

Want to turn your website into a staffing ATM? With the right approach, your site can generate job orders and placements day in and day out! In this idea packed session, Brad Bialy, with Haley Marketing, will show you the most important “must-haves” for an effective staffing and recruiting website. Topics include: user experience, Google Analytics, creating a well-planned and designed conversion funnel, calls to action, mobile responsive design, attractive eye catching job opportunities, social proof and lead generation forms.

How can a small staffing/recruiting agency with a limited pool of resources compete with staffing companies that operate on a much larger scale? Rolf Kramer, CEO and Founder of Kranect, will walk you through the most effective ways that small firms can engage with both candidates and clients in order to positively differentiate themselves from large firms. You will also learn how you can use valuable processes like networking and reporting to separate your agency from the pack.

When looking at your web site, content is king. Are you sitting on the throne? Steve Isenberg of ASJ Partners will discuss: where content is king, how to position yourself as an expert in your marketplace, what type of forum is right for your content, where should your content be displayed and how and where to differentiate different types of content.

Can Dale Carnegie’s Golden Rules for Success help us to have better working and personal relationships? Lisa Graznak, Managing Partner of Dale Carnegie Colorado & Wyoming and CSA’s keynote speaker, will lead this super energetic session that will get us to look in the mirror and have fun determining how we can best interact with others and still honor our own needs.

Eliminate cyber threats and secure your data: A primary threat to business computer systems is encrypting ransomware. Phil Brown, of ClearPath Security, will discuss how your employees can be part of the defense or part of the problem.

Lower your worker’s compensation costs: The Colorado Cost Containment program will reduce your premium by 5%. Matt Olson of Olson and Olson Insurance Agency will teach you how to develop a safety program that will automatically qualify you for this savings. If you have multiple workers comp claims, this session is for you.

Do you want to learn one of the easiest ways to increase your profits? Did you know your company can earn up to \$9,600 for each qualified employee? Marcel Abonato, of MJA will show you how the WOTC Tax Credit can benefit your company.

Time: Time to Hire: Time to make more placements! Did you know that it doesn’t have to take days if not weeks to connect with a contact? Are your emails enticing enough to get past the subject line? If you’re curious about how to beef up your subject lines and get the most out of your valuable emailing, this session will help to decrease the time you spend writing emails and increase your profitability.

Are you in the market for new staffing software? Chris Conrad of Bullhorn will discuss the strategy executives should use when evaluating ATS/CRM software. Know what questions to ask and how to determine your system criteria.

Turn clicks into clients or candidates: Learn how to market to your targeted audience and stay within your budget. Carrie Strohmeyer, The Social Butterfly, will share how to avoid spending dollars on traditional advertisement and how social media will reach your target market.



Did your staffing company receive a notice that an employee received a subsidy through the Colorado ACA exchange? Did you receive a notice of audit for an exchange subsidy? Jane Davis of Olson and Olson, will provide tips on how to respond without incurring unnecessary penalties.

Determining the most cost effective ACA strategy is not simple. It requires thinking outside the box. In the past, effective solutions were measured in terms of premium cost alone. Now you must be concerned with minimum participation

requirements, associated employer contribution, penalties and administrative costs. Bill Fann, Essential StaffCARE, will help you understand how to determine the most cost effective strategy for your company.

The 2016 Staffing Advantage Report: Chris Gustafson of Career Builder will discuss how, with low unemployment, hiring numbers are increasing which means a more competitive market. Competition is also rising around firms finding business today and we know you need to find a competitive advantage. What if there was one thing that made you more competitive on all fronts – finding talent, winning business and retaining your own top employees at the same time? Learn more in this engaging and insightful session.

What makes a good staffing industry vendor great? Steve Solano, Global Cash Card, asks you to join him for an eye-opening and thought provoking discussion on what makes a great vendor/partner. In this audience participation whiteboard session, we’ll go over various staffing industry vendor segments - and talk about what factors are most critical in choosing the best partner possible.

Each breakout session will last 30 minutes with a ten minute break to get to the next session.