



## **“Winning the Staffing Derby” Stay Ahead of the Competition**



## **OWNERS AND KEY MANAGERS MEETING AGENDA**

**May 5 - 6, 2011**

***Mark Your Calendars - Next Meeting  
November 2 - 4, 2011 – Las Vegas, Nevada  
3 Day Educational Forum Ending on Friday***

## Thursday, May 5, 2011

- 7:00am – 7:45am **CONTINENTAL BREAKFAST**
- 7:45am – 8:15am **WELCOME TO THE ASGROUP LEXINGTON MEETING**  
Meeting Overview/Introductions
- 8:25am - 10:00am **OWNERS SESSION - WHAT'S HAPPENING IN YOUR MARKET?**  
Metrics of ASGroup members versus the industry for the period of March and April will be discussed; ASGroup survey results and company key growth factors. This follows a process-oriented structure for best results
- 10:00am – 10:15am **BREAK**
- 10:15am – 10:45am **CONTINUE OWNERS SESSION - WHAT'S HAPPENING IN YOUR MARKET**
- 10:45am - 11:30pm **OWNERS SESSION - EXECUTIVE ROUNDTABLE Issues & Opportunities** - Members shall submit issues and opportunities they are facing in advance to be placed on the agenda. Take this time to use your fellow ASGroup members as an outside Board of Directors.
- 8:25am - 10:00am **KEY MANAGERS SESSION - ISSUES & OPPORTUNITES**  
Burning challenges in your market or your company and how to pursue or solve. This requires the ASGroup process developed for this meeting venue to bring the highest take-home value. Issues and opportunities are submitted in writing to the Board for final selection. Selection based on time and merits of the Issue or Opportunity to the group. *Facilitated by Dave Simpson, ARS*
- 10:00am – 10:15am **BREAK**
- 10:15am - 11:30pm **KEY MANAGERS SESSION - ISSUES & OPPORTUNITES CONTINUED**
- 11:30am – 12:30pm **KEY MANAGERS/OWNERS MARKET UPDATES**  
Key Issues and Opportunities summary by Key Managers.
- 12:35pm – 1:45pm **LUNCH**  
**Special Guest Lunch Speaker – Richard Waller,**  
“Marine For Life Program” – United States Marines
- 1:50pm – 2:10pm **ASGroup ADMINISTRATIVE UPDATES**  
Upcoming meetings, recruitment of membership, and future topical

2:15pm - 4:00pm

### **WORLD CAFÉ OF STAFFING IDEAS**

This session is rich in the brainstorming and sharing of best practices. After the World Café concludes, what occurs are hundreds of connections and discoveries between key managers. This system was introduced by Mike Boelter in 2007 and was a real hit amongst members. This is a fast-paced and fast-moving session that will bring significant value to all.

***Facilitated by Scott Fiore – Tri-Starr Services***

6:30pm

### **KENTUCKY DERBY SOCIAL GATHERING TIM & DENISE MALONE'S HOME**

## **Friday, May 6, 2011**

8:00am - 8:45am

### **CONTINENTAL BREAKFAST**

9:00am – 10:00am

### **SOCIAL MEDIA – THE FUTURE OF RECRUITMENT**

Learn how to use it effectively and drive more business. Protocall, TriStarr, Reserves Network, and other ASGroup members are using it effectively with their Job Boards. Learn how to connect social media platforms, such as Linked In, Facebook, and Twitter to your job board and drive revenue.

***Bryan Coe, Blackbird Solutions***

10:00am – 10:15am

### **BREAK**

10:15am – 11:15 am

### **ASGROUP WEBSITE TRAINING “SOCIAL MEDIA PLUS”**

At the request of many ASGroup members, learning to use this unique website will enhance sharing of best practices and enable you to make use of all the valuable ASGroup documents from meetings and consultants. ***Bryan Coe, Blackbird Solutions***

11:15am – 12:30pm

### **“MAINTAINING MARGIN INTEGRITY WHILE ADVANCING OUR CUSTOMERS’ PRODUCTIVITY WITH A COMPREHENSIVE LABOR MODEL” - The**

future of industrial staffing is in per piece pricing and pay. Wal-Mart has already moved in that direction with their staffing provider. In all cases, client costs have decreased and staffing margins have increased significantly. This model can be applied to most any staffing use with repetitive processes. Pete Pappas is a former ASGroup well-respected member. He has reinvented his company, brought in an engineering partner and employed this model to drive margins at 35%-40% and lowering customer costs.

***Presented by: Pete Pappas and Bill Puckett,  
Hire Alternatives***

12:40pm – 1:40pm

### **LUNCH – SPONSORED BY:**

**Honkamp Krueger & Company, Georgantas Claims and Euler Hermes ACI**

Brief Presentation at lunch on WOTC updates by: **Honkamp Krueger & Company- WOTC Tax Credits** - Dan Norton, Tax Credit Consultant

## Afternoon Breakout Sessions Owners

- 1:45pm – 2:25pm **OWNERS SESSION (NOTE: KEY MANAGERS WELCOME)**  
**Workers' Comp**  
**Investigate Those Questionable Claims and Save!**  
Ben Anstett is the National Account Manager for Georgantas Claims. During his tenor he has held numerous positions such as Operations Manager, Field Trainer and Field Investigator. Prior to joining Georgantas Claims, Mr. Anstett was a Fraud Analyst with J.P.Morgan Chase. Preceding his experience as a Fraud Analyst, he served in the United States Army as an Intelligence Analyst.  
*Ben Anstett, Georgantas Claims, National Investigative Services*
- 2:25pm – 3:00pm **OWNERS SESSION (NOTE: KEY MANAGERS WELCOME)**  
**Topic Discussions for Webinars and Mentoring Meetings**
- Government Contracts Susan Warshaw-Ebner Buchanan, Ingersoll & Rooney PC
  - Monthly Mentor Meetings – IT Staffing - Sharing a group in ASGroup website for candidate and orders
  - Social Media Mentoring Meeting - Sharing blogs, etc. Fee based using Bryan Coe

## Afternoon Breakout Sessions Key Managers

- 1:45pm – 2:55pm **KEY MANAGERS SESSION (NOTE: OWNERS WELCOME)**  
**Recruitment Brainstorm**  
Recruitment will become a top priority as the economy improves. This brainstorm will employ Brainstorming Techniques that will draw out the best in class ideas from members. Depending on attendance, we might break into smaller groups by staffing industry segments.

## Joint Session - Key Managers and Owners

- 3:00pm – 4:00pm **STRATEGIC ANNUAL BUSINESS REVIEW “SABR”**  
How does your strategic review of your account with your customer fit into your business and account growth relationship? How do you position this and why is it important? There is always more business at your present customers...learn how to conduct professional annual meetings with your top accounts using a process that enhances your relationship with your customer. *Janet Johnson, QTI*
- 6:30 pm **GROUP DINNER – OPTIONAL PARTICIPATION**

**END OF MEETING**  
**“We hope to have shared Best Practices  
that gave you take home value”**