

## TUESDAY, MARCH 16

### 6:00 – 9:00 pm **Welcome Reception**

An Executive Forum classic – meet old friends and make new friends. Great food, good drink and new this year, a dedicated welcome area for those new to the Executive Forum. Don't miss this excellent way to get the Forum off to a great start!

## WEDNESDAY, MARCH 17

### 7:00-8:30 am **Registration and Exhibits Open**

### 7:00-8:30 am **Networking Breakfast**

### 8:30-9:45 am **KEYNOTE: Thriving in a Brave New Staffing World**

Barry Asin, Chief Analyst and Managing Executive, Products, Staffing Industry Analysts

The staffing industry has experienced unprecedented levels of turmoil in the current downturn. While no one knows for sure what the future will hold, it is certain that the industry will be significantly different in the years ahead. This “state of the staffing industry” keynote will explore where we've been, where we are likely going and how to make sure your staffing firm comes out the other end well positioned for success. Attendees will discover:

- The final verdict on a very tough 2009
- Staffing Industry Analysts' exclusive forecast for 2010 and beyond
- The outlook for employment and what a potential “jobless recovery” might mean for staffing
- The latest results from industry benchmarking and surveys
- Who's likely to win and lose in the years ahead

### 9:45 - 11:00 am **KEYNOTE: The Upside of the Downturn: Ten Management Strategies to Prevail in the Recession and Thrive in the Aftermath**

Speaker: Geoff Colvin, Author and Senior Editor, Fortune Magazine

As the economy recovers, the business world we're entering won't be anything like the pre-recession world we left some two years ago. Consumer behavior is changing dramatically – more saving, less spending. Government is taking a larger role in the life of every business. The global economy is becoming less U.S.-centric. Those changes aren't necessarily dangers – they're opportunities for companies and leaders that respond fastest and smartest.

All those changes (and more) are profoundly affecting staffing at every company. Author and Fortune Magazine columnist Geoff Colvin, who sees the world's best organizations and leaders up close, describes how they're responding to the new normal and what it means for their most valuable asset, the people who work in their companies. And he'll leave you with valuable strategies to make sure your business moves from recession to recovery and comes out stonger than before.

**WEDNESDAY, MARCH 17**

11:00 - 11:30 am **Networking Break**

11:30 am - 12:30 pm **Concurrent Sessions**

*Sales, Marketing and New Opportunities Track: **Escaping Commodity Hell***

Speaker: Greg Palmer, CEO, G Palmer and Associates

If you are finding it difficult to separate your services from the crowd, if you are constantly defending your pricing without the ability to communicate and prove your value and if you are constantly forced to match rates because your clients do not see the extra value in your service, then you are likely in “Commodity Hell”.

This session, with veteran industry CEO and consultant, Greg Palmer, is for those who are doing a good job and providing a valuable service, but can't seem to translate their value proposition into fair pricing and clear differentiation.

In this interactive session, you'll discover a proven process that will allow you to begin to explore and differentiate your service offering from your many competitors in the market. More than just theory, the session will also evaluate some best in class examples from today's staffing leaders. If you are seeking faster revenue growth, higher gross margins and greater shareholder value then this session is for you.

*Strategy/Operations Track: **Talent is Overrated***

Speaker: Geoff Colvin, Author and Senior Editor, Fortune Magazine

Asked to explain why only a few people truly excel in any field, most would offer one of two answers: The truly great—like Warren Buffet, Jack Welch or Tiger Woods—achieved extraordinary success because they either worked incredibly hard or were just born talented. Surprisingly, research proves otherwise. In his book, *Talent is Overrated*, the distinguished journalist Geoffrey Colvin, senior editor-at-large for Fortune magazine, states that truly great achievers engage in a very specific, deliberate practice over the course of many years that takes them beyond their limitations. In fact, extraordinary success and innovation are like roses that bloom long after cultivation. The principles of great performance can improve any organization, and must be applied in today's marketplace in order to survive. In his remarkable presentation, Colvin shares the following:

- The secrets of extraordinary performance based on a wide array of research
- The methodology that champions employ to achieve greatness
- How to apply the model in your organization with individual employees and teams in order to achieve a new level of success and perhaps even greatness
- How the best companies already understand this model and build employees' careers, thereby shaping these employees' abilities and growth
- Why innovation and creativity are not spurred on during a eureka moment but, rather, through intensive preparation

**WEDNESDAY, MARCH 17**

11:30 am - 12:30 pm **Concurrent Sessions (Continued from previous page)**

**NEW!** *European Staffing Track: Critical Challenges Facing Staffing Companies in Western Europe*

Speaker: John Nurthen, General Manager, Europe, Staffing Industry Analysts

What are the 10 most critical challenges facing staffing executives in Europe? Staffing Industry Analyst's General Manager for Europe takes a close look at the pressing economic, structural, legislative, strategic and technical issues of the day based on conversations with senior executives at European staffing companies supplemented by Staffing Industry Analysts own proprietary research, and industry knowledge.

Staffing companies face similar challenges whichever market they operate in from the San Francisco Bay Area to Beijing, however, the unique European operating environment influences the specific nature and complexity of these challenges. Furthermore, Europe also has a number of home-grown challenges all of its own. In this informative session you will learn how to turn your challenges into opportunities.

12:30 - 2:00 pm **Lunch, Networking and Exhibits Open**

2:00 - 3:00 pm **Concurrent Sessions**

*Sales, Marketing and New Opportunities Track: The New Compliance Landscape: The Opportunity Behind a Major Legal Threat*

The headlines are full of big dollar legal and regulatory judgments against companies whose "independent contractors" actually turned out to be employees or whose "Exempt" employees were really supposed to be hourly. The IRS and state governments are very clear that improper classification –otherwise known as "Wage Theft"- is one of their top enforcement priorities. And where they aren't able to go there are armies of class action oriented attorneys looking for violations. Just ask FedEx which is facing up to a billion dollars in IC related class action suits or ask one of the hundreds of companies who gave back over \$185 million in unpaid wages to improperly exempt employees in 2008.

For staffing firms there are opportunities in this field and some risks as well. This panel discussion will explore the business opportunities and the legal landmines, with tips for staying on the right side of the law and the business opportunities presented.

## WEDNESDAY, MARCH 17

2:00 - 3:00 pm **Concurrent Sessions (Continued from previous page)**

### *Strategy/Operations Track: Life Lessons From the Best Staffing Firms to Work For*

There is a growing body of evidence on the connection between satisfied and engaged employees, outstanding customer service and growth in revenues in profits. To recognize that connection, SIA recently commissioned a study published in SI Review magazine of The Best Staffing Firms to Work For. In this panel discussion we'll explore just what makes a staffing firm a "Best Staffing Firm to Work For". Attendees will learn:

- Why satisfied employees aren't enough, and the key factors that drive engagement
- The most important steps to build an engaged workforce
- Practical tips to drive results from leaders of some of the industry's best staffing firms to work for
- What it really takes to keep employees performing at peak levels, year after year

### *Smaller Staffing Firms Track: Metrics and Measures: Using Outcome Observation and Performance Measures to Drive Results*

Moderator: Scott Wintrip, Founder and President, StaffingU

For years, staffing firms have either tracked too much or too little when it comes to metrics. As a result, these practices have led to the extremes of staff feeling micro-managed or barely managed at all.

Outcome Observation provides you with a simple approach to leadership and accountability. During this session, led by Scott Wintrip of StaffingU, attendees will learn:

- Issues facing leaders today around accountability.
- The distinction between activity, outcome, and result metrics.
- Why shifting to outcome metrics improves employee retention and increases profitability.
- The four outcome metrics to track and why these give you a complete picture.
- The most efficient way to track and monitor this data.
- A simple approach for implementing this system.

And you'll hear from staffing executives who have been making a difference in their business using the right metrics in the right way.

**WEDNESDAY, MARCH 17**

2:00 - 3:00 pm **Concurrent Sessions (Continued from previous page)**

**NEW!** *European Staffing Track: The European Legal Environment*

What are the main legal issues for staffing companies in Europe? Our panel of experts looks at labor law and other legal/regulatory issues affecting staffing companies. What are the rules governing staffing company business activity and operating requirements (including licensing) and where might we expect changes? Learn what European law has to say about issues of equality relating not only to pay but also training, representation and other terms and conditions of employment.

Despite increasing pressures towards harmonization from the European Union over the last four decades, each country in Europe operates a distinct system of labor legislation and judicial enforcement often closely linked to the process of collective bargaining and social partner consultation. The Agency Workers Directive which will become enshrined in law throughout the EU by December 5, 2011 at the latest, presents staffing companies with both opportunities and disadvantages.

3:00 - 3:30 pm **Networking Break**

3:30 - 5:00 pm **Moderated Discussion Tables**

Each year our moderated discussion tables are a conference favorite way to connect and learn from other attendees. This year, we offer a new twist, with attendees having the opportunity to suggest your own discussion table topic. Is there an issue where you've got some expertise you would be willing to share? Or one that is keeping you up at night? Or perhaps something that you would like to have fellow industry leaders help on?

If any of these questions bring a topic to mind, then you should consider becoming a discussion table moderator. While experts are welcome, we are also happy to have passionate seekers of good ideas in the role of moderator. And the main role of a moderator will be to guide the discussion for your peers.

To suggest a topic and to volunteer to moderate a table, please email [research@staffingindustry.com](mailto:research@staffingindustry.com). While suggestions are welcome from all attendees, priority will be given to staffing industry executives over industry vendors. Some Previous Table Topics to Start Your Thinking : (topics on next page)

## WEDNESDAY, MARCH 17

3:30 - 5:00 pm **Moderated Discussion Tables (Continued from previous page)**

### Surviving the Downturn

- Surviving and thriving in a recession
- Selling in a recessionary environment - what's working?
- Determining the financial health of your clients – ensuring you get paid
- Cutting costs without killing your business
- Direct hire and search: Life after the meltdown

### Sales and Marketing

- Effective marketing for staffing firms
- Selling contract accounts
- Selling retail business and small accounts
- Selling to HR: What's Wrong With This Picture?
- Selling executive level professional staffing

### Recruiting

- Best practices in recruiting
- Using online recruiting tools for maximum effect Finance/Operations
- Tips and techniques for reducing receivables collection time
- Risk and insurance issues for staffing firms
- Legal and legislative issues for staffing firms
- Improving gross margins
- Making VMS work for you
- Maximizing the sale value of your staffing firm
- Staffing M&A in difficult markets

### Strategy and Emerging Opportunities

- Increasing profitability through offshore sourcing and recruiting
- Independent Contractor compliance issues and opportunities
- Building a Recruitment Process Outsourcing (RPO) business
- Global staffing
- Developing an outplacement business
- Green and clean technology opportunities for staffing

### WEDNESDAY, MARCH 17

5:00 - 5:30 pm **NEW! Executive Perspectives**

Industry leaders provide their insights on pressing issues and trends affecting the business today, and in the years to come.

5:30 - 7:00 pm **Networking Reception**

### THURSDAY, MARCH 18

7:30 - 8:30 am **Networking Breakfast**

8:30 - 9:00 am **Welcome and Presentation of The Peter Yessne Staffing Innovator Award**

Introduced at the 2009 Executive Forum, the Peter Yessne Staffing Innovator Award is given to an industry executive who has introduced a significant innovation that has had a profoundly positive impact on the staffing industry. For complete details on the nomination process and criteria, see our website at [www.staffingindustry.com/innovator](http://www.staffingindustry.com/innovator).

9:00 - 10:15 am **Keynote: The Economy: Seeds of Hope and a Wall of Worry**

Speaker: Alan Beaulieu, Senior Economist, Institute for Trend Research

As the staffing industry continues to bear the brunt of the economic downturn, few questions are more critical to the near term health of the industry and staffing firms than what direction the economy will take in the next 12 to 24 months. As we do our best to forge our way through this recession, signs of the long-awaited economic recovery are tepid and mixed. How robust will the recovery be? What effect will inflation have? And what will a potential “jobless recovery” mean for staffing?

Economist Alan Beaulieu, who predicted much of the current economic turmoil, will join the forum to give us his economic outlook, and help make some sense of the mixed signals on the elusive recovery. Join us for this information packed and fast paced look at the economy from someone who is not at all your “typical” economist.

10:15 - 10:45 am **Networking Break**

## THURSDAY, MARCH 18

10:45 - 11:45 am **Concurrent Sessions**

### *Sales, Marketing and New Opportunities Track: Making IT solutions work for your staffing business*

With VMS and MSP increasingly becoming the norm, IT staffing firms' are experiencing squeezed margins and commoditization pressure. In this environment, what should an IT staffing company do to survive, grow and remain indispensable to its customers?

For many IT staffers, the solutions business is the natural evolution in response to pressure on the traditional staffing business. But project-based services or IT solutions are not the panacea to all problems. This panel will wrestle with strategies that are working for IT staffing firms to grow and develop their solutions business. Participants will learn:

- What successful IT staffing firms are doing to make IT solutions work for them
- What is unique and what is not about IT solutions
- How to manage the risks that come with a solutions business
- Where the hot growth areas are today and where they will be tomorrow

### *Strategy/Operations Track: Staffing Industry Analysts Research Highlights for Fun and Profit* Speaker: Jon Osborne, Director of Research, Staffing Industry Analysts

In 2009, Staffing Industry Analysts will generate more than 250 individual research reports. Do you think you may have missed a few?

In this session, Jon Osborne will synthesize the "best of the best" and share some of the most practical insights from our torrent of industry research to help you position your business for success. Get ready for useful data and up to the minute research that will include best practices, key metrics to measure, research to help you sell and much more.

### *Smaller Staffing Firms Track: Seven Attributes of Highly Competitive Staffing Firms*

Speaker: Jay Finkelman, Systemwide Associate Dean, Marshall Goldsmith School of Management, Alliant International University

What do highly competitive staffing firms do to get ahead in the marketplace? And what do you need to do to take your staffing business to the next level? Find out in this informative session presented by the author of the forthcoming book, *Seven Attributes of Highly Competitive Staffing Firms*. This session is focused on the practical practices you need to have in place in order to make sure your business is delivering its full potential.

Key topics covered will include:

- How to compete with - and beat - the big guys (and gals)
- You don't need multiple branches to run competitive VOP programs
- Doesn't anyone know how to sell anymore? Back to basics...
- Separating sales and service accountability and responsibility - for faster growth

## THURSDAY, MARCH 18

10:45 - 11:45 am **Concurrent Sessions (Continued from previous page)**

### *Smaller Staffing Firms Track: Seven Attributes of Highly Competitive Staffing Firms (Continued from previous page)*

- How and why to expand into new service lines - and when not to
- The numbers game - how to price your services to be competitive and profitable
- When to open your next branch - and when not to
- Two business "opportunities" you should avoid at all cost

### **NEW!** *European Staffing Track : MSP/VMS: The European Landscape*

Where is Europe in the development of managed service provision and vendor managed services? The US has experienced exponential growth in managed service programs in recent years, but is Europe on the same growth path? Our panel of experts discuss the trends in Europe and how the individual markets differ from each other. How important is vendor neutrality in a European context? Learn about the priorities of employers in Europe, the capabilities of providers in these markets and how the intricacies of European legislation create unique contractual challenges.

11:45 am - 1:15 pm **Networking Lunch**

Join us for lunch with peers and colleagues. And for both international staffing firms and smaller staffing firms, we offer a private lunch room to allow maximum interaction and networking.

1:15 - 2:15 pm **Concurrent Sessions**

### *Sales, Marketing and New Opportunities Track: Statement of Work (SOW): The New New Thing in Managed Services?*

The progression of Vendor Management Systems and Managed Service Providers has been one of steady growth among large users, as clients seek to maximize their visibility into their spend on contingent labor, control rogue spend and ensure that they are getting competitive pricing from their staffing suppliers. But in many cases, the only way that procurement people and contingent workforce program managers keep their jobs is by delivering ever higher levels of savings. Now that VMS program are more mature, procurement is eyeing SOW consulting as the next area ripe for picking. For staffing firms playing in the world of VMS/MSP, the pressure is on to come up with an SOW strategy that will keep clients happy and profits growing.

In this session we will explore the state of the art in SOW programs and the opportunities for staffing firms to establish themselves in a world that only vaguely resembles traditional staffing.

**THURSDAY, MARCH 18**

1:15 - 2:15 pm **Concurrent Sessions (Continued from previous page)**

***Strategy/Operations Track: The Future of Healthcare Reform and Implications for Staffing Firms***

As healthcare reform continues to dominate headlines, it is far from clear what the impact of reform, if and when it happens, will be on staffing firms. In this panel discussion with legal experts we will explore the current state of healthcare reform efforts on a state and national level with a laser focus on what it means to you. If your head is spinning with all the proposals and counter-proposals then join us as we seek to deliver bottom line answers to your burning questions about the current and future state of the law.

***Smaller Staffing Firms Track: Breaking the \$10 Million Barrier***

For smaller but ambitious staffing firms there comes a moment, often around the \$5 to \$10 million mark in revenue, when the growth and success that once came easily slows to a crawl. As you grow your business, you must also grow in the way you operate and manage; something that is easy to say but much harder to do. In this panel session we will hear from experts, owners and execs who have blasted their way through that barrier and moved on to much more profitable and sustainable levels of results. If you are feeling like you are working harder than ever in your business but still not getting the results you want, come to this high energy session to recharge with fresh ideas that can help you take your business to where it needs to be.

**NEW! *European Staffing Track: European Market Forecasts and Trends for 2010 and 2011***

Speaker: Adam Pode, Director of Research, Europe, Staffing Industry Analysts

Using macroeconomic and employment trends together with our own industry experience, Staffing Industry Analyst's European Director of Research, Adam Pode, will provide staffing industry growth forecasts by country and by sector for next year and also looking further ahead to 2011. This is the most extensive forecasting analysis ever undertaken for the Europe staffing market. This session will identify industry "Hot Spots" - the fastest growing markets and niches. This is an essential presentation for staffing companies operating in Europe - or those with ambitions to expand or launch in Europe.

2:15 - 2:45 pm **Networking Break**

## THURSDAY, MARCH 18

2:45 - 3:45 pm **Concurrent Sessions**

### *Sales, Marketing and New Opportunities Track: **Taking Marketing Seriously***

In most staffing firms the answer to all revenue related problems is “more sales.” And in tough times marketing is usually among the first places where cuts are made. While sales is always critical, it is interesting that some of the most profitable and successful firms, such as industry giant Robert Half, have consistently invested heavily in marketing.

What do staffing firms have to gain from making marketing a priority? And how do you do it right? What impact will the growth of VMS and Managed Services have on your need to market? Our panel of experts will explore these questions and more. Come prepared for new thinking and unique perspectives that will turn conventional thinking about staffing success on its head.

### *Strategy/Operations Track: **Squeezing Blood From a Turnip: Sales and Cost Cutting Ideas for Tough Times***

In the brave new staffing world we are facing, you need every little advantage that you can get to get sales moving, margins growing and costs dropping. This fast paced panel of industry veterans will dispense with the theory and discussion and instead focus on providing quick ideas that you can implement right away to improve your top and bottom line results. Bring a sharp pencil and plenty of paper. We guarantee that you’ll walk away with at least two good ideas that you can implement today!

### *Smaller Staffing Firms Track: **Sale Alternatives for Owners***

So you’ve got that itch to get out, but no practical prospects for selling your business. What’s a staffing owner to do?

The fact is that most staffing firms aren’t sold to an outside party, but rather are transitioned in a variety of other ways. There are alternatives to selling your business that can give you the financial freedom you seek without a traditional sale process. In this panel discussion our experts will explore some of those options, with a particular focus on succession planning and the use of Employee Stock Ownership Plans (ESOPs) and other alternatives to the traditional sale.

3:45 - 4:00 pm **Transition Break**

## THURSDAY, MARCH 18

### 4:00 - 5:00 pm **NEW! Executive Perspectives**

Industry leaders provide their insights on pressing issues and trends affecting the business today, and in the years to come.

### 5:00 - 7:00 pm **Networking Reception**

## FRIDAY, MARCH 19

### 7:30 - 8:30 am **Networking Breakfast and Exhibits Open**

### 8:30 - 10:00 am **Keynote: The Carrot Principle: Engaging Employees through Recognition**

Speaker: Chester Elton, Co-Author, The Carrot Principle

A New York Times, USA Today and Wall Street Journal bestseller, The Carrot Principle has become the preeminent source on employee engagement and recognition. Based on his runaway bestseller, The Carrot Principle reveals the ground breaking results of one of the most in-depth management studies ever undertaken, showing definitively that the central characteristic of the most successful managers is that they provide their employees with frequent and effective recognition. This breakthrough study of 200,000 people over ten years found dramatically greater business results when managers offered constructive praise and meaningful rewards in ways that powerfully motivated employees to excel. Drawing on case studies from leading companies including Disney, KPMG and The Pepsi Bottling Group, the bestselling author shows how the transformative power of purpose-based recognition produces astonishing increases in operating results. Elton shows how great managers lead with carrots, not sticks and in doing so achieve higher:

- Productivity
- Engagement
- Retention
- Customer Satisfaction

This exceptional presentation introduces the simple steps to becoming a Carrot Principle manager and to building a recognition culture in your organization; it offers a wealth of specific examples, drawn from real-life cases, of ways to do recognition right. Following these simple steps will make you a high-performance leader and take your team to a new level of achievement.

Called the “apostle of appreciation,” by the Globe and Mail, Canada’s largest newspaper and “creative and refreshing” by the New York Times, Chester Elton is co-author of several successful leadership books. The Carrot Principle by Simon & Schuster has been a New York Times and Wall Street Journal bestseller and The 24-Carrot Manager has been called a “must read for modern-day managers” by Larry King of CNN. The Invisible Employee also made the New York Times bestseller list. Elton’s books have been translated into over 20 languages and have sold over a million copies worldwide.

## FRIDAY, MARCH 19

10:00 - 10:30 am **Networking Break**

10:30 - 11:30 am **Concurrent Sessions**

### *Sales, Marketing and New Opportunities Track: Industrial Staffing: Time to Shine?*

Conventional wisdom has it that industrial staffing should be the first to grow coming out of an economic downturn. And so we wait with bated breath for the signs of a renaissance in industrial staffing that will herald a new era of growth and opportunity for the staffing world. While some signs are promising, it is far from certain that history will repeat itself this time.

Our panel will explore the facts and fictions of industrial staffing, with an eye toward understanding where hiring is likely to start first and what it will take to succeed in a staffing world that is different from anything we've yet seen.

### *Strategy/Operations Track: The Road Map to a Carrot Culture*

In this breakout session best-selling author Chester Elton will show you step by step how great leaders develop "Carrot Cultures" that inspire and engage employees to accelerate business results. Through research, case studies and data from around the world Elton will prove that a Culture of Appreciation is not just a nice to have anymore but a "MUST HAVE" in great organizations.

The session will provide you with plenty of opportunities to interact with the author and other attendees.

### *Smaller Staffing Firms Track: Government Staffing Opportunities for Smaller Businesses*

How often do you find a customer begging you to respond to their RFP? Or out actively recruiting to enlarge their vendor pool? For the Federal government that is often the case as the government is compelled by law to source a portion of its contracts to small business. The opportunities are many, from small business set-asides, to WMBE to subcontracting opportunities with larger firms who need small business partners to fulfill their agreements.

In this session you'll discover:

- The vast array of Federal Government opportunities available
- What it takes to be successful in serving the government
- How to seek out opportunities and win your fair share
- What changes are coming as the Obama administration settles in

## THURSDAY, MARCH 18

### 10:30 - 11:30 am **Concurrent Sessions (Continued from previous page)**

#### **NEW!** *European Staffing Track: Eastern and Central Europe: The New Frontier*

Almost half of Europe's workers live in Eastern & Central Europe. These are very young markets, a number of which do not even have a proper legal framework in place for the provision of temporary staffing. With enlargement of the European Union and ex-Soviet Bloc countries increasingly embracing market reform, many Western businesses are moving into these lower-waged offshore markets and their temporary labor requirements are following them. Learn from our panel about the opportunities and challenges of operating within this important "New Frontier."

### 11:30 - 11:45 am **Transition Break**

### 11:45 am - 12:30 pm **The Best of the Executive Forum**

With so much going on at the Executive Forum, it's impossible to catch all the great ideas shared in sessions, networking and informal conversation. We've solved the problem for you with this fast-paced session full of ideas. Staffing Industry Analysts staff with their ears to the ground will share our "conference highlights" with session attendees and ensure that you don't miss any of the key lessons learned from the Forum. This session will also allow time for attendees to reflect on key learning's in an open mic discussion. If you couldn't attend every session of the Executive Forum or even if you did, you won't want to miss this recap of key knowledge and lessons learned.

### 12:30 pm **The 2010 Executive Forum Concludes**

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