

## 2018 Conference Program

Wednesday, June 27

<b>Noon-5:00</b>	<b>Registration Open</b>	<b>Platinum/ Gold Foyer</b>
<b>1:00-2:00</b>	<p><b>Peer Consulting Clinic</b></p> <p>Tap into your peers' collective wisdom! At our 2015 conference, Scott Love led us through a group consulting exercise designed to offer relevant solutions to specific problems. Attendees found the process very valuable, and we've set aside time to repeat it. You can participate as an "issue owner" and/or "contributor," and each round is only 15 minutes, so we can address multiple issues during this time frame.</p>	<b>Platinum</b>
<b>2:15-3:30</b>	<p><b>Clinic A: Lessons from the Field: Job Readiness Assessment Tools</b></p> <p>Learn about two state-of-the-art tools for assessing candidates' job readiness and coaching needs. Michael Simpson will describe PAIRIN's approach, together with users Dan Kaskubar from Activate Workforce Solutions and Kathy Hardy from YUPRO. Next, Willie Davis will introduce Right Time's new self-reporting assessment, designed to measure an individual's internal, dynamic factors and integrate the results into customized triage reports that guide decision-making, improve resource allocation and accelerate appropriate interventions.</p> <p><b>Clinic B: Lessons from the Field: Food Service Training and Staffing</b></p> <p>Market demand for food preparation workers and servers is forecast to remain strong during the next decade, and can be a fast track to steady work with diverse career paths. Catalyst Kitchens' Justin Smith will provide an overview of food service career opportunities and the training models used by their national group of food service social enterprises. J Hackett from Green Opportunities will describe this culinary training in practice and the role of their catering and alternative staffing businesses in employing students and graduates.</p>	<b>Platinum</b>
<b>3:45-5:00</b>	<p><b>Clinic A: Leverage Background Checks to Help Employers Achieve Fair Chance Hiring</b></p> <p>Criminal background checks act as a barrier to employment of candidates with records, and are problematic as a screening tool that's often difficult to understand, inaccurate and incomplete. In this session, Ian Harriman and Rehana Lerandeau from Checkr will walk you through the background check process, address common pain points, and highlight best practices, to help you better advise employer customers about interpreting and using these reports. You'll also review a few sample reports to put your knowledge to the test.</p> <p><b>Clinic B: Deliver a Winning Pitch to Social Investors and Grantmakers</b></p> <p>Join Kila Englebrook from the Social Enterprise Alliance and Reed Mayfield from RSF Social Finance as they share best practices for approaching different types of social enterprise funders for both startup and growth capital. Kila and Reed will focus on ways you can best tailor a clear and compelling "ask."</p>	<b>Platinum</b>
		<b>Gold</b>

## Wednesday, June 27 Continued

**6:00-8:00**      **Opening Networking Reception**      **Skylight Foyer**  
Mingle with fellow practitioners, renew past acquaintances and make new friends as you unwind from the day. Hors d'oeuvres and beverages will be served.

## Thursday, June 28

**8:00-9:15**      **Breakfast (*Registration open throughout Breakfast*)**      **Symphony II**  
**8:30**              **Welcome and Project Return Presentation**

**9:30-10:45**      **Breakout A: Communicate, Demonstrate, Deliver Value**      **Symphony III**  
Since launching Goodwill TalentBridge in 2010, Michael Boelter and his team have consistently used a winning sales approach to steadily and rapidly grow this staffing business into a leading social enterprise, annually employing about 5,000 people and billing \$23 million. Join Michael as he shares TalentBridge's process to acquire and retain new clients, and leverage brand and trust, using a method designed to attract prospective clients, discover and understand their staffing needs, develop customer-centric solutions, and maintain quality and service continuity.

**Breakout B: Metrics Your Staffing Firm Should be Tracking**      **Lyric**  
What are the key performance indicators that your staffing enterprise should be using to measure the quality of your activities and improve your business processes? Steve Vittorioso from Bullhorn, a global leader in CRM and operations software for the recruitment industry, will discuss key metrics relating to your sales funnel, employer clients, and recruitment, and what you can learn from tracking these measures to make better decisions and drive performance. He'll also discuss the impact of increased automation on staffing business processes and how firms are responding to this opportunity and challenge.

**11:00-12:15**      **Breakout A: The Marketing and Sales Multiplier**      **Symphony III**  
Are your sales people as effective as they can be? Are your marketing activities achieving maximum ROI? Not sure? In this session, David Searns, CEO of Haley Marketing, will explain the difference between sales and marketing in the staffing industry and show you how the best staffing companies are integrating these two critical functions for maximum response. He'll introduce you to two primary strategies for driving sales leads, and he'll give you an overview of the marketing tools your team needs most.

**Breakout B: ASO Practices: Systems for Assessing Job Readiness**      **Lyric**  
Hear from Chrysalis Enterprises and First Step Staffing about internal systems each has developed to more consistently and efficiently assess their candidates' job readiness. At Chrysalis, multiple case managers use a detailed tool that guides their creation of personal employment plans and individualized coaching. In contrast, First Step Staffing's method is designed for rapid assessment of a high daily volume of candidates referred by over two dozen external partners. Trevor Kale from Chrysalis and Sheneva Harris from First Step Staffing will describe how each system works and discuss lessons they are learning for continuous improvement.

## Thursday, June 28, Continued

<b>12:15-1:45</b>	<b>Lunch and Exhibitor Showcase</b> Fuel up for the afternoon and visit with a select group of Trusted Vendors and Partners that serve our sector!  Avionte Staffing Software Catalyst Kitchens Checkr COATS Staffing Software Global Cash Card Haley Marketing	<b>Symphony II</b>  PAIRIN Right Time RSF Social Finance Signature Back Office Solutions Social Enterprise Alliance
<b>1:45-2:45</b>	<b>General Session: Workplace Health &amp; Safety Survey Results and Industry Update</b> Last winter, research staff at the National Institute for Occupational Safety and Health (NIOSH) helped us develop a survey to learn about our sector's workplace health and safety practices, in support of their efforts to understand and enhance practices in the temporary staffing industry. Individuals working in temporary or contract positions, and individuals new to a job are at significantly greater risk of being injured at work, an issue NIOSH is working to address. Andrea Okun, Co-coordinator of NIOSH's Safe-Skilled-Ready Workforce Program, will provide an overview of this work, share highlights from our survey results (which had a high response rate), and preview next steps.	<b>Symphony III</b>
<b>3:00-4:15</b>	<b>General Session: Recruiting Insights and Innovations</b> Unemployment is at historic lows, and 41% of staffing firms say the talent shortage is their single biggest challenge. David Searns, CEO of Haley Marketing, will show you creative, innovative, and just plain "off-the-wall" ideas to attract job seekers, and get them applying to your jobs. He'll share some of the findings from a Haley Marketing study of more than 400 staffing and recruiting firms, and provide you with five strategies to attract, engage and re-engage talent. If you have jobs to fill, you're guaranteed to walk away with ideas that will close more placements.	<b>Symphony III</b>
<b>5:15</b>	<b>*** Buses Depart for Ryman Auditorium ***</b>	<b>Hotel Entrance</b>
<b>5:30-9:00</b>	<b>Dinner and Bluegrass Concert</b> After an intense day of sessions, get your twang on at Nashville's original Grand Ole Opry! We'll relax over a casual dinner, then move into the historic auditorium for the bluegrass stylings of Grammy Award winner Del McCoury, a 2011 inductee into the International Bluegrass Music Hall of Fame!	<b>Ryman Auditorium</b>



**Thanks to our Conference Sponsor!**

Friday, June 29

8:15-9:00	<b>Breakfast</b>	<b>Symphony III Foyer</b>
9:00-10:15	<b>Breakout A: Engage Employers to Build Skilled Talent Pipelines</b> In the continued tight labor market, Career Builder reports that the number of employers willing to hire workers who need training has doubled, from 32% to 66%, in just the last two years. How can ASOs leverage this window of opportunity, helping workers "upskill" to strengthen their future career prospects while also meeting employers' talent needs? Gardner Carrick from The Manufacturing Institute, a national leader in developing industry-recognized credentials and promoting community-based training partnerships, will share manufacturers' experience and perspective on investing in skills training, and suggest ways you can engage with employers to develop talent pipelines. Action Associates' Suzy Murphy will describe examples of their staffing firm's successful skill building initiatives, including an upskill/backfill approach, in cooperation with local manufacturers and Michigan Works!  <b>Breakout B: ASO Practices: Doing Business with Local Government</b> Hear how two ASOs have diversified their customer portfolio with local government accounts. WorkSquare is one year into servicing a large, competitive contract won with Miami-Dade County. In contrast, GoodSource Staffing Services' business with the City of Orlando began small and continues to grow more organically. WorkSquare's Ian James and GoodSource Staffing's Yvette Hernandez will share their experiences and highlight the challenges and benefits of connecting workers with public-sector job opportunities.	<b>Symphony III</b>          <b>Lyric</b>
10:30-11:45	<b>Breakout A: Second Chance Policy Initiative Briefing</b> A new six-state initiative seeks to give people with criminal records greater economic security and mobility by advancing two second chance policy reforms - clean slate automatic record-sealing and fair occupational licensing laws. Michael Hollander from Community Legal Services in Philadelphia will brief us about Pennsylvania's model Clean Slate Act and the projects it's leading in Colorado, Michigan, and South Carolina. We'll also hear from Irene Lyons with Ohio's Department of Rehabilitation and Correction about their process to certify individuals who directly petition for approval to be licensed for employment within a desired occupation.  <b>Breakout B: ASO Practices: Coaching/Mentoring Reentry Candidates</b> Moving from the survival mode of incarceration to workplace cultures built on trust and teamwork is one of many challenges faced by reentry job seekers. YUPRO's Kathy Hardy will moderate a discussion among three practitioners - Larry Craig from Project Return, Ann Janquart from Diversified Personnel Services, and Gregg Keesling from Recycle Force - about how they have integrated mentoring support and coaching activities into their respective business models.	<b>Symphony III</b>          <b>Lyric</b>
11:45 - Noon	<b>Closing Remarks</b>	<b>Symphony III</b>