disability Inclusion: What's in It for Your Company, Clients, and Candidates**

*Steven Nissen, policy advisor, U.S. Department of Labor, Office of Disability Employment Policy; Andy Traub, president and founder, Traub & Associates Consulting LLC*



**SESSION FOCUS:** Building an inclusive workplace; Culture

By learning how to build and sustain a disability-inclusive workplace, you can fuel the productivity and innovation of your company, your clients' companies, and employees with disabilities. Appealing to the largely untapped pool of talent with disabilities, companies can harness their "inclusion" competitive advantage. To capitalize on inclusion, it is essential to know how to manage talent with disabilities. Effective disability management—particularly in hybrid work environments—requires an understanding of accessibility, a robust and pragmatic accommodation program, and the normalizing of a culture of belonging and inclusion for employees with disabilities.

In this session, presenters will offer participants a number of scenarios and conduct role plays regarding common barriers and solutions toward developing a welcoming and supportive workplace culture for people with disabilities. Topics covered include the business case for disability inclusion, the importance of disability awareness for all employees, and the role of managers during the accommodation process. This session will focus on the particular inclusionary challenges as well as opportunities of remote and hybrid work environments. Through a combination of experiential and didactic learning, this workshop can boost your comfort, competence, and confidence in attracting, hiring, and retaining people with disabilities.

### **Learning Objectives:**

1. Summarize the benefits of developing and sustaining a disability-inclusive workplace.
2. Identify the elements of an inclusive workplace.
3. Demonstrate the steps to take when a candidate or employee discloses their disability and requests an accommodation.
4. Generate a list of available disability employment tools and resources to support your company, clients, and candidates.

### **Sponsored by**





## THURSDAY, OCT. 27

9:15–10:45 a.m.

### Special Session: Inspirational Staffing Stories and Speed Networking

*Kendra Cato, director, enterprise strategy, Bullhorn; Aaron Copeland, CEO, alignstaffing; Nina Vaca, CEO and chairman, Pinnacle Group*



**SESSION FOCUS:** Culture; DEI

Start your final day at Staffing World with this energizing and motivational session, where you'll hear first-hand stories about overcoming business challenges, cultivating trust among teams, developing next-level leadership skills, and much more—from an impressive and diverse lineup of your peers. This session will feature speed talks by standout executives from throughout the staffing industry as well as ASA interest groups—including Women in Leadership and the IDEA group, which focuses on inclusion, diversity, and equity advocacy initiatives. Staffing industry veterans and newcomers alike will have the opportunity to make meaningful connections and tap into sources of inspiration that will last long after Staffing World. These inspirational staffing stories are followed by rounds of speed networking, giving everyone in attendance the chance to connect and share their experiences. You don't want to miss this special Staffing World session.

11:30 a.m.–12:30 p.m.

### Breakout Sessions

Choose to participate in one of these concurrent sessions.

#### Avoiding Retaliation Claims in the Age of Covid

*Jason B. Klimpl, Esq., partner, Tannenbaum Helpen Syracuse & Hirschtritt LLP; Marisa Sandler, Esq., associate, Tannenbaum Helpen Syracuse & Hirschtritt LLP*



**SESSION FOCUS:** Legal issues; Risk management

Employees are increasingly aware of and outspoken about worker protection laws, from pay equity to workplace accommodation requirements. And the Covid global pandemic and recent environmental, social, and governance-related developments have only bolstered the likelihood of employees raising their concerns. Because employee workplace complaints significantly increase the risk of retaliation lawsuits and other disputes, staffing firms must be able and equipped to respond appropriately. In this session, employment and staffing attorneys Jason Klimpl and Marisa Sandler will provide attendees with guidance on how staffing firms can avoid retaliation claims when responding to employee workplace complaints—and how to appropriately coordinate with clients where necessary. The presenters also will provide practical guidance that focuses on protecting a firm's reputation, culture, stakeholder relationships, and finances.

#### Industrial & Office Administrative Sectors:

#### The Culture Divide: How to Hire, Onboard, and Retain Veterans

*Joshua Atkinson, chief strategy officer, PM-ProLearn*



**SESSION FOCUS:** Building an inclusive workplace; Recruiting

There is a lot of desire to hire veterans, yet the job longevity for most veterans is less than six months. Additionally, there is a lot of frustration on both sides of the hiring process with veterans not knowing how to translate experience, and companies listing unrealistic expectations on the job post. This session focuses on helping organizations understand veteran culture, leadership, and skills; learn new methods for recruiting and retaining veterans; and build programs that allow for gaining the most value from an employee. The presenter will also discuss educational and transition programs available to employers to help bridge the divide.

#### Learning Objectives:

1. Understand the foundations of military culture and development.

# Staffing World Sessions

2. Identify the soft and hard skills veterans bring to the job market.
3. Learn how to better attract, hire, and retain veterans.
4. Discover transition benefits that might allow companies to more easily onboard veterans.

## Does Change Have to Be So Hard?

*Daniel Masata, founder and CEO, Volonte*



**SESSION FOCUS:** Culture; Executive development; Internal talent management; Leadership

The state of change in the staffing industry is continuous now more so than ever. Change happens every day—some days being more dramatic than others. Leaders in the industry have to be in the right mindset to tackle these changes—but it doesn't stop there. Embracing technology, leveraging powerful teams to drive change initiatives, and being adept at knowing what comes next instead of only being focused on what's happening now are critical. But why is that all so hard? And how can you make it easier for your teams?

## Health Care Sector:

### Predicting the Future of Health Care Staffing

*Bob Livonius, founder and managing director, Livonius Consulting; Toby Malara, Esq., VP, government relations, American Staffing Association*



**SESSION FOCUS:** Business development; The changing workplace; Legal issues

Let's look at the trends and challenges transforming health care today and what they may mean for the future of the health care industry. Join Bob Livonius and Toby Malara as they lead us through the transformation—starting with the history of the sector, key drivers of client acceptance and usage over the decades, and the implications of the pandemic in the past and looking forward into the future. What will our industry look like in 2025 with regard to bill rate impacts, technology changes, and supply of nurses and physicians? New challenges continue to emerge, whether they are state and federal legislative efforts to regulate the industry due to the pandemic or job platforms classifying nurses and nurse aides as independent contractors. All of these challenges, and more, could impose administrative burdens on your staffing operations. The presenters will discuss the industry's responses to these challenges and answer your questions during this must-attend session for nurse staffing firms.

## Engineering, IT, and Scientific Sector:

### Talking Tech for Recruiters and BDMs: Stop the Awkward, Start the Conversation

*Alison Daley, founder and CEO, Recruiting Innovation*

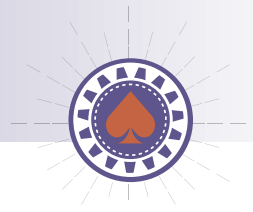


**SESSION FOCUS:** Recruiting; Technology

If it only takes seven seconds to make a first impression, then you get only a few minutes to establish your credibility. As recruiters and business development managers we often feel like a fish out of water when it comes to interacting with technical candidates and hiring managers. This leads to awkward, ineffective conversations that don't leave the best impression. Worse, it inhibits our abilities to fill our open tech roles quickly and confidently. The key to effective technical conversations is to have a structure for these conversations that mirrors the workflow that all technologists follow when developing software. Join Alison Daley, CEO of Recruiting Innovation, as she shares how to leverage this knowledge to have engaging, useful, and credible conversations with technical counterparts. You will learn how to use two tools from the software development process to systematize your learning about, and engagement with, every type of technical professional.

## Learning Objectives:

1. Describe the five-step workflow of the software development process.
2. Facilitate an in-depth technical intake to truly understand an open role and expectations of the hiring manager.
3. Participate in effective technical interviews that dive deep into a candidate's technical experience.
4. Confidently engage with any type of technical professional with a systematic approach for these types of conversations.



**2–3:15 p.m.**

### **Breakout Sessions**

Choose to participate in one of these concurrent sessions.

#### **Conquering Contract Negotiations: How to Protect Your Business and Still Win the Deal**

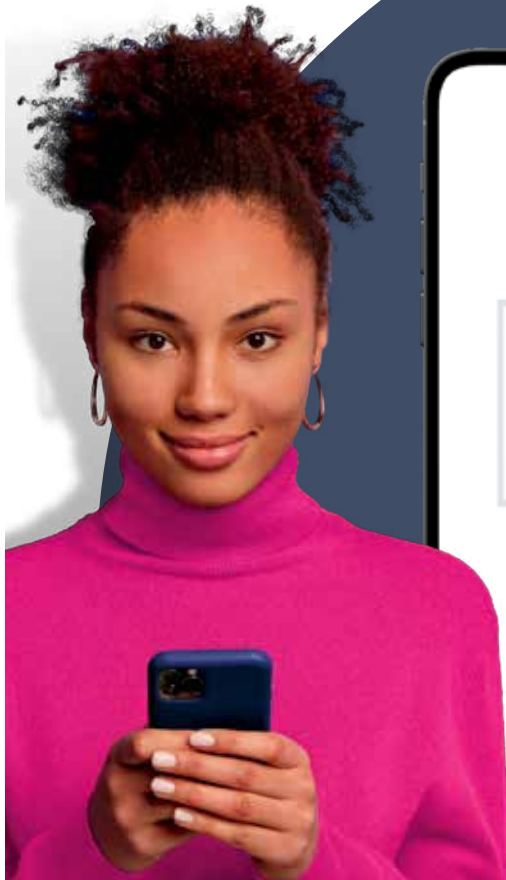
*Lia Elliott, managing partner, Staffing GC; Catherine Joiner, VP of sales, CoWorx Staffing Services; Lauren Tucker McCubbin, shareholder and practice vice chair, Polsinelli PC*



**SESSION FOCUS:** Legal issues; Sales

There is nothing more frustrating than losing a prospect or client over a contract—and with clients and managed service providers increasingly insisting on little-to-no redlines, staffing firms may take on excess risk in an effort to land or keep business. In addition, the impact of the pandemic and rapidly changing regulatory environment has created new challenges, making insurance and indemnification terms even harder to negotiate. In this dynamic and lively session, you will learn best practices from a top industry sales leader, a veteran staffing attorney, and a seasoned insurance expert, and discover tactics and tools you can implement today to get more deals done.

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## Culture Building: Keys to Attracting, Engaging, and Retaining Today's Workforce

Eric A. Gregg, CEO and founder, ClearlyRated; Steve Wasik, VP of culture strategy, Compass



**SESSION FOCUS:** Culture; Internal talent management; Leadership

Amid the great reshuffle, staffing firms are more focused than ever on minimizing turnover as they work to attract and retain a workforce that looks much different than it did prepandemic. Join two of our industry's most sought-after speakers on organizational culture for a fast-paced, fun, and hands-on workshop on building a culture that can be the foundation of your firm's success in 2023 and beyond. Staffing firm leaders will walk away from this session with the tools they need to effectively build a culture to withstand the challenges of a high-growth staffing firm, such as:

- An overview of the culture lessons learned from more than 6,000 Best of Staffing employees.
- A playbook for creating the culture you want at your staffing firm, and step-by-step instructions for how to achieve it.
- An understanding of the impact that DE&I initiatives have on workplace culture, and why it is more critical than ever to your long-term success.
- A plan for managing culture change at your organization, from leadership to the field.

## Cybersecurity Masterclass

Steve Akers, chief security officer, Tech Lock Inc.; Michael Baker, VP and chief information security officer, Kelly; Owen Meehan, SVP and chief information security officer, Bullhorn; Jorge Quintana, CIO, Labor Finders International; Mike Sisk, VP, Philadelphia Insurance Cos.



**SESSION FOCUS:** Business development; Leadership; Risk management

Ask CIOs across all industries about what keeps them up at night and, without a doubt, they will say it's "cybersecurity." Whether it be preventing the most basic of attacks from phishing and social engineering, limiting their firms' vulnerabilities presented by ever more-complicated tech stacks, and/or addressing new complications presented by a more remote workforce, cybersecurity is the "it" topic of discussion for those in the know about tech. Add on to it the added complexity of navigating the new world of procuring cost-effective, adequate cybersecurity insurance, and you have the perfect storm of complexity. Making sure your organization is taking measures to prevent or mitigate breaches means that you must also be in the know. This one-of-a-kind workshop led by leading industry minds in cybersecurity will help prepare you.

### Learning Objectives:

1. Discover the most prevalent cybersecurity issues facing staffing firms.
2. Identify potential vulnerabilities in your tech stacks.
3. Understand the security issues presented by a more remote workforce.
4. Navigate the world of cybersecurity insurance more effectively.

## Using KPIs to Maximize Sales, Forecast Growth, and Optimize Cash Flow

Raphael Torres, managing director of staffing, eCapital



**SESSION FOCUS:** Business development; Leadership

Running a staffing company comes with a unique set of operational challenges. As you manage labor costs, pay expenses, and invest in your company, are you leveraging every opportunity? Are you focusing on the right key performance indicators to move your business forward? This session is designed to take a deep dive into the world of staffing company management and how measuring the right KPIs will improve the operational and financial health of your company. The speaker will identify the most impactful KPIs for recruiting, sales, and workforce planning, including scaling and budgeting, forecasting growth, managing cash flow, and succession planning. Business owners and managers will come away with tips to understand how to evaluate the health of their business using KPIs and how to turn these metrics into actionable items to align with the goals of their business. In addition, attendees will discuss the connection between KPIs and financial management as related to common challenges such as funding rapid growth, business expansion, and mergers and acquisitions.





## What Are They Thinking? Understanding How Clients and Candidates Make Decisions

Rob Mosley, managing partner, Next Level Exchange



**SESSION FOCUS:** Business development; Recruiting

Your prospects and clients are very busy people. Their jobs often require them to make decisions with a sense of urgency. From the moment you connect by email, by voice mail, or in a live conversation, the clock is running and your prospect is judging—judging whether you act in a professional and competent manner; judging whether or not you open the conversation with confidence and knowledge of their role; and judging whether they want to invest their time in a conversation with you. The bottom line: If you don't know where your client is in his or her decision process, there is no way that you can know where you are in your sales or closing process either. This session will give you the tools and strategies you need to anticipate and understand how your prospects and clients think when they are making important decisions about your candidates and the value you bring to them.

**3:30–5 p.m.**



### **Super Session and Keynote Presentation by Val Vigoda:**

#### **Overcoming Fear With Optimism, Resilience, and Courage**

It's been said that the human brain is like Velcro for negative experiences and like Teflon for positive ones—and so our natural state is easily skewed toward pessimism, fearfulness, and an abundance of caution. But great achievements are fueled by bravery, optimism, and—sometimes counterintuitively—playfulness. Now more than ever we need to cultivate these qualities, and in this compelling presentation singer-songwriter Val Vigoda takes to the stage with her six-string electric violin and shows us how. An effervescent collection of adventures from her own life (as an awkward student, rebellious daughter, struggling Army cadet, nervous backup musician to rock stars, and self-critical theater artist), in which crisis forced her to repeatedly face her greatest fears while also learning to let go of perfectionism and be more playful, inspires people to rise to their own challenges and do the same.



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# Staffing World Expo

## Experience the World-Class Expo

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

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

### Expo Hours

#### Tuesday, Oct. 25

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

#### Wednesday, Oct. 26

10 a.m.–7 p.m.	Expo Open
10–11:15 a.m.	Refreshment Break in the Expo
12:15–2:15 p.m.	Lunch in the Expo
1–2 p.m.	Knowledge Hub Talks in the Expo
3:15–4:15 p.m.	Refreshment Break in the Expo
5–7 p.m.	Networking Reception in the Expo
5:30–6:30 p.m.	Knowledge Hub Talks in the Expo

#### Thursday, Oct. 27

8 a.m.–2 p.m.	Expo Open
8–9 a.m.	Breakfast in the Expo
10:45–11:30 a.m.	Refreshment Break in the Expo
12:30–2 p.m.	Lunch in the Expo
1–1:45 p.m.	Knowledge Hub Talks in the Expo

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Accounts receivable financing	Insurance and employee benefits
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Business and administrative services	Management consulting
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Business tax reduction services	Offshore recruitment support
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Collections and receivables management	Payroll cards
Consulting and market research	Payroll distribution
Debit payroll cards	Payroll funding
Drug testing	Recruiting support
Employment screening	Risk management
Factors	Social media
Financial services	Software and services, web-based
Front-office recruiting technology	Software systems
Health care sector services	Testing and training
Immigration	Time and attendance
Information technology services	W-2 services
	Website design and internet services
	Workers' compensation

*Expo hours and categories subject to change.*



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# Featured Exhibitors

Staffing World Exhibitors as of July 19.



## American Staffing Association BOOTH 426

**Association; Testing and Training**

ASA Headquarters 📞 703-253-2020  
asa@americanstaffing.net 🌐 americanstaffing.net

The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA and its state affiliates advance the interests of the industry across all sectors through advocacy, research, education, and the promotion of high standards of legal, ethical, and professional practices. To learn more about the association and meet ASA staff, visit booth 426 in the expo hall.



## Automated Business Designs BOOTH 306

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

John Roeslmeier 📞 847-274-9604  
john@abd.net 🌐 abd.net

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



## Avionté Staffing Software BOOTH 420, 421

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

Emily Hawkins 📞 651-556-2121  
emily.hawkins@avionte.com; info@avionte.com 🌐 avionte.com

Avionté's enterprise staffing and recruiting software solutions provide innovative technology to nearly 1,000 customers

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## Barrow Group LLC BOOTH 121

**Health Insurance; Risk Management; Workers' Compensation**

Bob Barrow 📞 770-338-7392  
bbarrow@barrowgroup.com 🌐 barrowgroup.com

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## Bullhorn Inc. BOOTH 501

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

Cammie Brunelle 📞 617-478-9394  
staffingsales@bullhorn.com 🌐 bullhorn.com

Bullhorn is the global leader in software for the staffing industry. More than 10,000 companies rely on Bullhorn's cloud-based platform to power their staffing processes from start to finish. Headquartered in Boston, with offices around the world, Bullhorn is founder-led and employs more than 1,000 people globally.



## ClearlyRated BOOTH 407

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



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cris.schulz@clearlyrated.com clearlyrated.com/solutions

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



## COATS Staffing Software BOOTH 435

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kconnor@coatssql.com coatssql.com

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## Commercial Funding Inc. BOOTH 220

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jmurphy@commercialfund.com commercialfund.com

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### Essential StaffCARE BOOTH 401

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

Jody Williams 864-527-0474

jodywilliams@essentialstaffcare.com essentialstaffcare.com

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### Haley Marketing Group BOOTH 514

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dsearns@haleymarketing.com haleymarketing.com

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# Featured Exhibitors

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## Lightcast BOOTH 540

**Advertising, Sales, and Marketing; Consulting and Market Research; Front-Office Recruiting Technology; Recruiting Support; Software and Services, Web-Based; Workers' Compensation**

Drew Kalahar 407-883-3500  
drew.kalahar@emsibg.com lightcast.io

Lightcast is a labor market analytics firm dedicated to driving economic prosperity using data. To do this, we inform and connect three critical audiences: people, educators, and employers. Our tools are rich with decision-ready data to help staffing firms develop business, generate leads, or qualify reqs.



## Monster Worldwide Inc. BOOTH 300

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

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

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## Nixer Comp Inc. BOOTH 525

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**OraSure Technologies, Inc.**

## OraSure Technologies BOOTH 442

**Drug Testing; Employment Screening; Risk Management; Testing and Training**

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## People 2.0 BOOTH 537

**Business and Administrative Services; Insurance and Employee Benefits; Legal Services; Payroll Funding; Recruiting Support; W-2 Services**

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## R. A. Cohen Consulting BOOTH 323

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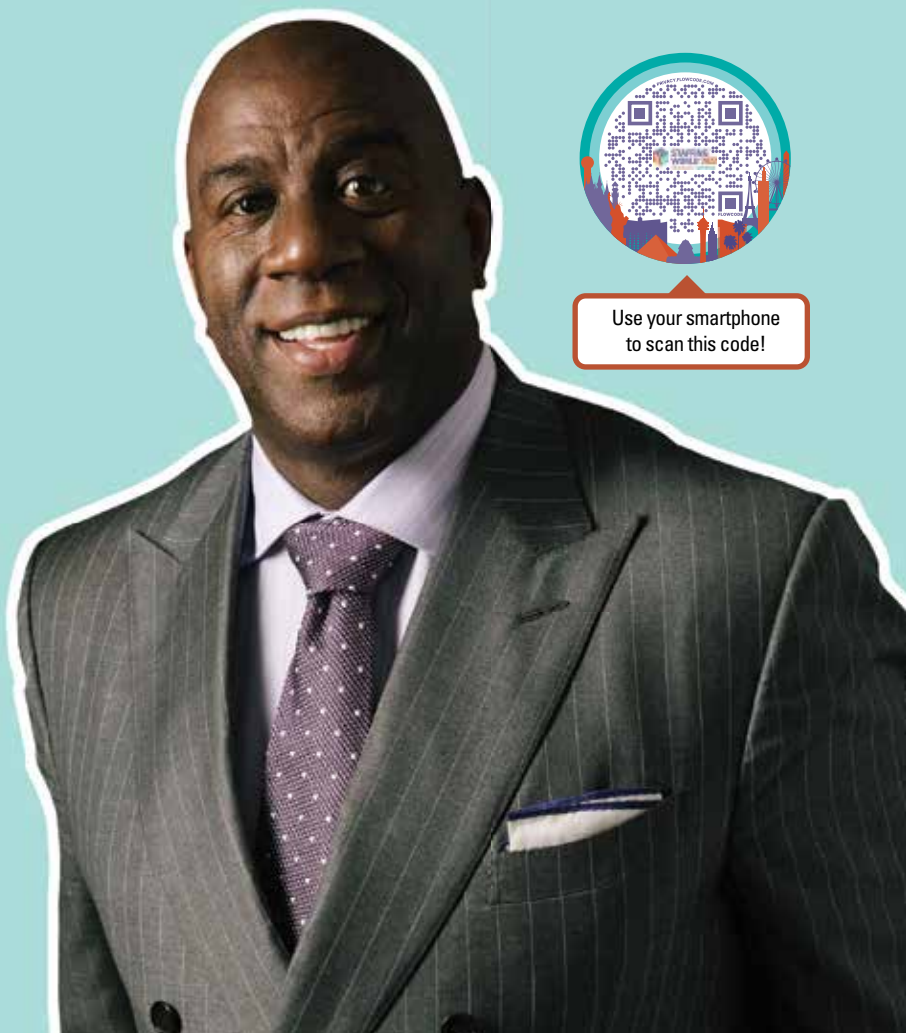
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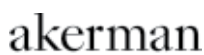


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