

SUPER SEMINAR DAY

N·Y·S·A  
NEW YORK STAFFING ASSOCIATION



# SETTING YOUR COMPANY UP FOR GROWTH

CSP TSC CSC CIP

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**Wednesday, May 22, 2019**

3 West Club, 3 W. 51st Street  
New York, NY 10104



# SCHEDULE AT A GLANCE

8:00 – 9:00 a.m.	Registration/Continental Breakfast
9:00 – 10:15 a.m.	<b>Concurrent Workshops</b>
	Owners/Managers - <i>Roundtable Discussions</i>
	Sales Professionals <i>Grow Your Business Through Profitable Client Relationships</i>
10:15 – 10:30 a.m.	Coffee with Exhibitors
10:30 – 11:45 a.m.	<b>Concurrent Workshops</b>
	Owners/Managers <i>Growth and Creating Value for Staffing Companies</i>
	Sales Professionals <i>Creating the Drip to Advance the Client Relationship</i>
11:45 a.m. – 12:30 p.m.	Legislative Update
12:30 – 2:00 p.m.	Lunch with Exhibitors
2:00 – 3:15 p.m.	<b>Concurrent Workshops</b>
	Owners/Managers <i>Finding the Right-Sized Financing for Your Staffing Company</i>
	Recruiting Professionals <i>Strategic Staffing Strategies</i>
3:15 – 3:30 p.m.	Break
3:30 – 4:30 p.m.	Closing Keynote – Ethan Chazin <i>Dare To Be Great In All That You Do!</i>
4:30 – 6: 00 p.m.	Networking Happy Hour

**8:00 – 9:00 a.m.**

## Registration/Continental Breakfast

**9:00 – 10:15 a.m.**

## Owners/Managers - Roundtables

This interactive session will allow owners and managers to participate in five roundtable discussions on the following topics:

- Opening a New Location moderated by Doug Klares, Infinity Consulting Solutions, Inc.
- Creating a New Niche moderated by Pat Rohe, The Custom Group of Companies
- Staff Compensation moderated by Bradley Block, Rotator Staffing Services, Inc.
- Employee Retention moderated by Norma Menkin, Gainor Staffing
- Hiring Staff moderated by Elisa Emeritz, Infinity Consulting Solutions, Inc.

Participants will rotate tables every 20 minutes so that they can get the most out of this session.



### ***Opening a New Location – what do you need to know?***

**Doug Klares, CEO/  
Founder, Infinity  
Consulting Solutions**

Doug founded Infinity Consulting Solutions (ICS) in 2001 with the mission

to cultivate successful long term relationships by matching the right people with the right organizations. Doug wears several hats in his role as CEO, with his primary objective being to transcend business relations, turning them into something more personal. Doug has overseen ICS' growth into one of the nation's largest and most successful staffing and recruiting agencies. He has grown ICS from its single flagship headquarters in New York to include offices in Chicago,

Minneapolis, DC, Houston, Fort Lauderdale, Denver, Dallas, Columbus, and Wilmington.

Under Doug's leadership, ICS has received numerous national staffing awards one of them being featured on the 2019 Best of Staffing™ from both our clients and candidates. Less than 1% of all staffing agencies in North America have earned the 2019 Best of Staffing™ award for providing remarkable service quality to their clients and candidates. ICS has also consistently been awarded Best and Brightest Companies to Work for, Best Places to Work, Forbes Top Staffing Agencies, and Inc. 500 | 5000 list for its continuous rate of growth.



### ***Creating a New Niche – How do you figure out if it is profitable? How do you find talent?***

**Pat Rohe, Principal/  
Founder, The Custom  
Group of Companies**

Pat co-founded The Custom Group of Companies in 1985 with her business partner, Diane McGaw. For the past 31 years, Pat has helped to build Custom into one of the most highly regarded staffing firms in the industry. As a fierce advocate for the staffing industry, Pat has held many roles within the New York Staffing Association, including president. She also served as chairwoman of the American Staffing Association and helped launch a certification program designed to educate recruiters on employment law. Pat was inducted into the ASA Leadership Hall of Fame in 2017. She passionately believes that recruiters should continue their education and become true counselors to job seekers and give the best-informed advice possible.



### **Staff Compensation**

**Bradley Block,**  
Chief Operating Officer  
and Principal,  
Staffing-the-Universe  
Family of Companies

Bradley has spent the last 15 years working in various management roles throughout the organization. Bradley has a B.S. from the Smith School of Business at the University of Maryland, and an MBA from Stern Business School at New York University. In addition, Bradley sat as the President of the Board of Directors for the New York Staffing Association, where he is still a very active board member.



### **Employee Retention**

**Norma Menkin,**  
Co-President,  
Gainor Staffing

Norma is dedicated to career development and best practices for our industry. A former teacher,

Norma has made herself a student of the industry and her expertise has gained respect as a coach and leader nationwide. For over 15 years Norma has served as both Program Director and Past President of the NY Staffing Association She was the recipient of the New Yorker Award for her service in 2018. She is also an active member of the American Staffing Association.



### **Hiring Staff**

**Elisa Emeritz, Director,**  
Talent Acquisition for  
Infinity Consulting  
Solutions

Elisa has been with the firm since 2008. Initially hired to start up the Administrative and HR staffing practice, Elisa transitioned to an internal talent acquisition role in 2011. She heads a team of 4 responsible for staffing the ICS offices with recruiters, salespeople and back office professionals nationwide. She has been a key contributor to the year over year growth of ICS, managing the Talent Acquisition team and maintaining a pipeline of active candidates. Elisa is passionate about the staffing industry and loves the challenge that "recruiting recruiters" presents daily. She keeps up with current events in staffing, monitoring both staffing trends and the buzz on the candidate market.

### **Sales**

#### **Grow Your Business Through Profitable Client Relationships**

In today's highly competitive sales climate, staffing agency clients have more talent acquisition tools such as online resources that enable them to dictate the terms of their interactions and relationships with staffing agencies. Staffing agencies need to rethink how they differentiate themselves, in order to maintain lasting business growth success. In order to stand out in a highly saturated market staffing Sales professionals require an entirely new "consultative" approach for client engagement (thus retention) success. This talk is ideal for any professional who wants to establish and maintain highly productive (rewarding) relationships with clients, as well as vendors, suppliers, and business partners.



**Ethan Chazin, President & Chief Motivation Officer, The Chazin Group**

After spending 20+ years in corporate America in marketing and sales roles, Ethan Chazin had a life-changing vision to apply

his passion for helping others with his branding, marketing, and communications expertise. He is now the Founder and President of The Chazin Group LLC, which is a motivational speaking, executive coaching, management consulting, corporate training and professional development firm. As a former executive recruiter and career coach, Ethan has helped 12,000 job seekers find employment.

**10:15 – 10:30 a.m.**

### **Coffee with Exhibitors**

Enjoy a cup of coffee in the main keynote/exhibit room and visit with our industry partners who have resources and options to help you improve your business.

**10:30 – 11:45 a.m.**

### **Concurrent Workshops**

#### **Owners/Managers Workshop**

#### ***Growth and Creating Value for Staffing Companies***

This session will provide an overview on what owners and managers need to know about financially preparing their companies for growth. The discussion will focus on some of the main factors staffing firms need to consider to create value for their company including expanding into new geographic locations, hiring additional staff, growing revenue and margins, utilizing technology during the growth process, protecting what you've built and understanding basic metrics to measure company growth.



**Nick Florio, CPA, Partner, Citrin Cooperman**

Nick Florio provides business consulting and financial advice to a variety of closely held private businesses. He is an audit and accounting partner

located in the firm's New York City office. With over 25 years of experience in service businesses, Nick advises in the areas of valuation services, business consulting, and profitability analysis, and helps clients with strategic corporate organization, as well as business and tax planning.



**Melanie Pol, Senior VP, Business Development, PGC**

In her role, Melanie consults with staffing agencies to understand their existing back office operations and processes to identify how

implementing technology can facilitate growth, reduce costs and enhance the worker experience. PGC is a workforce management platform that specializes in providing staffing agencies solutions to employ their temp placements and have developed a technology that manages the employment of workers – from onboarding to timesheets. You can also catch her speaking at HR tech and staffing focused events discussing technology and best practices to support a contingent workforce. Born in Australia, she spent a few years working for PGC in London before moving to PGC's New York headquarters."



**Martin L. Borosko, Esq.,  
Managing Partner,  
Becker LLC**

Martin L. Borosko has been the Managing Member of the firm since 2006. Under his leadership, the firm has grown into one of the premier boutique firms

with offices in New York, California, New Jersey and Pennsylvania.

Mr. Borosko has over 20 years of experience handling complex corporate transactions and commercial disputes in the areas of staffing and healthcare. He leads a team in the firm dedicated to studying the best legal practices within those industries. His philosophy is to direct clients toward legal strategies that facilitate growth and increase enterprise value in the long term.

He often works as part of a team with leading investment bankers, accountants and risk managers to implement comprehensive growth strategies for clients.

## Sales Workshop

### ***Creating the Drip to Advance the Client Relationship***

Just like when you plant a garden you need to nourish it to get it to grow and blossom, this session will discuss the multiple ways to develop and nurture lasting client relationships.

The panel will discuss how to create a plan to stay top-of-mind with your customers and how to incorporate effective outreach into your campaigns.

## PANELISTS:



**Amanda Beni, Client  
Relationship Manager,  
HMG+**

As an honors graduate from New York Institute of Technology with a bachelor's degree in hospitality management, Amanda Beni has been a

dedicated and energetic Client Relations Manager at HMG+ for the past 4 years. Her passion for hospitality and building rapport with clients are what set her apart. Through consistent follow up and transparency, Amanda is a master at retaining and growing relationships. Her charisma and honesty build client confidence in her abilities and HMG+ staffing.



**Ray Capuana  
Business Development  
Manager, The Forum  
Group**

Ray entered the Staffing industry five years ago. He has over 20 years' experience in Sales, Operations, Client Services

and Account Management.

In the past five years in the Staffing industry he has achieved great recognition as a continual top performer.

Ray joined the Forum Group in 2017. He is a Business Development Manager that takes a very consultative approach on building and maintaining relationships with new and existing clients by servicing, marketing and cross-selling all service lines in human Resources, health care, office support, finance & accounting, IT and Legal Services.

He is a dedicated Business Development Manager with in-depth knowledge of client relationship management and leveraging sales techniques in order to ensure account growth. Ray possess the ability to clearly relate complex solutions to clients with experience to generate unsurpassed revenue growth.



**Adam Samples,**  
President, Atrium  
Staffing

Adam joined Atrium in 2015 after having spent over 11 years at a global, multi-billion dollar specialized staffing

firm. He quickly navigated his way into senior management after establishing a track record for consistent revenue growth and high employee retention in multiple markets including California, New Jersey, New York, & Connecticut. As President, Adam currently leads staffing operations.

**Moderator:**



**Lenore Convery, Monster**

Lenore Convery, Director, U.S. Staffing: With over 25 years of sales and leadership experience, Lenore Convery brings a customer-centric strategy and culture to Monster's Staffing and

Recruiting Business Unit. During her first 5 years with Monster, Lenore has held roles ranging from National Account Manager, Regional Sales Manager, and her current role as Director. Lenore is passionate about nurturing and developing her people. She has a relentless focus on working closely with her clients to ensure that they succeed.

**11:45 a.m. – 12:30 p.m.**

**Legislative Update**

There are once again several legal and legislative issues that will impact staffing firms and other employers. Among other things, the presenters will discuss the legislative effects of the #MeToo movement, such as the new mandatory harassment training for employees, regulations affecting workers' schedules, the use of employee arbitration agreements, other proposed or pending legislation at the State and City levels including the status of the proposal for two weeks of paid vacation and NYSA's strategy to limit its impact for the staffing industry.



**James A. Essey,**  
President/Chief  
Executive Officer, The  
TemPositions Group of  
Companies

After being named five times to the Staffing Industry Analyst list of the 100 most influential

in staffing, Jim was inducted into the SIA Hall of Fame in 2018. Only 39 individuals have been so recognized. Jim was honored by his peers by being elected Chairman of the American Staffing Association (ASA), the industry's national trade association. Prior, he served as Chair of the National Chapter Leadership Council and served for five years as President of the New York Staffing Association (NYSA) where he was a recipient of the NYSA's New Yorker Award, for outstanding service to the industry. He now serves as Chairman of the ASA Legal/Legislative Committee. In that role, he has helped shape the industry's position as relates to the Patient Protection and Affordable Care Act (ACA) and speaks widely on the topic to industry groups. Most recently he headed a delegation to meet with the Department of the Treasury on the new tax law and its implications for the staffing industry regarding pass-through deductions. At

the local level, Jim has worked with the NY State Legislature, the NY City Council, and various municipal agencies in both NY and California on the drafting and implementation on numerous laws related to employees of staffing firms.



**Joel A. Klarreich, Esq.,  
Tannenbaum Helpern  
Syracuse & Hirschtritt  
LLP**

Joel A. Klarreich is a partner in the New York law firm of Tannenbaum Helpern Syracuse & Hirschtritt LLP, where

he chairs the Staffing Industry and Corporate Departments. He joined Tannenbaum Helpern when it merged with Klein, Heisler & Klarreich, P.C., which had represented companies in the staffing industry since the 1950s. Joel specializes in the staffing industry, as well as business and corporate law. He has spent most of his 40-year legal career counseling and representing staffing firms, including temporary help service firms, employee leasing companies, search firms, permanent placement (direct hire) agencies and home health care providers, as well as franchisors of staffing organizations. Joel has represented numerous buyers and sellers of staffing firms in mergers and acquisitions of all magnitudes and represented staffing firms in public and private stock offerings.



**Jason B. Klimpl, Esq.,  
Tannenbaum Helpern  
Syracuse & Hirschtritt  
LLP**

Jason B. Klimpl is a partner in the Employment Law Group of Tannenbaum Helpern Syracuse &

Hirschtritt LLP. In this capacity, he advises clients on a broad range of employment law matters, such as wage and hour compliance; healthcare; equal

opportunity actions and policies; employment agreements and restrictive covenants; independent contractor and consulting issues, reductions in force; technology and privacy concerns; and other human resources counseling.

Jason is also the Associate General Counsel of the New York Staffing Association and is heavily involved in legal and legislative efforts to support the staffing industry.

**12:30 – 2:00 p.m.**

**Lunch with Exhibitors**

**2:00 – 3:15 p.m.**

**Concurrent Workshops**

**Owners/Managers Workshop**

***Finding the Right-Sized Financing for Your Staffing Company***

Staffing organizations often require access to working capital to manage growth, take advantage of opportunities, make acquisitions or help fund payroll. Our panel of experts will discuss the various lending options available in the marketplace from banks and specialty lenders and how a staffing firm can prepare for an initial meeting with a prospective lender.

The lending experts on this panel will share their insight relating to the current lending environment, the benefits of credit insurance, how different transactions are structured and how lenders provide financial solutions that are in direct response to the unique challenges of the staffing industry landscape.



**SPEAKERS:**



**Stephen Leavenworth, Senior Vice President & Marketing Manger, IDB Bank**

Stephen has been with IDB Bank since 2016. He manages a team of professionals who deliver innovative, cost effective

financing and banking solutions to staffing, IT consulting, medical, and legal staffing firms across the United States.

Previously, Steve was the Division President for Payroll Finance at Sterling National Bank where he was responsible for building both the full service and asset based lending businesses for staffing firms nationwide. Prior to Sterling, Steve was responsible for growing the asset based business for The CIT Group Commercial Services Division.

Steve earned his BA in Psychology from Siena College and his Executive MBA from the Zicklin School at Baruch College. He also has Six Sigma black belt through an association with Northrop Grumman. He is an active volunteer, fundraiser, and board member. Steve and his family live on Long Island.



**Raphael Torres, Senior Vice President, Regional Credit Manager, Commerical Services Group, Wells Fargo**

Raphael Torres, leader of the Services Industries team with Wells Fargo Capital Finance, brings

more than 14 years of banking experience. Raphael began his career as a collateral analyst and was quickly promoted to a relationship

manager, handling some of the team's most complex transactions. Most recently, Raphael served as a portfolio manager. Raphael has been an active member of the American Staffing Association. He has won the Staffing Services team's "Team Member of the Year" award, in both 2009 and 2012, and a recipient of one of Wells Fargo's most prestigious awards, The Golden Spoke. In 2018, Raph earned recognition on the CFA's 40 under 40 list.



**John McGraw, Vice President, Access Capital**

John has been with Access Capital since 2013. He is responsible for new business origination and business development. His specific areas of expertise

include sales, marketing, leadership, strategic planning, and operations.

John's career in servicing companies in the staffing industry began 20 years ago at Sterling Payroll Finance (a division of Sterling National Bank) and its predecessors, rising to the level of Group Vice President. He has a long record of successfully providing staffing companies with growth capital and business processing services.

John is actively involved in various staffing industry associations such as the New York Staffing Association, the American Staffing Association, TechServe Alliance, and Staffing Industry Analysts. John is an avid runner and an active volunteer and participant in the Fresh Air Fund, a not-for-profit agency providing free summer experiences to urban youth in New York City. He lives on Long Island with his wife and two sons.

Access Capital has served the staffing industry nationwide since its inception in 1986. We provide asset based lending, acquisition financing and advisory services. A relationship with

Access Capital means you're partnering with an independent lender with a deep understanding of your business and the skill to help you reach your goals.



**Marc D. Wagman,**  
Managing Director  
Trade Credit and  
Political Risk Practice  
Leader, United States  
Arthur J. Gallagher & Co

Before joining Arthur J. Gallagher & Co. in February 2015, Marc

was for 11 years the Managing Partner of AEQUUS Trade Credit, a specialty broker of credit protection products. With more than 21 years of experience in credit and political risk mitigation, the capital markets and trade finance, Marc is a nationally recognized leader in his field. As head of Gallagher's U.S. practice since 2017, he also works very closely with his colleagues in the UK, Scandinavia, Dubai, Singapore and Australia, as part of a global team representing corporates, traders and financial institution clients across a wide range of industry verticals.

Marc graduated from Rutgers University with a Bachelors Degree in Political Science and earned an M.B.A. in Finance from Fordham University's Graduate School of Business.

## Recruiting Professionals Workshop

### *Strategic Staffing Strategies*

An interactive program directed to the more experienced recruiters and staffing leaders looking to overcome the greatest challenge the staffing industry is facing: recruiting and hiring in a historic labor shortage market. Attendees will work in groups to brainstorm, solve problems, and role-play. Upon completion of this workshop, attendees will be able to execute on overcoming challenges by:

- Strategic Recruitment Planning

- Recruiting Outside of the Box
- Stepping Up your Candidate Experience
- Leveraging Job Board Postings & Resume Searching



**Rachel Modrak, Partner,**  
Staffing eTrainer

Rachel Modrak is a trainer, speaker, and consultant focused on the Staffing Industry. She started her career in 1997 working as a Staffing Assistant at Pomerantz

Staffing. Throughout her 17 year tenure with the organization (that later became CoWorx) she played a critical role in the operational strategy, holding positions such as Recruiter, Corporate Trainer, National Recruitment Manager, and Director of Training. She went on to work for global leader Adecco as Vice President of Operations where she supported a \$350+ million division providing strategy in the areas of service for large clients, order fulfillment, and associate recruiting and retention. Rachel is now a Partner in Staffing eTrainer and dedicated to creating training solutions and products for the staffing industry.

**3:15 – 3:30 p.m.**

**Break**

**3:30 – 4:30 p.m.**

**Closing Keynote - Ethan Chazin**

***Dare To Be Great In All You Do!***

In today's constantly changing transformational age, being good enough just isn't good enough. During this engaging, entertaining and thought-provoking talk learn from motivational speaker Ethan Chazin what it takes to consistently refresh your reputational brand for lasting competitive advantage. Learn how to stand out in a crowded staffing field (think Seth Godin's purple cow) and be able to identify your elevator pitch as

unique value proposition. The essence of daring to be great in all you do is creating a personal brand message that you are at all times: 1) unique; 2) invaluable; and 3) memorable...thus... REMARKABLE! Remember...what got you HERE... can't get you THERE!



**Ethan Chazin, President  
& Chief Motivation  
Officer, The Chazin  
Group**

After spending 20+ years in corporate America in marketing and sales roles, Ethan Chazin had a life-changing vision to apply his passion for helping others with his branding, marketing, and communications expertise. He is now the Founder and President of The Chazin Group LLC, which is a motivational speaking, executive coaching, management consulting, corporate training and professional development firm. As a former executive recruiter and career coach, Ethan has helped 12,000 job seekers find employment.

**4:30 p.m.**

### **Networking Happy Hour**

Wrap up the day with a networking happy hour with other staffing professionals.

# SUPER SEMINAR DAY 5.22.19

3 West Club, 3 W. 51st Street New York, NY 10104



## REGISTRATION TYPE

Full Day (includes breakfast, luncheon and cocktail reception)

Half Day (includes luncheon and cocktail reception)

## MEMBER

\$395.00

\$250.00

## NON-MEMBER

\$795.00

\$495.00

[Non-members: If you join NYSA, the difference between the member and non-member registration fees will be applied to your membership fee.]

## NYSA MEMBER DISCOUNT FOR ADDITIONAL ATTENDEES

NYSA is extending a discount to the second (or more) attendee from a NYSA member company after one full priced registration fee is paid. The discount is applied to a registration fee of equal or lesser value.

FULL Day = \$325

HALF DAY = \$180



EARLY BIRD SPECIAL! Register by Friday, April 12th to receive 10% off your registration fees!

Company Name

Company Address

Company City, State, Zip

### Attendee #1

Name email phone

Member  Non-member  Full Day  Half Day Fee Amount: \_\_\_\_\_

I will attend the following sessions:  Owners & Managers  Recruiter Professionals  Sales Professionals

### Attendee #2

Name email phone

Member  Non-member  Full Day  Half Day Fee Amount: \_\_\_\_\_

I will attend the following sessions:  Owners & Managers  Recruiter Professionals  Sales Professionals

*If more than two attendees wish to register, please fill out additional form(s)*

### Method of Payment

MASTERCARD  VISA  AMEX  Check # \_\_\_\_\_

Card Number Exp. Date CCID

Name on Card Cardholder Signature

Billing Address City, State, Zip

Return your completed registration form to NYSA by Tuesday, May 10, 2019

NYSA, 370 Lexington, Avenue, Suite 902, New York, NY 10017

Fax: 856-727-9504 or Email: [info@nystaffing.org](mailto:info@nystaffing.org) or Register online at [www.nystaffing.org](http://www.nystaffing.org)