

**“Owner Tools for Growth in 2012”  
La Concha – A Renaissance Resort  
February 16-17, 2012**



**Wednesday – February 15, 2012**

**6:00 PM                      Cocktails at Hotel Bar  
Casual Get Together**

**Thursday – February 16, 2012 – Owner Education Day**

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

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

**8:15 AM – 10:00AM              What’s Happening in Your Market**  
Member overviews of their market

- 2011 Final Overview of Financial Successes
- First month 2012 Trending
- Which staffing industry segments are affecting increases

**10:00 AM – 10:15 AM              Break**

**10:15 AM – 11:00 AM              Growing Your Company in 2012**  
*Greg Palmer - G. Palmer & Associates*

**Part I - “Staffing Forecast for 2012”**



**Meeting Agenda**  
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- 11:30 AM – 1:00 PM**      **Part II - Starting a Niche Division of your Company**  
*“How to ensure success in a niche start up”*  
*Greg Palmer - G. Palmer & Associates*
- 1:00 PM – 1:30 PM**      **Lunch – Mandatory for hotel spend**  
**Planning/Updates/Election of Directors**
  - 2013 Meeting Topic and Location Selections
  - Election of Board of Directors
- 1:35 PM – 3:00 PM**      **Part III - Long Term Success**  
*“How to prepare your business to continually increase the value”*  
*Greg Palmer - G. Palmer & Associates*
- 3:30 PM – 8:00 PM**      **Networking - Social Event & Dinner (TBD)**

**Friday – February 17, 2012**

- 7:00 AM – 7:45 AM**      **Continental Breakfast – Mandatory for hotel spend**
- 7:50 AM – 9:50 AM**      **Executive Roundtable Issues and Opportunities**  
Members have the opportunity to ask each other for feedback on any issues or opportunities they 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.
- 9:50 AM – 10:00 AM**      **Break**
- 10:00 AM – 11:45 AM**      **Profitability of Class Codes in Insurance**  
*Brad Isaacs, CIC, CRM, Sr. Vice President, Risk Transfer*  
*Paul Hughes, CEO / Principal, Risk Transfer*

Risk Portfolio Management, State profitability and how to manage and understand which clients have a higher propensity to cause losses and which clients to target. We have an automated system for business owners and can provide benchmarks and analytics that no other agency can provide. Risk Transfer manages over \$5 billion in workers compensation payroll each month and has the data to provide great information to ASG members.



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**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**  
**Puerto Rico**

**NEXT MEETING**  
**May 2012 in Memphis, Tennessee**  
**May 2 – 5, 2012**  
**Hosted by Wise Staffing - Special Tours of Elvis House/Blues Music**

**FALL MEETING**  
**November 2012 in Miami, Florida area**  
**Date TBD**  
**Social Events on South Beach**