



ASGroup
Affiliated Staffing Group

Spring 2025

Sales & Marketing Empowerment Conference

Hyatt Place, Charleston, SC – May 13-16, 2025

**T
U
E
S
D
A
Y**

Time	Event	Description
12:30pm - 6:00pm	Golf	<i>Dunes West Golf Club</i> Cost is \$106/per person Tee Times: 12:30pm, 12:39pm, 12:48pm and 12:57pm. See the course: www.duneswestgolfclub.com/
4:00pm	Sales & Marketing Technology from Avionte	What sales & marketing technology is available to users and highlights on the key features? Avionte Users Only.
6:00pm	Welcome Cocktail Reception Sponsored by: ADP Tax Credits	Pour Taproom Charleston (Rooftop Bar at Hyatt Place) https://www.pourtaproomcharleston.com/

May

13
2025

W
E
D
N
E
S
D
A
Y

May

14

2025

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 Charleston	Opening Remarks & Meeting Overview
9:20am - 10:20am	Keynote Session: <i>WIN THE RELATIONSHIP, not the Deal</i> <i>Presented by: Casey Jacox, Author, Coach & Podcaster</i>	Common Sense Strategies to Succeed In Life & Business
10:20am- 10:40am	Break	
10:45am - 11:55am	Breaking Down the Silos: Unlocking Business Growth through Sales, Marketing and Tech Alignment <i>Presented by: Lesly Cardec, SVP, ClearEdge Marketing</i>	Sales, marketing and the technology that empowers them can no longer be in a silo— they are <i>the</i> engines powering sustainable growth. Attend this impactful session to show how aligning these forces can skyrocket your business success and transform your organization.
12:00pm - 1:00pm	Buffet Lunch with Industry Partners	Product updates from Affiliate Industry Partners – 2 minute Elevator Speech updates from Industry Partners

**W
E
D
N
E
S
D
A
Y**

May

14

2025

Time	Event	Description
1:00pm – 3:00pm	Breakout with Industry Sales Experts: <i>Butler Street, Jacox Coaching, Tallan Resources, WinSource</i>	Rotate between various Industry Experts every 30 minutes to learn about a sales strategy that's working: Win Source - Sales Enabled Selling, Butler Street - AI Coaching, Jacox Coaching - Winning the Relationship, Tom Erb - Market Mastery
3:00pm – 4:00pm	Sales Mastermind Huddle <i>What is really working today in gaining sales? Facilitated by ASGroup Key Sales Mastermind Co-Leader, Christine Proffitt, Integrity Staffing</i>	An interactive session on what is working today. Topics pre-submitted and discussed in detail amongst our Key Managers.
3:00pm – 4:00pm	Owners & Executives Breakout Session: <i>What's Happening in your Market?</i>	<ul style="list-style-type: none"> • Sales Growth/Gross Margin Growth up or down in 1st quarter? • How do you see the next 3 months in terms of sales or revenue growth? • What is working in the 1st quarter to increase sales and margins?
12:40pm – 4:00pm	Accounting & Financial Mastermind Breakout Session	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.
5:30pm	Social Networking –Sponsored by Bullhorn and Partners	Prohibition https://www.prohibitioncharleston.com/ 547 King St. Charleston, SC

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

May

15

2025

Time	Event	Description
8:00am – 9:15am	Buffet Breakfast/Breakfast with Bullhorn	Join Bullhorn for software updates and/or network with other ASGroup Members and Industry Partners
9:15am – 10:15am	Market Mastery: How to Become the Ultimate Staffing Authority <i>Presented by: Tom Erb, Tallann Resources</i>	Ever wondered why certain companies and individuals dominate their market while others struggle to gain traction? The secret lies in three key factors: credibility, presence, and value. Join us in this session to learn how to establish yourself as the top choice in your market or niche. Whether you are in sales, recruiting, or leadership, this session is essential for staffing professionals seeking to take their game to the next level.
10:30am – 12:30pm	Owners and Executives: 1:1 Resources for Owners Sales, Family & Succession, Insurance	Resources requested at the Owner's February Conference. An opportunity to view various options to help you run your business. Succession to include ghost stock and other key employee option, Key Partners, etc. <ul style="list-style-type: none"> • Family Planning & Succession - Becker Legal • Insurance Options - Worker's Comp Options- Marsh McClennan • Health Insurance Options - Acrisure
10:30am – 12:30pm	Key Managers/Leadership Roundtable- Sharing Best Practices that Work in Sales <i>Facilitated by: Steve Beebe, WSI</i>	What's Happening in your market in the world of Sales? A popular session for sales leaders to discuss key challenges and successes in selling to existing clients, new business development, sales coaching methods, sales training, and AI technology in sales.
12:30pm – 1:15pm	Lunch	Mastermind Group Updates by Christine Sands, ASGroup Executive Director

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

May

15
2025

Time	Event	Description
1:15pm – 2:15pm	Selling to Managed Service Provider (MSP) Accounts and Selling Statement of Work/RPO <i>Facilitated by: Joey Frampus, Butler Street and Dan Mastropolo, Timerack</i>	A “How-to” session on making MSP part of your business. Learn about MSP, SOW and RPO. How should sell them to prospects or clients.
2:15pm – 3:15pm	Account Management <i>Presented by: Mark Winter, WinSource</i>	Increase revenue by leveraging your existing customer relationships.
1:15pm – 3:15pm	Accounting & Financial Mastermind Breakout Session	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.
4:00pm – 6pm	Charleston Team Building Scavenger Hunt <i>Sponsored by: Ringover</i>	https://www.operationcityquest.com/us-groups-events
6:00pm	Social Networking <i>Sponsored by: Avionte and SimpleVMS</i>	Share House https://www.sharehousechs.com/ 23 Ann St. Charleston, SC

**F
R
I
D
A
Y**

**May
16
2025**

Time	Event	Description
8:00am - 9:00am	Continental Breakfast	Please be sure to visit our Affiliate Industry Partner tables.
9:00am – 9:55am	Looking at Historical Patterns of the Staffing Industry: What Can You Expect Next? <i>Presented by: UHY</i>	The staffing industry is highly sensitive to economic cycles, technological advancements, and workforce trends. The staffing industry will keep evolving with a mix of technological advancements, economic shifts, and workforce expectations. Those who embrace digital transformation, specialize in high-demand sectors, and offer flexible workforce solutions will thrive.
10:00am – 10:55am	Mastering AI Tools to Scale Your Staffing Firm <i>Presented by: Forest City Digital</i>	Whether you're just AI-curious or already experimenting, this session will give you a clear, actionable blueprint for putting AI to work across your staffing firm. Using our proven Crawl, Walk, Run framework, we'll break down exactly how teams are using AI to generate more leads, speed up recruiting, and save hours every week...without overhauling their tech stack. You'll walk away with real use cases, free tools, and prompt templates you can plug into your workflow immediately. No buzzwords. Just better results.
11:00am – 11:30am	How are staffing companies using AI to drive sales and productivity? <i>Presented by: ASGroup Member Companies</i>	
11:30am – 12:00pm	Take Home Value and Conclusion of Spring Conference	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.



ASGroup
Affiliated Staffing Group

End of formal ASGroup Spring Conference

Next Conference:

**Fall Conference
Atlanta, Georgia
November 2025**