



**Meeting Agenda  
“Tools for Growth in 2011”  
Sanibel Harbour Resort  
February 24-25, 2011**



**Wednesday – February 23, 2011**

**6:00 PM                      Cocktails at Resort Lounge  
Casual Get Together**

**Thursday – February 24, 2011**

**7:00 AM – 7:45 AM              Continental Breakfast - Mandatory for hotel spend**

**8:00 AM – 8:15 AM              Welcome to Naples, Meeting Overview  
Keys to Take Home Value**

**8:15 AM – 9:45 AM              What’s Happening in Your Market**  
Member overviews of their market

- Percentage increases first 2 months 2011
- What staffing industry segments effecting increases
- How are you handling increased business – adding people

**What’s Happening in Your Market? Data Comparisons**

*Michael Neidle, President of Optimal Management*

- Where are we in the recovery and what can we expect by staffing industry sector?
- Update of staffing market trends for each ASGroup member from your completed surveys. Summary copies available to all that have completed a survey.



**Meeting Agenda**  
**“Tools for Growth in 2011”**  
**Sanibel Harbour Resort**  
**February 24-25, 2011**

- 9:45 AM – 10:00 AM**      **Break**
- 10:00 AM – 11:00AM**      **Growing Your Business - Focus on what you do best!**  
*Jodi Milbradt/Ross Plaetzer, Employer Solutions*  
*Judee Hopwood, Williamson Staffing, has implemented this service with significant savings.*
- 11:00 AM - 12:25 PM**      **Executive Roundtable Issues and Opportunities**  
Members have the opportunity to use each other for feedback on any issues or opportunities you may be struggling with. This is a process-oriented session. All issues and opportunities must be submitted in advance. Each company will have 45 minutes to discuss.
- 11:00am - 11:40am - Issue #1 Strategic Plan Implementation**  
                                         *Submitted by Protocol*
- 11:40am- 12:25pm – Issue #2 Pricing Issues – SUTA Taxes Pass On to Customers** – *Submitted by The Reserves Network*
- 12:30 PM - 1:30 PM**      **Lunch – ASGroup Mandatory Spend Planning/Updates/Election of Directors**  
May/November Meeting Overviews  
2012 Meeting Topic and Location Selections  
Election of Board of Directors
- 1:45 PM – 3:15 PM**      **Executive Roundtable Issues and Opportunities Continued**
- 1:45pm - 2:30pm - Issue #3 Bonuses for Back-Office Staff**  
                                         *Submitted by Aventure Staffing*
- 2:30pm - 3:15pm – Issue #4 Customer/Temporary Staff Bonuses/Gifts** – *Submitted by Williamson*
- 6:00 PM – 8:00 PM**      **Networking - Social Event Harbor Dinner Cruise**



**Meeting Agenda**  
**“Tools for Growth in 2011”**  
**Sanibel Harbour Resort**  
**February 24-25, 2011**

**Friday – February 25, 2011**

- 7:00 AM – 7:45 AM**      **Continental Breakfast – Mandatory for hotel spend**
- 8:00 AM – 9:30 AM**      **Modern Management Tools** – Today’s complex business climate requires modern business tools which are not just for large corporations anymore. To successfully compete in today’s ever changing world, one must keep on top of change and use tools to optimize their performance if they want to stay competitive and grow and maximize the value of their company.  
*Presented by: Michael Neidle, President of Optimal Management*
- 9:30 AM - 9:45 AM**      **Break**
- 9:45 AM - 11:45 AM**      **Pinnacle Zone Management**  
This is a concept developed for sustaining profitability by effectively managing five growth factors combined with a check-and-balance process using a formula based on GP\$ growing at a faster rate than Operating Expenses. Basically, if GP is growing at a faster rate than expenses, you’re in the Pinnacle Zone. If it’s the reverse, you’re in the Critical Zone. Monitoring the business with this formula helps an owner determine if/when to make investments in the business – like adding headcount, or whether they need to develop an intensive care plan if they’re in the Critical Zone.  
*Presented By Amy Bingham, Bingham Consulting Professionals*
- 11:45 PM – 12:15 PM**      **Take Home Value...**The Overall Golden Nuggets – what will you bring home from these ASGroup meetings and most likely implement?

**CLOSING REMARKS**

**CONCLUSION OF ASGROUP MEETINGS**  
**SANIBEL ISLAND**

**NEXT MEETING**

**May 5-6, 2011 in Lexington, Kentucky**  
**Hosted by JC Malone**  
**Kentucky Derby Special**

**FALL MEETING**

**November 2-4, 2011 in Las Vegas, Nevada**  
**@ The New Marriott, Cosmopolitan**