



Workshops

	Wednesday, Nov. 8		Thursday, Nov. 9		Friday, Nov. 10	
Learning Tracks	11:45 a.m.–1 p.m.	2:30–3:45 p.m.	1:30–2:45 p.m.	3:30–4:45 p.m.	10:15–11:30 a.m.	1:45–3 p.m.
Executive and Management	13,196 Opinions: What Staffing Employees Think of You <i>(Steve Berchem)</i>	Managing by the Numbers: Understand Your Business and Increase Your Profits Without Leaving Your Desk <i>(Jim Essey)</i>	Up Close With Roger Herman on High-Performance Leadership <i>(Roger Herman)</i>		Expanding Work Force: Boom or Bust <i>(Greg Netland)</i>	1:30–4:45 p.m. Team Performance: It's All in the People <i>(Steve Mulvany)</i>
		From Good to Great—A Staffing Firm Case Study <i>(Panel moderated by Donna Mallard)</i>	1:30–4:45 p.m. Mind Your M&As: Track the Trends, Find the Funding, and Seal the Deal <i>(Panel moderated by Sam Sacco)</i>			
Sales and Business Development	Build a Successful Government Contracts Staffing Business <i>(Cathy Vee and Brad Billik)</i>	Cross-Selling and Up-Selling <i>(Frank Troppe)</i>	Maximum Leverage: Build Your Brand Around ASA's Industry Awareness Campaign <i>(Jim Lanzalotto and Aaron Green)</i>	SWOT Boot Camp: Strategic Planning for Staffing Companies <i>(John Thomas)</i>	Coach Your Team for Ultimate Sales Success <i>(John Klymshyn)</i>	
		Protect Your Business: Negotiate Indemnity Clauses <i>(George Reardon)</i>		Increase Sales: Generate a Competitive Edge <i>(Daniel Abramson)</i>		
Operations and Staff Development	Retention Strategies: Keep Your Best Talent <i>(Kevin Knaul)</i>	Build a World-Class Team—Recruit, Hire, Train, and Motivate Winners <i>(Craig Silverman)</i>	Pay Now or Pay More Later—Costs of Noncompliance <i>(Joel Klarreich)</i>	Legal Jeopardy: An Employment Law Game Show <i>(Mark Toth and Stephen Dwyer)</i>	The Supreme Power of Customer Empathy <i>(Ross Shafer)</i>	Move Beyond the Job Order to Become a Strategic Partner <i>(Scott Weston)</i>
		Disaster Recovery: Prepare Now To Prevent Loss Later <i>(ASA Technology Advisory Group)</i>		Take the Coach Approach to Great Leadership <i>(Scott Wintrip)</i>	Professional Development: Identify, Train, And Retain Internal Top Talent <i>(Panel moderated by Linda Carchidi)</i>	VMS or Not: Do I Really Have a Choice? <i>(Panel moderated by Jessie P. "Jay" Schaudies)</i>
				The Five P's of Perfect Matchmaking <i>(Michael Santo)</i>	The Customer Is Always Right: Lessons From Staffing's Largest Buyers <i>(Barry Asin)</i>	1:30–4:45 p.m. Staffing 101: Fundamentals for New Professionals <i>(Donna Mallard and Amy Munroe)</i>
Recruiting, Placement, and Direct Hire	Capture the Senior-Level Assignment <i>(David A. Knutson)</i>	Big Billing <i>(Panel moderated by Jeff Hindman)</i>	Embrace Change: Teaching Old Dogs New Tricks <i>(Beth Schneider)</i>	Negotiating—A System, Not an Art <i>(Greg Doersching)</i>	X-Ray Vision: The Power You Need to Locate Passive Candidates <i>(Lisa Brusak)</i>	1:30–4:45 p.m. Become a Superstar Biller <i>(Danny Cahill)</i>
Technical, IT, and Scientific	Retention Strategies: Keep Your Best Talent <i>(Kevin Knaul)</i>	Broaden Your Business—Expand Into New Sectors <i>(Panel moderated by David Savitsky)</i>	Risky Business: Reduce Workers' Compensation Costs in Professional and Technical Staffing <i>(Kyle Hutton)</i>	Technical Services Certified: Benefits to Your Customers, Benefits to You <i>(Panel moderated by Claudette Cunitz)</i>	Long-Term Assignments: Legal Issues and Answers <i>(Marc Freedman)</i>	
				SWOT Boot Camp: Strategic Planning For Staffing Companies <i>(John Thomas)</i>		
Health Care	Risky Business: Reduce Workers' Compensation Costs in Health Care Staffing <i>(Rick Speir)</i>	Broaden Your Business—Expand Into New Sectors <i>(Panel moderated by David Savitsky)</i>				Nurse Management Recruitment: A Fresh Approach <i>(Kim Richards)</i>
Industrial	The Profitable Side of Unskilled and Semiskilled Staffing <i>(Jeff Burnett)</i>	Broaden Your Business—Expand Into New Sectors <i>(Panel moderated by David Savitsky)</i>	Behavioral-Based Interviewing: Search for Talent the Right Way <i>(John Thomas)</i>	SWOT Boot Camp: Strategic Planning For Staffing Companies <i>(John Thomas)</i>	Risky Business: Reduce Workers' Compensation Costs in Industrial Staffing <i>(Bill Nagel)</i>	
Professional	Get the Customers Your Candidates Want To Work For <i>(Barbara Bruno)</i>	Broaden Your Business—Expand Into New Sectors <i>(Panel moderated by David Savitsky)</i>	Risky Business: Reduce Workers' Compensation Costs in Professional and Technical Staffing <i>(Kyle Hutton)</i>	SWOT Boot Camp: Strategic Planning For Staffing Companies <i>(John Thomas)</i>		
		Build a World-Class Team—Recruit, Hire, Train, and Motivate Winners <i>(Craig Silverman)</i>				