



Fall 2024 Conference

At-A-Glance Agenda – *Shark Tank*

San Antonio Riverwalk Marriott – November 5-8, 2024

**T
U
E
S
D
A
Y**

NOV

5

2024

Time	Activity	Location
12pm – 6pm 2pm – 6pm	Golf Tour of the Alamo	Golf –Course TBD Alamo Tour - Bus will arrive at hotel at 1:40pm. Tour takes you through the original footprint of the Spanish mission complex and describes the events leading up to and including the Battle of the Alamo.
6:00pm	Welcome Cocktail Reception	Riverwalk Patio

W
E
D
N
E
S
D
A
Y

NOV

6

2024

Time	Event	Description
8:00am - 8:40am	Buffet Breakfast	Please be sure to visit our Affiliate Industry Partner tables.
8:45am - 9:15am	Welcome to San Antonio	Meeting Overview- Quick pre-view of the Shark Tank Program.
9:20am - 10:30am	Keynote Session: Agile Strategic Planning <i>Being Always Ready for a Range of Futures with Plans A to F</i> <i>Presented by: Mike Richardson, CEO Consultant</i>	Resource Presentation for Shark Tank Traditional strategic planning doesn't work very well these days with the speed of business, pace of change and flow of disruptive turbulence accelerating all the time. Not least of all, traditional approaches are far too comfortable, planning forwards from the present as an extrapolation of the past. Especially with the uncertainties of a possible recession and election result that we face. <ul style="list-style-type: none">• Training your team to get comfortable being uncomfortable. One of his favorite quotes is, "The task of imagination is to do the work of crisis without the crisis!" (Roberto Unger). You should be shining a light into dark corners of conversation-flow that you aren't having.• Mike will give us the tools for that, engaging you in beginning to plan for a range of futures A to F, including being recession-ready at all times, as the beginnings of an ongoing and dynamic Agile Strategy Process.
10:30am-10:45am	Break	
10:45am - 11:55am	Resources for Shark Tank Program <i>ASGroup Affiliate Industry Partners Present Tools of Value</i>	Resource Presentation for Shark Tank Training Tools, Marketing Tools, Networking Strategy, Sales Software, Health Insurance, etc. – All presentations helping Key Managers and Owners prepare for the Shark Tank.
12:00pm - 12:50pm	Buffet Lunch with Industry Partners	Please be sure to visit our Affiliate Industry Partner tables.

W
E
D
N
E
S
D
A
Y

NOV

6

2024

Time	Event	Description
1:20pm – 2:20pm	The Smarter Way to Win Business in an Uncertain Economy <i>Presented by: Bullhorn Executive</i>	<p>Bullhorn’s GRID research tells us that firms see ‘winning new business’ as their number #1 business priority. However, not all firms are set up for success. Is yours?</p> <p>Winning new business in the current landscape doesn’t require firms to work harder – just smarter. With the right mix of technology, team values, and strong relationships, staffing firms can deliver exceptional value to their clients and candidates, continuously improve, and form long-lasting business relationships.</p> <p>Whether you’re looking to attract new prospects or foster stronger relationships with your existing clients, the industry calls for a new approach. By combining best practices with a platform powered by automation and AI, your team can take their business development to the next level and find success, regardless of market conditions.</p> <p>In this session, we’ll take you through how to develop a successful plan using strategy and technology as a competitive advantage. We’ll also discuss how AI is changing the game in terms of personalizing your outreach and identifying areas of focus you may have previously missed.</p>
2:20pm – 2:30pm	Break	
2:30pm – 3:45pm	The Good, Bad, and the Ugly: Sales & Operations Strategies <i>Presented by: Dan Mastropolo, CVO, Timerack</i>	Resource Presentation for Shark Tank <p>Real Life Experience successes from the New Jersey Law and Illinois Law that affected a Staffing Company..... although \$4M in revenue lost, the plan left it not affecting them. Discussions centered around the positive effects of planning. This can be useful for the Shark Tank Teams to use in creating a plan for varying economies.</p>

2:30pm – 4:00pm	CFO/KFM Mastermind Breakout Session	CFO/Key Financial Manager Mastermind Led by Angelia Terry, Controller, Pro Resources and Sarah Hoffman, VP of Finance, WSI Topics pre-submitted and discussed in detail amongst our Key Financial Managers.
3:50pm - 4:30pm	Shark Tank Program – Introduction, Teams and Guidelines	Guidelines for Day 2 Key Manager Sessions: Key Managers & Leadership Team Members present will be assigned to a team prior to the conference. Teams will break out all day Thursday to Create a Sales Plan for varying Economies. The goal of this full day of Key Managers & Leadership Team breakout sessions is to propose a written operations & sales plan that can be used in any of our member companies.
5:30pm	Social Networking – Bullhorn Sponsored Event	Happy Hour at Prost House

**T
H
U
R
S
D
A
Y**

NOV

7

2024

Time	Event	Description
7:30am - 8:30am	Buffet Breakfast	Please be sure to visit our Affiliate Industry Partner tables.
8:45am – 10:30am	Shark Tank Program – Team Kick-Off Session	Teams can go anywhere in or around the hotel to meet and work on their collective development of sales/operations model. Teams will be supported by the facilitation expertise of Scott Fiore, TriStarr Staffing, Dan Mastropolo, Timerack and Mark Winter, WinSource.
8:35am – 10:30am	Owners’/Executives Breakout Session <i>A special session facilitated by Mike Richardson, CEO Consultant</i>	Improve Your Sales & Operations Process to be Agile for an “Up Economy” or “Down Economy” - Today, growth is all about sales and controlling unnecessary costs. Are you still doing the same old thing? Dramatic changes are taking place in the way businesses are approaching sales. Growing your business within your present customer base may be the most effective means of growth and/or maintaining your company value.
10:30am – 12:00pm	Owners’ Round Table: What’s Happening in Your Market?	<ul style="list-style-type: none"> • Sales Growth/Gross Margin Growth up or down in 3rd Qtr quarter? • How do you see the next 3 months in terms of sales or revenue growth? • Are you cutting or growing? What are you cutting and how are you planning growth. • What are the single most significant sales or operations challenge in your business today?
10:30am – 12:00pm	Shark Tank - Teams Breakouts	Teams can go anywhere in or around the hotel to meet and work on their collective development of sales/operations model.

**T
H
U
R
S
D
A
Y**

NOV

7

2024

Time	Event	Description
12:00pm – 12:50pm	Lunch	Presentation of Mastermind Group Updates
12:55pm – 2:55pm	Owners’/Executives Breakout Session <i>Facilitated by: Scott Fiore, TriStar Staffing</i>	Issues & Opportunities – Pre-surveyed topics submitted by member companies.
3:00pm – 4:30pm	Owners’/Executives Breakout Session: Sharing Sales/Best Practices that are Working <i>Facilitated by: Mark Winter, WinSource</i>	What have you implemented this year to move to a sales focused organization? Since ASGroup’s May Conference, what have you done to focus on existing customers? Did you employ DYK strategy from Alex Goldfayn? Did you increase your sales training with Butler Street or WinSource? Please tell us your Success Stories.
12:55pm – 4:30pm	Shark Tank - Teams Breakouts	Teams will be meeting in various rooms in hotel to develop their plan to present on Friday. Teams will be supported by the facilitation expertise of Scott Fiore, TriStar Staffing, Dan Mastropolo, Timerack and Mark Winter, WinSource.
12:55pm – 4:30pm	CFO/KFM Mastermind Breakout Session	CFO/Key Financial Manager Mastermind Led by Angelia Terry, Controller, Pro Resources and Sarah Hoffman, VP of Finance, WSI Topics pre-submitted and discussed in detail amongst our Key Financial Managers.
6:00pm	Sponsored Social Networking Event	<i>Sponsor TBD</i>

**F
R
I
D
A
Y**

**NOV
8
2024**

Time	Event	Description
8:00am - 8:45am	Continental Breakfast	Please be sure to visit our Affiliate Industry Partner tables.
8:50am – 10:50am	ASGroup Key Manager Shark Tank Presentations	Presentations will be evaluated in a Shark Tank-style format by owners, who will ask thoughtful questions and provide constructive feedback and insights to each team. This interactive session is designed to challenge each team's strategic thinking and help refine their plans.
10:50am – 11:05am	Shark Tank Voting & Awards Presentation	Voting will be completed by all those in attendance.
11:05am – 12:00pm	Take Home Value	The value of stating 1-3 take-homes from the conference are incredible in effectiveness to make it happen. A Valuable Session to implement what you are taking home.



End of formal ASG Group Fall Conference

Next Conference:

Owners Only - Feb. 26-28, 2025

Marriott Sanibel Harbour

Fort Myers, Florida

May Conference – Dates TBD

Charleston, SC