

Knowledge Network

Sales and Business Development

Delfino 4101

Recruiting, Operations, and Staff Development

Delfino 4104

Strategic Issues for Executives

Lando 4204

Thursday, Nov. 9
8:30–10:30 a.m.

**S T A F F I N G
WORLD**

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Education ■ Expo ■ Networking ■ Fun

**Nov. 7–10 ■ Las Vegas
ASA Convention & Expo**

NOTES

Knowledge Network—Sales and Business Development

Add Direct Hire Revenue to Your Bottom Line

Robin M. Mee
Mee Derby & Co. Inc.
Table 1

Added Value and Services to Your Customers

Cornelius Eason
Priority Staffing USA
Table 22

Beat Your Competition—Increase Margins and Profits

Charles B. Miller
People 2.0 Global Inc. dba People 2.0
Table 3

Branding to Increase Revenue

John G. Wellman Jr., TSC
Joulé Inc.
Table 7

Business Innovations to Sustain Growth

Barry Asin
Staffing Industry Analysts Inc.
Table 6

Client Presentations—Make Them Your Best

Joe D'Abbondanza
RealStreet Staffing
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Closing Best Practices

Eric Gregg
iLoyalty
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Consultative Selling

Dawn Taylor
B.T. Consultants
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Creative Sales Training Methodologies

Scott Wintrip, PCC
Staffing U
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Cross-Selling: Teach It to Internal Staff

Frank Troppe
3PR Corp.
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Customer Loyalty

Gail Kaplan, CPC, CSP
Kaplan & Jass Inc.
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E-Mail Marketing Trends, Issues, and Best Practices

Pierre Adida
VNH Resources Group
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Establish a New Specialty

Robert D. Mulberger, CPC, CSP
NRI Staffing Resources
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Generate More Business

Missy Coffman
United Talent
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Good Customer Service Equals Good Customer Retention

Joanne Grim
Allegis Group Inc.
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Health Care Sector: Magnify Your Marketing

Denice Brice
The Key Group Inc. dba Key Personnel
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How to Sell Value

Jasmin Espy
Summit Staffing Inc.
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HR and Purchasing Management: Pathways to Improve

Kathy Dawson
Devon Devon
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Increase Sales From Inside Out

Lisa Benson
Mary Kraft & Associates Inc.
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Ed Lenz, Esq.
American Staffing Association
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Issues and Concerns for the Industrial Sector

Wayne Larkin
Labor Ready Inc.
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Issues and Concerns for the Placement and Recruiting Sector

Jeff Hindman, CPC, CSP, CAC
The Hindman Group Inc.
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Amalea I. Híjar
American Staffing Association
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Claudette Cunitz, TSC
G-TECH Professional Staffing
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Mark Tarleton
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**Make Customers Stick—Online
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Staffing Specialists to Do It**

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Flexible Funding
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**Resell Temporary Services to
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Jennifer Evans, CSP
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Stephen Sorrentino
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Nunzia Confessore
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Linda Ford
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Karen Donald
American Staffing Association
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Association Membership: The Value of Getting Involved

Patricia J. Rohe, CSP
Custom Staffing
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Lillian Roy
MRINetwork
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Communicate Better with Potential Candidates

Paul Seymour
EmployBridge
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Competitive Recruiting

Cottia Bender
Staffmark
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Linda Carchidi, CSP
JFC Staffing Associates
Table 6

Creative Sourcing

Hugh Albert
Automated Business Designs Inc.
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Tom Whalley
Dice.com
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Five Best-Kept Secrets for Getting the Best of the Talent

Kathleen Quinn Votaw
TalenTrust LLC
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The Future of Operations

Ted Kempf
Oracle Corp.
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Get Involved: The 2007 Legislative Process

Caleb Fullhart
Kforce Inc.
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Gary Redman
Now Recruitment
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Help New Hires Hit the Ground Running

Jim Roy
QPS Professional
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Lisa Brusack
AIRS
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Emy Yamauchi-Wong, CSP
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Improve Your Business Through Technology

David Savitsky
ATC HEALTHCARE SERVICES INC.
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Bob Siemering
Marketing Incentives
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George M. Reardon
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Labor Finders International Inc.
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Robin Pugh
FirstPlace Staffing Services
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Krystal Pate, CSP
Southern Crescent Personnel Inc.
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Maximize Your Most Important Asset—Your Staff

Lori Robinson
Access Career Solutions Inc.
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Optimize Online Recruiting

Jessica Loughran
Monster
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Powerful Interviews to Produce Results

John A. Thomas, CSP, CTS
Thomas Consulting Group Inc.
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Prioritize Your Day

Angelia Witcher, CSP
Medical Temporaries Inc.
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Recruit From Today's Complex and Broad Work Force

Andy Macklin, CPC, CTS, CSP
The Liberty Group Dallas
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Suky Sodhi
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Laurie Swanson, CPC, CSP
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Greg Doersching
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Paula Roy
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Stephanie Richfield, CSP
*American Resource Staffing
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Stacy Stack
EXPRESS PERSONNEL SERVICES
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**Understand Gross Profit: How
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Priority Personnel Inc.
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Rob Mosley
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Geoff Goldwater
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Sam Roffis, CSP
Immediate Temporary Help
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Jennifer Sanford
The Employment Guide
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CORESTAFF Services
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Ray Soll, CSP
Hr Business Staffing
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Co-Employment

Stephen Dwyer, Esq.
American Staffing Association
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Jennifer O. Johnson, Esq.
CareersUSA Inc.
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Create New Profit Centers

Barbara J. Bruno, CPC
Good As Gold Training
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Develop Your Internal Culture

Arthur L. Healan
Contract Professionals of Ohio LLC
Table 4

Don't Be a Commodity—Sell Your Service

Matt Johnston
Workway
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Effective Time Management

Joanne B. Sanders
Bolt Staffing Service Inc.
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Expand Through Partnerships

Stef Witteveen, CSP
Randstad North America
Table 8

Financial Relationships: Terminate the Old, Start Anew

James S. Rothman
Capital TempFunds, a division of Capital Factors LLC
Table 30

Great Leadership for the 21st Century

John Weston
Newbury Consulting Group
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Grow Your Company Organically

Donn Harvey
Protingent Staffing
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Health Care for Temporary and Contract Employees

Jeffrey Friedrich, CPCU, ARM
Assurance Agency Ltd.
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I-9 Requirements—Manage Illegal Immigration

Brian A. Mangines, Esq.
Auslin Legal Staffing Inc.
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Insurance—How Much Is Enough?

Michael Hayes
World Wide Facilities Inc.
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It Starts at the Top: Executives' Role in Lobbying at the State Level

Toby Malara, Esq.
American Staffing Association
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Legal Lessons: Cover Your Assets to Avoid or Win Employee Litigation

Diane J. Geller, Esq.
Ruden McClosky Smith Schuster & Russell PA
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Lose a Deal, Maintain a Connection

Terry Goodman
T and T Distribution Staffing
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Mergers and Acquisitions: When to Sell

Ken Waskom
Esprit Capital Advisors
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Scott Mayer
QPS Cos. Inc.
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Aaron Grossman
Alliance Staffing Solutions
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Price Your Services Strategically

Tim Bruce
Techlink Northwest
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Professional Services—Sell to the Top

Jim J. Fabiano
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Rebrand Your Company

Dub Anderson
The Anderson Agency Inc.
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Recruit Senior Executives

Rick Matthews
Concord Staffing Services
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**Strategic Issues for Companies
With Revenues Less Than \$10
Million**

Judith Anne Zacha, CSP
Beacon Services Inc.
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**Strategic Issues for Companies
With Revenues From \$10 million
to \$50 Million**

Herb Cogliano, CSP, TSC
Sullivan and Cogliano
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With Revenues Greater Than \$50
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William C. Yoh
Yoh
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Strategic Planning

Robert A. Cohen
R.A. Cohen Consulting
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**Technology: Enough or Too
Much?**

Gray Lyman
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Knowledge Network Antitrust Statement

The primary purpose of the American Staffing Association is to represent the staffing industry. ASA supports free enterprise and complies with all laws, including antitrust laws. Please be advised that discussion of the following is not permitted:

- Current or future prices
- What is a fair profit level
- Price adjustments
- Mark-ups or discounts
- Credit terms
- Wage rates
- Activities of competitors
- Market allocations
- Refusing to deal with customers

Mark Your Calendar for These Upcoming Education Opportunities From ASA

2006

Nov. 30

"I-9 and Employment Verification: Q&A on Current Regulations and Long-Term Solutions"
InterAction Webinar presented by Helen L. Konrad, McCandlish Holton PC

Dec. 7

"Executive Search: Manage the Longer Recruiting Cycle"
InterAction Webinar presented by Danny Cahill, CPC, Cahill Consulting Group

Dec. 14

"Build Partnerships at the C-Level: Executive Sponsors in Customer Relationships"
InterAction Webinar presented by Frank J. Troppe, 3PR Corp.

2007

Feb. 23–24

Recruiting Symposium
Sheraton Miami Mart

April 25

Capitol Hill Day
Washington Marriott
Washington, DC

May 4–5

Recruiting Symposium
Hilton Chicago

Aug. 10–11

Recruiting Symposium
San Francisco Airport Marriott

Oct. 9–12

Staffing World 2007
Henry B. Gonzalez Convention Center
Marriott Rivercenter (convention headquarters) and Marriott Riverwalk
San Antonio

For additional information on any of these events, visit the ASA Web site at americanstaffing.net or contact ASA at 703-253-2020 or asa@americanstaffing.net.