

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.



2016

ANNUAL CONFERENCE

September 15 & 16

Holiday Inn

Denver Cherry Creek



Coming Together is a
BEGINNING

Keeping Together is
PROGRESS

Working Together is
SUCCESS

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Promoting legal, ethical and professional practices to the Staffing industry.

2016 Annual Conference

Holiday Inn -- Denver Cherry Creek
September 15 & 16 | Denver, Colorado

ASA AFFILIATED WITH
American Staffing Association

THURSDAY: September 15, 2016

6:00-9:00p Registration: Cocktail Reception Food & Libations, Exhibitor Fun & Fare and Networking

FRIDAY: September 16, 2016

7:00-8:15a Registration, Continental Breakfast & Networking

Exhibition Hall Open All Day: Colorado Ballroom

8:15-8:45a Opening Remarks Colorado Ballroom

CSA President: Bob Bidwell

Master of Ceremonies: Lea Anne Wernz

8:45-9:45a Keynote: Lesa Francis, ASA Chairman & CEO Supplemental Healthcare: "State-of-the-Industry, Best of Staffing & Future Opportunities"

9:45-10:45p Keynote: Lisa Graznak, Dale Carnegie "Role of Communication in Staffing"

10:45-11:00a Exhibit Hall Refreshment Break

11:00-11:55a Keynote: Claudette Cunitz, VP West Monster Worldwide "I Feel Your Pain: How to Find Talent in the Challenging Candidate Driven Market"

11:55-12:05p CSA Outstanding Service Award: Cathy Smith, EGS Inc.

12:05-12:45p Lunch and Industry Partners Entertainment

12:45-1:00p Exhibit Hall Break

1:00-2:00p Keynote: Colleen Stanley, SalesLeadership Inc, Author: Emotional Intelligence For Sales Success "The Key Differentiator in Winning Business"

2:00-2:10p CSA Staffing Employee of the Year

2:10-5:30p Exhibit Hall Refreshment Break

2:30-5:00p Breakout Sessions: Descriptions on back page and refer to the handout for time & room information

5:00-5:30p Conference Wrap-Up & Prizes!

www.coloradostaffing.org

Presented by the Colorado Staffing Association

- Thank you for joining us for the largest most comprehensive conference and expo in the staffing, recruiting, and workforce solutions industry in the Rocky Mountain West. The Colorado Staffing Association always stands vigilant to fight any legislation proposed by the Colorado legislature that is against the principles and needs of the CSA members. Thank you to all our current members for their support. We look forward to doubling our membership in 2017.

Meet with Staffing Industry Suppliers

CSAs 2016 Annual Conference features the industry's leading suppliers—don't miss the opportunity to meet with them one on one! Have your *Best Sponsors Card* complete by 5:00pm and enter to win the grand prize!

Hourly drawings for prizes and . . .

Your attendance registers your name to win a complimentary Certified Staffing Professional training/exam package from American Staffing Association – a \$400-\$800 value!

Continuing Education Hours

By participating in this year's conference, ASA-certified professionals can earn up to eight (8) continuing education hours.

SPEAKER HIGHLIGHTS



Keynote: Lesa Francis, ASA Chairman & CEO Supplemental Healthcare: "State-of-the-Industry, Best of Staffing & Her Journey to CEO"

Lesa was recently named by Glass Door as one of the highest rated CEOs nationwide and is one of only four women to receive this honor. She is also a member of the National Workforce Solutions Advisory Board and has consistently been selected as one of the Staffing 100 most influential people in the industry. In 2016 she was named to the Global Power 100 – Women in Staffing and the North America 50 list of the most powerful women in the North American staffing industry.

Lesa will present an overview of current industry trends and challenges, and share her thoughts on how these topics could affect business operations in the future. She has a unique perspective on the industry having started her career as a sales representative and working her way up to one of the first female CEOs of a billion-dollar staffing company.

www.americanstaffing.net



Keynote: Lisa Graznak, Dale Carnegie "Role of Communications in Staffing"

One of the foremost experts in the staffing industry, will present compelling new information for owners, sales people, staffing coordinators and recruiters.

Lisa Graznak, managing partner of Colorado and Wyoming, Dale Carnegie Training, will be with us once again to talk about the vital role communications plays in working with our customers, our staff, and the sometimes mysterious world of the candidate. In this interactive session we will talk about trends in corporate communications, trends in basic communications, and how to get in the minds of others and determine how to get the interaction possible. We will learn a little about ourselves in the process!



Colleen Stanley, SalesLeadership Inc, Author: Emotional Intelligence For Sales Success: The Key Differentiator in Winning Business

She is a keynote speaker, bestselling author and a member of the National Speakers Association.

In today's hyper-competitive markets, sales people often work in stressful conditions and under constant pressure. They need to build trust with customers and they need to do it fast. It is key both in transactional and consultative sales. A sales person must not only sell a solution to a client, they must partner with the client to create the solution. It is not possible, however, without having the client engaged on both rational and emotional levels. Emotional intelligence is a competitive tool for sales people. The good news is that each sales person or sales manager is capable of raising their emotional intelligence to higher levels.

www.SalesLeadershipDevelopment.com



Keynote: Claudette Cunitz, VP West Monster Worldwide "I Feel Your Pain: How to Find Talent in the Challenging Candidate Driven Market"

Claudette serves as a sales leader for Monster after having spent 25 years in the staffing industry as owner/operator of a technical staffing firm. And an 12 year ASA board member certified CSP and TSC by the ASA.

www.monster.com

A most sincere thank you to our speakers.

2016 SCHEDULE

TUESDAY: November 15, 2016
11:30a-1:30p Happy Hour with speaker TBD.

TUESDAY: December 13, 2015
4:30-7:00p An evening networking event to share a year of success and lessons learned and to celebrate the Holidays. Toys4Tots donations are accepted.

2017 SCHEDULE

TUESDAY | January 17 | 11:30a-1:30p

FRIDAY/SAT* | February 24/25 | 7:30a-5:00p/8a-12p
2nd Annual Owners/Executives Retreat

TUESDAY | March 21 | 11:30a-1:30p

TUESDAY | May 16 | 11:30a-1:30p

TUESDAY | July 18 | 11:30a-1:30p

ANNUAL CONFERENCE

THURSDAY | September 14 | 6p-9:00p

FRIDAY | September 15 | 7:30a-5:00p

TUESDAY | November 14 | 11:30a-1:30p

TUESDAY | December 19 | 4:30p-7:00p

All Events held in a Denver Location TBD

*Owners/Executives Retreat location TBD.

Top industry speakers presenting on a variety of topics including: The 2nd annual Owners/Executive Retreat in February; Important and Timely Legislative updates and information from ASA; Sales: Selling High Margin; Direct Hire: Double Direct Hire Billing; Recruiting: Career Builder/ Monster on trends in labor market; Measuring Client Satisfaction; CO Legal update; How to maximize your WOTC credits; and don't forget about social networking events.

