

NYSA SUPER SEMINAR DAY

BEST



- B** Build your staffing knowledge base
- E** Empower your recruiters
- S** Strive for sales success
- T** Take advantage of networking opportunities



To be the best in your chosen profession takes **perseverance, persistence and performance**. It also takes getting the most education and training ... and insights ... on how to succeed!

The **"best of the best"** in staffing take advantage of all the resources available to them including following the best practices of their leaders and peers.

The **NYSA Super Seminar Day** is that venue to help you climb the ladder to **"BE THE BEST."**

Earn **CPC Credits**



Presented by



Thursday, June 1, 2017
TKP New York Conference Center
109 W 39th St., New York, NY
Register at: www.nystaffing.org



This full day of keynote and workshop presentations is designed to:

- Develop Best Practices to Achieve Your Business Goals
- Learn from Your High Achieving Peers in the New York Market
- Help You Recruit & Manage Successful Teams.



Schedule At A Glance

8:00 am – 9:00 am	Continental Breakfast
9:00 am – 10:15 am	Opening Keynote: "The 5 Traits of Superstar Salespeople" Marc Wayshak
10:15 am – 10:30 am	Coffee With Exhibitors
10:30 am – 11:45 am	Concurrent Workshops
Owners & Managers' Workshop Session ends at 11:30 am	"The 3 Pillars of a Top Performing Sales Organization" Marc Wayshak
Sales Professionals' Workshop	Learn from the "Best of the Best" Sales Professionals A Panel of Top New York Sales Staff
11:30 am – 12:30 pm	New York Legislative Update James A. Essey, President & CEO, The TemPositions Group of Companies Jason Klimpl, Esq., NYSA Associate General Counsel, Tannenbaum Helpern Syracuse & Hirschtrit Joel A. Klarreich, Esq. Parter, Tannenbaum Halpern Syracuse & Hirschtrit
12:30 pm – 1:45 pm	Lunch With Exhibitors Keynote Presentation: "The State of Staffing" Susie Dietrich, ASA Chair (invited)
1:45 pm – 2:00 pm	Break
2:00 pm – 3:15 pm	Concurrent Workshops
Owners & Managers' Workshop	"How is Your Firm Measuring Up: What the Best Staffing Companies are doing to be successful."
Recruiting Professionals' Workshop	"How the 'Best of the Best' recruiters maintain their high level of success" A panel of top New York recruiters.
3:15 pm – 3:30 pm	Break
3:30 pm – 4:30 pm	Closing Keynote Presentation: "The Discipline to Prepare" Francis Racioppi
4:30 pm	Networking Reception at Croton Reservoir, 108 W 40th St, New York, NY

Conference Details

8:00 am – 9:00 am

Continental Breakfast & Networking with Exhibitors

9:00 am – 10:15am

Opening Keynote: “The 5 Traits of All Superstar Salespeople”

In today’s technology-saturated world, information is readily available. The Internet has changed everything for prospects—not to mention for the salespeople who hope to win their business. This new environment creates tremendous opportunity for those with the right strategy to dramatically increase sales.

In this highly interactive program, participants will:

- Learn The 5 traits of all superstar salespeople that can easily be emulated and applied
- Learn how to separate themselves from the competition
- Use a powerful system to close sales more quickly and with greater frequency
- Develop a playbook of prospecting activities that ensure participants hit sales goals

Takeaways of this program include:

- Maximize the outcomes of sales efforts without increasing effort
- Specific scripts that participants can apply immediately to sales interactions
- Develop a clear day-to-day plan for achieving sales goals
- Fully understand an easy-to-apply yet fool-proof system for selling

About the Speaker:



Marc Wayshak

(www.MarcWayshak.com) is the bestselling author of two books on sales and leadership, *Game Plan Selling* and *Breaking All Barriers*.

He is a sales expert who created the Game Plan Selling System based upon his experiences as an All-American athlete, Ivy League graduate, startup entrepreneur and years of research,

training and selling. Marc has established a revolutionary selling system for salespeople, entrepreneurs and companies alike. He is a regular online contributor for Inc, Fast Company, Forbes, Entrepreneur Magazine, Huffington Post Business and salesforce.com Blog, and he holds an MBA from the University of Oxford and a B.A. from Harvard University.

10:15 am - 10:30 am

Coffee with Exhibitors

Have a second 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 am – 11:30 am

Owners & Managers' Workshop: “The 3 Pillars of a Top Performing Sales Organization”

Speaker: Marc Wayshak



Developing a top performing sales organization is no longer just as simple as keeping your salespeople motivated and well-paid. In today’s highly dynamic market, companies must develop a formal process to create a highly effective sales culture.

As Marc discusses in this groundbreaking program, every top performing sales organization has a clear but diversified sales strategy, an ongoing process for attracting top talent, and clear accountability metrics.

In this program, participants will learn how to:

- Attract, hire and motivate A-player salespeople
- Use and teach a powerful system to differentiate from the competition
- Increase the prospecting output of their existing sales team
- Develop key accountability metrics to ensure the success of their sales team

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PANELISTS



MIKE MENZER, Managing Director, Rotator Staffing Services Inc. - Mike is currently the Managing Director at the Staffing-the-Universe Family of companies, including Rotator, Industrial, Medical, and Block Staffing Services. He is responsible for overseeing a team of 30+ Recruiters and Sales Personnel, in addition to personal production within both sales and recruiting.

Mike has spent the last 10 years working in various management roles for Staffing-the-Universe in addition to other large, international staffing firms. Mike has experience in a variety of verticals and industries within both the Contract and Direct Hire space. In addition to his Management and Operational responsibilities, Mike also currently manages accounts responsible for \$3 million in annual contract revenue, in addition to \$1 million in direct hire fees on an annual basis.



MARCUS COHLAN, Director of Business Development, Gainor Staffing – Marcus has been the Director of Business Development at Gainor Staffing for the past 5 years. Since joining Gainor, Marcus

has built a substantial desk for an individual contributor, with billing totals of approximately \$1.4 million for 2016. Marcus's temp clients span a diverse range of hedge funds, digital advertising agencies, and some of the most famed universities in the tristate area. Marcus's cultivated HR referral network now makes him one of the most respected HR focused recruiters in town. Marcus uses his acting and improvisational skills every day in his job, which he credits to his experience auditioning and being rejected in Hollywood and also the training he received as a lifelong student of the Upright Citizens Brigade. Marcus graduated from Northwestern University in 2007.



MATT GLUBIAK Director of Sales, TemPositions Group of Companies Matt oversees the sales team for the New York City, Melville and Norwalk, Connecticut offices,



10:30 am – 11:45 am

**Sales Professionals' Workshop:
Learn from the "Best of the Best"
Sales Professionals – A Panel of Top
New York Sales Staff**

High level salespeople find, develop and close big-money deals. Experienced salespeople understand that it takes more effort to sell ten \$100k deals than to make a single \$1M sale and they are constantly seeking new relationships and referrals to maintain their client and customer base.

This panel of top New York staffing sales professionals will share their tips and techniques for reaching a high level of performance.

**Moderated by: NICK FLORIO, CPA,
Partner, Citrin Cooperman LLP.**



Nick 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.

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.

working closely with division heads to develop plans to drive strategic sales growth throughout the organization.

Matt brings with him a wealth of experience in the staffing industry. For the last 5 years, he served as the Market Manager for Johnson Service Group (JSG), a leading technology staffing company. During his tenure there, Matt successfully launched their Armonk, NY office, where he was responsible for business development and management in the Northeast. Prior to that, Matt spent 12 years with H.L. Yoh Company, another leading national technology staffing firm, where he held numerous sales, recruiting and management positions as his career advanced, including Account Manager/Recruiter, Branch Manager, District Manager, Sales Director and Vice President. He holds a B.S. in Biotechnology from Worcester Polytechnic Institute and an MBA in Marketing/Management from Fordham University.



LUCY PARKER, Director – Head of Contracts / Temp Staffing, Americas, Phaidon International

Having attained a BSc (Hons) in Psychology from the University of Manchester and further legal qualifications from BPP Law School, Lucy joined Selby Jennings as a trainee in 2011 in the Front Office finance space. Her placements in the financial industry gave her a strong grounding in recruitment and subsequently she consistently became one of the most successful consultants at Selby Jennings. Having built and managed various successful teams over the last five years, Lucy now runs the Contracts business. Her team specializes in the placement of temporary, consulting and project-based workers across the USA. Markets covered include Life Sciences, Corporate Leadership, Financial Services and Connective Technology.

11:30 am – 12:30 pm

New York Legislative Update

There are a number of new and pending legislative issues that will impact staffing firms. Jim and Jason will review new NYC criminal background check regulations, workers' schedules, minimum wage, and FLSA overtime laws.



JAMES A. ESSEY, President & CEO, The TemPositions Group of Companies. Since joining the TemPositions Group of Companies, one of the nation's largest regional staffing firms, in 1985, Jim has focused the firm on developing a number of niche businesses, heading each with industry experts. He has also been responsible for the closing of 15 acquisitions. Through his efforts, TemPositions is one of the true full service staffing companies in the market today. He now serves as Chairman of the ASA Legal/Legislative Committee.



JASON KLIMPL, Esq., NYSA Associate General Counsel, Tannenbaum Helpert, Syracuse & Hirschtritt

is a partner in the firm's Employment, Staffing Law, and Corporate practice groups and Associate General Counsel to the New York Staffing Association. Jason advises clients on a broad range of employment matters. He is a graduate of Lehigh University and Brooklyn Law School.



Joel A. Klarreich is a partner in the New York City law firm of Tannenbaum Helpert Syracuse & Hirschtritt LLP, where he chairs the Staffing Industry and Corporate Departments. He specializes in business, corporate and employment law. He 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. Joel serves as NYSA General Counsel.

12:30 pm – 1:45 pm

Lunch with Exhibitors



Keynote Presentation: The State of Staffing: SUSAN DIETRICH, Chair, American Staffing Association (invited)

About the Speaker: Susie Dietrich is a principal owner of TOPS Staffing LLC, AllTek Staffing and Resource Group Inc., e-Staff Consulting Group, AccountStaff Inc., Sterling Office Professionals,

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and TVS Inc. She began the western chapter of the Pennsylvania Staffing Association, an ASA-affiliated chapter, and served as its president for three years. Susie also has served on the ASA chapter leadership council and the chapter past presidents committee. For 2017, Susie is pleased to serve as the chair of the American Staffing Association.

1:45 pm – 2:00 pm

Break

2:00 pm – 3:15 pm

Owners & Managers' Workshop: How is Your Firm Measuring Up: What the Best Staffing Companies are doing to be successful.

A Panel of industry partners will bring their best of the best case studies for best practices in operating your business today.



Moderated by NICK FLORIO, CPA, Partner, Citrin Cooperman LLP.

This panel of the best industry partners in insurance, technology, funding, and staffing services will provide their perspectives on the characteristics of successful staffing firms – what they have seen that makes these firms, the “best of the best.”

PANELISTS



SUZANNE DUNHAM, Solutions Consultant, Avionte Software Solutions will speak on “Paperless – Increase Your Bottom Line and Improve Your Efficiencies”

Suzanne has spent much of her career in the recruitment marketing technology space consulting with organizations on their talent acquisition, engagement and onboarding strategies. Suzanne demonstrates a superior knack for understanding her customers' challenges and needs, building long term relationships, and helping to solve business problems by matching the appropriate technology and service solutions that drive overall efficiencies, generate revenue, and growth.



JOHN MCGRAW, Senior Vice President, Access Capital will speak on “Best Practices for your Financial Growth.”

John is responsible for new business origination and business development. Prior to Access Capital, McGraw spent almost 20 years at Sterling Payroll Finance (a division of Sterling National Bank) and its predecessors, rising to the level of Group Vice President. He led a sales team that provided staffing companies with growth capital and business processing services. His expertise ranges from marketing and leadership to strategic planning and operations.



JIM LANZALOTTO, Senior Vice President and General Manager, Monster Worldwide will speak on today's challenges in reaching, connecting with, and hiring the very best people for your clients.

Jim is currently Senior Vice President of the Staffing unit at Monster Worldwide. In this role, he leads several teams to help the company build on its position as the global leader in recruitment and talent management services and technology solutions.

2:00 pm – 3:15 pm

Recruiting Professionals' Workshop: How the “Best of the Best” recruiters maintain their high level of success.

Many recruiters believe they just have to wait for the perfect candidate's resume to show up in their email. However, some of the most qualified candidates aren't necessarily looking for a job. Like high level

salespeople who find, develop and close big-money deals, the best recruiters identify, cultivate, and recruit the best candidates. This panel of top performers will provide techniques to reach used by top salespeople used by top salespeople.



Moderated by: LARRY JASINOVER, Director of Business Development, IT and Professional Services, Avionte Software Solutions

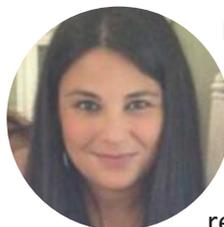
Larry has spent the better part of the last two decades developing and leading high performance Teams in the NY and NJ staffing community and has delivered for companies including: Career Blazers, Aquent and Robert Half. His current focus in the Human Capital Management Solutions sector provides Larry an opportunity to help client partners achieve greater success by effectively leveraging more impactful technology.

PANELISTS



AARON MENKIN, MBA, Digital Account Director, Gainor Staffing -

Aaron has distinguished himself as a professional who genuinely cares for the success of his client's businesses and the satisfactions of candidate's career ambitions. Drawing on five years as a business to business marketer and an MBA from George Washington University, he grasps the details to align agencies, brands, eCommerce retailers and technology companies with exceptional, hard to find marketing, media and digital talent.



DANIELLA ADINOLFI, CSP, Managing Director, Industrial Staffing Services -

Daniella oversees 13 recruiters and manages a full desk and recruits on a daily basis. She also handles all of her firms internal training for recruiters and will share some helpful tips on addressing red flags and behavioral interviewing, the importance of recruiting across market spaces, and relationship building.



CHRISTINA TABACCHI, Director of Operations, Custom Staffing.

Christina joined The Custom Group in 2012 as the Director of Operations. She is responsible for managing and leading the recruiting and operations team to source and match the best candidates in the marketplace and deliver superior service to clients. Christina began her career in the staffing industry in 2005 working as a recruiter for a national staffing firm, where she was quickly promoted to their strategic accounts and operations management team. Christina graduated from the New York Institute of Technology summa cum laude with a B.A. in Hospitality Management and a Master's Degree in Instructional Technology.



KRISTINE PIERCE, Vice President of Operations, TemPositions

Kristine supervises operations and all aspects of servicing clients' needs for the company's East Coast offices. She joined TemPositions in 1995 as a Staffing Consultant in the Melville office and was soon promoted to Branch Manager. After tripling the growth of that office, she was promoted to Director of Operations for our East Coast offices and most recently Vice President of Operations. Her experience has made her a leading expert in managing the recruitment, interviewing, screening, evaluation and placement process for our staffing professionals. Kristine earned her B.S. in Behavioral Science at York College.



RANDI BLEICHFELD, Executive Director of Business Development, Green Key Resources -

Randi joined Green Key in 2006 and over the course of the next ten years, she launched Green Key's business development group, growing it to the eight-member team she now manages. Green Key, too grew, from a single office to 10 across 8 states and now has more than 200 employees. Randi oversees training, works with the new recruiters, and manages the company's social media and website, which has won awards for excellence from the Interactive Media Council.

3:15 pm – 3:30 pm

Break

3:30 pm - 4:30 pm

Closing Keynote Presentation:

“The Discipline to Prepare”

Francis Racioppi

Regardless of industry, experience or knowledge, the discipline to consistently prepare for upcoming actions and events is critical to future success. Many companies and people rely on past successes as a judgement for future results.

But ... competitors and challengers look to dictate their positioning toward the future, and leaders must focus their organizations and themselves on what they must do to prepare and be effective tomorrow.



About the Speaker:

FRANCIS J. RACIOPPI, JR.

graduated with honors from Boston University in 2003 with a degree in Journalism and a minor in Political Science. He joined the

United States Army, serving first as a

Ranger-qualified Infantry Officer and later as Green Beret in the Army Special Forces. He also is a graduate of the US Army Airborne School, Survival, Evasion, Resistance, and Escape, the Reconnaissance and Surveillance Leader’s Course, and several Special Operations sponsored certifications.

In 2014, Fran was selected to serve as the advisor and aide to the Commander of Special Operations

Command Africa, Major General James Linder. He left service with the US Army in January of 2016 after almost 13 years. Fran’s military decorations include three Bronze Star Medals, the Defense Meritorious Service Medal, Joint Service Commendation Medal, Army Commendation Medal with Valor, two Army Commendation Medals, three Meritorious Unit Commendations, Global War on Terrorism Expeditionary Medal, Global War on Terrorism Service Medal, Army Service Ribbon, two Overseas Service Ribbons, and the National Defense Service Ribbon.

Since leaving service, Fran has built a career in Wealth Management while earning his MBA from New York University.

4:30 pm

Networking Reception

Join us for some down time and Happy Hour Networking at **Croton Reservoir Tavern**
108 W 40th Street (Bet 6th & 7th Ave.)
New York, NY

