

Updated: 7/25/18

**Tuesday, 11/6/18 – Arrivals and Special Session**

<b>8am – 4pm</b>	<b>SOCIAL EVENTS &amp; ARRIVALS</b>
<b>4:00pm – 6:00pm</b>	<p><b>AVIONTÉ ASGROUP USERS SESSION</b></p> <p><i>TBD AFTER CLIENT USER MEETING WEEK OF JULY 30TH</i></p>

**Wednesday, 11/7/18 – Keynote Speaker Presentations**

<b>7:00am – 7:45am</b>	<p><b>BREAKFAST WITH AFFILIATE INDUSTRY PARTNERS</b> (Mandatory for Hotel Spend)</p> <p>Please visit our “Affiliate Industry Partners” and learn about their technology and marketing tools that can be resources for the Key Manager Sessions.</p>
<b>7:50am – 8:30am</b>	<b>Welcome to Baltimore – Meeting Overview &amp; Introductions</b>
<b>8:35am – 9:35am</b>	<p><b>STAFFING 2030: WHAT WILL THE LANDSCAPE LOOK LIKE?</b></p> <p><i>Presented by: John Nurthen, Executive Director, Global Research, SIA</i></p> <p>What will the staffing landscape look like in 2030? What will a staffing firm look like in 2030? In this futuristic presentation, SIA’s Executive Director of Global Research John Nurthen uses extensive research on market trends to predict what the competitive environment will look like in 12 years’ time. From the impact of new technologies to shifting cultural, political and demographic issues, the talent marketplace is more complex than ever, with an increasing need for data and insights to help you future-proof your business and set a course for long-term success.</p>
<b>9:40am – 10:40am</b>	<p><b>RECRUITING NOW &amp; BEYOND</b></p> <p><i>Presented by Ira Wolfe, Success Performance Solutions</i></p> <p>Ira Wolfe spoke to us in Denver on the topic of Recruiting in the Age of Googlizaion, his 1<sup>st</sup> book. Since 2016 change has been so rapid that he needs to write a new book. Ira will talk about all the new technologies we will begin seeing soon that we might consider for our companies.</p>

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<p>10:45pm – 12:00pm</p>	<p align="center"><b>“WORLD CAFÉ”</b></p> <p align="center"><b>FIRING UP THE 3 R’S – RECRUITMENT, RETENTION, REDEPLOYMENT</b> <i>A BRAIN STORMING PROCESS FOR ATTENDEE.</i></p> <p align="center"><i>Moderated by Scott Fiore, ASG Board, TriStarr Staffing</i></p> <p align="center">Each attendee will have a chance to rotate to each of the three topical roundtables with subject matter on recruitment, on retention, and on redeployment.</p>	
<p>12:00pm – 12:50pm</p>	<p align="center"><b>LUNCH - Membership</b> (Mandatory for Hotel Spend)</p> <p align="center">Please Visit Our Affiliate Industry Partner Tables During Lunch</p> <p align="center"><b>Board Lunch Meeting - Room TBD</b></p>	
<p>12:50pm – 1:10pm</p>	<p align="center"><b>ASGROUP MASTERMIND GROUP UPDATES</b></p> <p align="center"><i>Marketing MasterMind: Leaders Report</i></p> <p align="center"><i>Industrial Recruitment MasterMind: Debra Lightfritz, The Reserves Network</i></p> <p align="center"><i>Safety MasterMind: Stacia Lenz/Cyd Fleckenstein, Aventure</i></p> <p align="center"><i>Avionté MasterMind: Fran McGlynn, Protocall</i></p> <p align="center"><i>MasterMind Groups Meet on the telephone to share best practices – To sign up and join a MasterMind Group, contact Kellie Macrae, Kelliem@protocallgroup.com</i></p>	
<p>1:15pm – 2:45pm</p>	<p align="center"><b>TRACK 1 – OWNERS</b></p> <p align="center"><b>WHAT’S HAPPENING IN YOUR MARKET – 5 Minutes Each</b></p> <ul style="list-style-type: none"> <li>• Sales Growth/Gross Margin Growth up or down in 1<sup>st</sup> quarter?</li> <li>• What is the single most significant sales or operations issue in your business today?</li> </ul>	<p align="center"><b>TRACK 2 – KEY MANAGERS</b></p> <p align="center"><b>Facilitated by: Key Manager Advisory Committee Team</b></p> <p align="center"><i>Billy Lynch, Pro Resources; Beth Delano, Malone Staffing Solutions; Shanel Avritt, Workway; Jill Dohnal, QT; Leisa Stallard, TRN; Erin McMahon, Advanced Resources</i></p> <p align="center"><i>Detailed agenda to be determined by the Advisory Committee by September 1, 2018</i></p>
<p>2:45pm – 2:55pm</p>	<p align="center"><b>BREAK</b></p>	

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<p>2:55pm – 4:55pm</p>	<p><b>TRACK 1 - ASGROUP OWNERS</b>  <b>“BOARDROOM SESSION”</b>  <i>Solutions for Issues &amp; Opportunities Facing You</i>  <b>Submit Issues &amp; Opportunities Form to ASGroup</b>  <b>(<a href="mailto:kelliem@protocallgroup.com">kelliem@protocallgroup.com</a>) by <u>10/15/18</u></b></p>	<p><b>TRACK 2 – KEY MANAGERS</b>  <i>Facilitated by: Key Manager Advisory Committee Team</i>  <i>Billy Lynch, Pro Resources; Beth Delano, Malone Staffing Solutions;</i>  <i>Shanel Avritt, Workway; Jill Dohnal, QTI; Leisa Stallard, TRN;</i>  <i>Erin McMahill, Advanced Resources</i>  <i>Detailed agenda to be determined by the Advisory Committee by September 1, 2018</i></p>
<p>6:30pm</p>	<p><b>Dinner Social</b></p>	
<p><b>Thursday, 11/8/18 – Owner/Key Manager Breakouts &amp; SEO &amp; Google In Recruitment</b></p>		
<p>8:00am – 8:50am</p>	<p><b>BREAKFAST WITH AFFILIATE INDUSTRY PARTNERS</b>  (Mandatory for Hotel Spend)  Please take the time to talk to our valued Affiliate Partners who invest time and money to attend our meetings.</p>	
<p>8:55am – 12:00pm   10:55am – 11:10am  <b>BREAK</b></p>	<p><b>TRACK 1 – OWNERS</b>  <b>TOP ISSUES CONFRONTING YOU</b>  <i>Break Out into Office &amp; Professional, Industrial, &amp; Healthcare Staffing</i>  <b>List, Rank &amp; Discuss</b>  A Deep Dive Discussion on Topics, Issues or Opportunities Facing the Staffing Industry</p>	<p><b>TRACK 2 – KEY MANAGERS</b>  <b>Leadership Training</b>  <b>Details TBD</b></p>
<p>12:05pm – 1:15pm</p>	<p><b>LUNCH WITH AFFILIATE INDUSTRY PARTNERS</b>  5-Minute Overview Presentations by attending Affiliate Industry Partners Please Visit Affiliate Partner Tables during lunch and breaks</p>	
<p>1:20pm – 2:20pm</p>	<p><b>RECRUITMENT - USING SOCIAL MEDIA- HOW PAY PER CLICK VALUES YOUR COMPANY</b>  <i>Presented by Ben Bechtel, 1SEO Digital Agency</i>  Presentation Description.</p>	

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<p>2:25PM – 4:00PM</p>	<p align="center"><b>THE GOOGLE JOB BOARD AND THE FUTURE OF GOOGLE IN THE RECRUITMENT WORLD</b></p> <p align="center"><i>Presented by TBD</i></p> <p>Presentation Description.</p>
<p>6:00pm</p>	<p align="center"><b>DINNER – No Planned Dinner</b></p>
<p><b>Friday, 11/9/18 – Member Best Practices &amp; Take-Home Value</b></p>	
<p>7:45am – 8:30am</p>	<p align="center"><b>BREAKFAST WITH AFFILIATE INDUSTRY PARTNERS</b> (Mandatory for Hotel Spend)</p> <p>Please visit our “Affiliate Industry Partners” and learn about their technology and marketing tools that can be resources for the Key Manager Sessions.</p>
<p>8:30am – 10:30am</p>	<p align="center"><b>NAVIGATING RECRUITMENT – CEO PANEL</b></p> <p align="center"><i>Moderator – TBD</i></p> <p align="center"><i>Suggested Panel – R. Diaz, Advanced Resources; R. Wagner, Employment Solutions; Neil Stallard, The Reserves Network; Roy Fazio, The Protocol Group</i></p> <p>Theme for Moderator - “What technologies are working for you now, and what technologies are you trying now that may be game changers in the future for your company?”</p>
<p>10:30am – 10:45am</p>	<p align="center"><b>BREAK</b></p>
<p>10:45am – 11:15am</p>	<p align="center"><b>KEY MANAGER MEETING REPORTS</b></p> <p align="center">Key Managers Summarize Significant Meeting Golden Nuggets</p>
<p>11:15am – 11:30am</p>	<p align="center"><b>TAKE HOME VALUE – WHAT WILL YOU PUT TO USE THAT YOU LEARNED FROM THESE MEETINGS?</b></p>
	<p align="center"><b>CONCLUSION OF ASGROUP MEETINGS IN BALTIMORE</b></p> <p align="center"><i>“We hope to have shared top best practices and have given you take-home value.”</i></p> <p align="center"><b>2019 MEETINGS</b></p> <p align="center">FEBRUARY 21 – 22, 2019 (OWNERS) – W. PALM BEACH, FL.   MAY – CHICAGO, IL   NOVEMBER – SAN ANTONIO, TX</p>