

SUPER SEMINAR DAY

presented by

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**N·Y·S·A**  
NEW YORK STAFFING ASSOCIATION

# The Future of Staffing

Earn CPC Credits



**Tuesday May 15, 2018**

TKP New York Conference Center  
109 W 39th St., New York, NY  
Register at [www.nystaffing.org](http://www.nystaffing.org)

**#NYSAFuture2018**



# SCHEDULE AT A GLANCE

8:00 – 9:00 a.m.	Registration/Continental Breakfast
9:00 – 10:15 a.m.	Opening Keynote – Jim Essey <i>Staffing Technology You Can't Live Without</i>
10:15 – 10:30 a.m.	Coffee with Exhibitors
10:30 – 11:45 a.m.	<b>Concurrent Workshops</b>
Owners/Managers	<i>Build the Road to Your Future (Panel)</i>
Sales Professionals	<i>Selling in the Future (Panel)</i>
11:45 a.m. – 12:30 p.m.	Legislative Update Jim Essey, Joel Klarreich, and Jason Klimpl
12:30 – 2:00 p.m.	Lunch with Exhibitors
2:00 – 3:15 p.m.	<b>Concurrent Workshops</b>
Owners/Managers	<i>Robotics, Machine Learning and Artificial Intelligence in Staffing</i>
Recruiting Professionals	<i>Recruiting Challenges Today and in the Future</i>
3:15 – 3:30 p.m.	Break
3:30 – 4:30 p.m.	Closing Keynote – Brian Blasko <i>Cruisin' Through Life™ at 35 MPH</i>
4:30 p.m.	<b>Networking Happy Hour - Croton Reservoir Tavern</b> 108 W. 40th (between 6th and 7th Avenue) NYC



TKP New York Conference Center  
 109 West 39th Street  
 New York, NY 10018  
<http://www.tkpnyc.com>

TKP New York Conference Center is conveniently located within walking distance of the Grand Central Terminal, Port Authority Bus Terminal, and Penn Station.



**8:00 – 9:00 a.m.**

### Registration/Continental Breakfast

**9:00 – 10:15 a.m.**

### Opening Keynote – Jim Essey

#### ***Staffing Technology You Can't Live Without***

In this session you'll see examples of the newest technologies from both existing vendors to the staffing industry and start-ups related to recruitment and talent engagement; sales and client engagement; and back office operations. We'll also discuss some of the new upgrades made by LinkedIn, Monster and Career Builder and Google jobs. And there will be plenty of time for questions and comments from the floor.



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

Since joining The TemPositions Group of Companies 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 22 acquisitions. And he has been instrumental in improving the overall customer and employee experience of working with a staffing firm by conceiving of and investing in the development of numerous leading age tech tools. Through his efforts, TemPositions has differentiated itself from many of its competitors, allowing it to become one of the largest regional staffing firms in the country.

**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**

#### ***Build the Road to Your Future***

For our Owner Manager Session, we are putting you in the driver's seat and offering you the chance to ask the questions you've always wondered about with complete anonymity. NYSA is empowering you to create your own future by asking you to submit your questions in advance. What better way to help pave the way to the future than by planning your own customized session? Please join us for what will prove to be an enlightening, interactive, and informative part of your day and leave you ready to continue on the road to future success!

### PANELISTS:



**Penda Aiken, Penda Aiken, Inc.** - Penda Aiken founded Penda Aiken, Inc. in 1990. Over the past 28 years Penda has grown the company into a client-focused boutique firm focused on providing the best client and job

seeker engagement ever, making Penda Aiken, Inc. one of the most highly regarded workforce and staffing firms in the industry.

Penda Aiken, Inc. services the public and private sector, solving their workforce challenges and

supplying quality recruitment and placement of contingent, temp-to-hire and direct hire personnel; HR and project management. Subject Matter Experts, Penda Aiken, Inc. collaborates with other business and industry leaders to conduct professional development and forums to keep businesses and the workforce up to date on the latest staffing, workforce, career and development trends.



**Keith Banks, CSP, Lloyd Staffing** - Keith is a well-known leader within the staffing and employment industry. Having worked for Lloyd Staffing for more than 25 years, he has expanded the business and implemented

programs with foresight and ingenuity. Banks has served as President of Lloyd since 2002. Previously, he held leadership roles within Talent Acquisition, Workforce Solutions, Franchise Operations, Contingent Staffing and General Management.



**Rick Dionisio, ingenium (formerly TTS)** - Rick is currently the owner/operator of ingenium, a NYC based talent agency who specializes in representing the most sought after recruits in webtech, mobile, creative

technology, front end development, product, UX, UI, fintech, blockchain and corporate IT.

Rick started in this awesomely crazy business we call recruiting in 1995 and hasn't left since. These were the times when 100+ cold calls every day was the expectation, when meeting every candidate you represented in person was mandatory and things like job boards, Skype and LinkedIn were a gleam in the internet's eye. At

ingenium we take the best of the old school and combine that with all the leverage technology offers and presto—the modern-day tech and creative talent agency.



**Doug Klares, 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. Other aspects of Doug's role are more technical. It is his responsibility to scrutinize the operational strategy of the company while supporting internal team members and expanding upon the vision of ICS. His combination of business acumen and ability to connect deeply with others allow each member of the ICS community to thrive and grow.



**Pat Rohe, 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.



Moderated by  
**Nick Florio, CPA,**  
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.

**10:30 – 11:45 a.m.**

### Concurrent Workshops

#### Sales Professionals Workshop

#### ***Dealing with Business Development Challenges Now and in the Future***

This panel of top New York staffing sales professionals will discuss the challenges they are facing in today's staffing market, how they are navigating connections with prospects and developing client relationships. They will also share how they are utilizing technology and social media to gain results and what they see as future challenges facing the staffing industry.

### PANELISTS:



**Tina Ruark-Baker,**  
Access Staffing, LLC

- Tina Ruark-Baker is a staffing professional with the strong flair for networking. Tina moved to NYC in 2000 from Michigan and has been building relationships ever since. Over the years she has been dedicated to providing the best possible staffing experience to others. Tina is extremely active with several non-for-profits. She sits on the committee of the American Heart Association and is the Chairperson for the Passion Committee (GoRedforWomen). Tina also sits on the Steering Committee of the Women's Collaborative which support executive women's leadership in New York. She is also an active member of SHRM-NYC and the Long Island Business Association. Staffing has been a passion of Tina's for over 25 years and she continues to bring creative business solutions and energy to her clients on a daily basis.



**Eric Fass, CSP, The**  
TemPositions Group of  
Companies

– Eric Fass has 12 years of staffing experience and is the Sales Manager at The TemPositions Group of Companies where he manages a NYC based business, sells on behalf of the Norwalk, CT office and mentors a team of Account Managers. Eric's personal sales exceed \$3M annual, and he plans to double the size of his team in 2018. Eric places great emphasis on new business development, establishing strong client relationships, and following a consistent game plan, resulting in partnerships with over 700 client organizations throughout his career.

As the Co-Chair of the TemPositions Charity Committee, Eric volunteers at several community-based organizations. Eric graduated from the University at Albany and attributes much of his success to his colleagues at TemPositions for their collaborative and ongoing support.



**Jason Fleischer, Abacus** – Jason began his career with a combination of Public Accounting and Corporate Finance before joining Abacus Group in 2007. Outside of work, Jason is usually running around Central Park

training for his next endurance event. Jason is also an active fundraiser for the Leukemia and Lymphoma Society (LLS), as well as one of the marathon coaches for Team in Training. In 2015, LLS recognized Jason as Man of the Year for his outstanding fundraising achievements in support of cancer research. Jason holds a Bachelor's Degree in Accounting from the University of Scranton.



**Robin Mehl, Gainor Staffing** – Robin is the Vice President of Business Development for Gainor Staffing. Gainor has been a driving force in the staffing market for over three decades. We immerse ourselves in both

our clients' businesses and our candidates' careers to consistently incorporate their goals and priorities into all our searches; making impactful connections that drive business value and elevate careers. Robin's focus is in the areas of Administrative Support, Human Resources, Digital Marketing and Creative Staffing. She cultivates client relationships with companies in finance, law, advertising, fashion and beauty, real estate, non-profit and public relations.



**Moderator:**  
**Michael Warady,**  
Regional Director of  
Business Development,  
CTI

For over 25 years, Michael has focused his career on listening to client needs and delivering solutions that exceed their expectations. Michael started his career in tax incentives 13 years ago and has grown as a prominent resource for businesses and their CPAs to refer to when they are looking for additional Federal or State Incentives. As a Certified Financial Planner, Michael is able to understand business needs on a holistic level, then team up with trusted advisors to guide and help prioritize. At CTI, Michael works with CPAs, Staffing Firms and Manufacturers across the country as a liaison between CTI's technical team and clients. Michael has served on not-for-profit boards and works with college students to facilitate inventions and bring those ideas to market.

**11:45 a.m. – 12:30 p.m.**

### **Legislative Update**

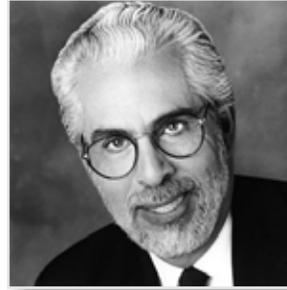
There are several new and pending legislative issues that will impact staffing firms and other employers. Among other things, the presenters will review the new NYC salary history ban legislation, regulations affecting workers' schedules, and the legislative effects of the #MeToo movement, such as the new mandatory harassment training for employees.



**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 1950's. 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**

***Robotics, Machine Learning and Artificial Intelligence in Staffing***

Learn what you need to know about the innovative technologies like Robotics Process Automation (RPA), Natural Language Processing (NLP), Machine Learning (ML). These technologies are poised to make your operations smarter and more efficient. Some firms are already using Robotics to delegate mundane and manual repetitive tasks in front-office & back-office operations to the Robots and are now adding flavors of NLP/ML to make these smarter and provide end-to-end automation of processes.



**Bhavyesh Virani -  
Founder & Managing  
Partner at WonderBotz.**

Bhavyesh leads technology and innovation and is responsible for technology strategy, architecture, delivery, quality, training and methods. He is an accredited professional developer and architect for two of the leading RPA products – Blue Prism and UiPath. Bhavyesh is a thought leader in the intelligent automation space & a member of prestigious The FORA Council (<http://www.hfsresearch.com/fora>). Prior to that Bhavyesh was a Senior Manager in Advisory Services practice of Ernst & Young LLP, where he led robotics process automation practice focused

on insurance sector in America. Bhavyesh has over 23 years of experience advising global clients on enterprise transformations, and automation programs using technology as a key enabler.

**Recruiting Professionals Workshop**

***Recruiting Challenges Today and in the Future***

A panel of experienced recruiting professionals will discuss the current market for candidates, as well as what challenges they are dealing with in recruiting for temp and direct hire candidates. They will also share creative ways that they are utilizing social media and technology to attract good candidates, how to establish an ongoing referral network and ways to differentiate yourself in a competitive market.

**PANELISTS:**



**Daniella Adinolfi,  
Industrial Staffing  
Services, Inc. – Daniella  
has worked in staffing  
for 10 years and her  
passion for the industry  
grows every day. She is  
the Managing Director of  
Recruitment Operations**

for the company's New York City office and oversees 13 Recruiters and Account Managers. Daniella manages successful high-volume MSP/VMS accounts and recruits for a variety of positions on a daily basis. She looks forward to sharing her knowledge on how to successfully recruit in today's market. During the presentation, she hopes to impart her expertise in addressing red flags, behavioral interviewing, recruiting across market spaces, and relationship building... all while keeping speed to market in mind.



**Dominic Furina, US Tech Solutions** – With over seven years in the industry, Dominic is a seasoned recruiter predominantly within I.T. He recruits heavily for the financial industry with additional experience in

the pharmaceutical, healthcare, insurance and gaming industries. Dominic utilizes a wide array of recourse including job boards, internal databases, and LinkedIn to effectively source and maintain candidate relationships. Currently, Dominic is dedicated to specific client accounts where he is tasked with proactively sourcing quality candidates.



**Susan Kurien, The Forum Group** – Susan Kurien is the Managing Director of the Legal Division at The Forum Group, a full-service staffing and consulting firm. With over 15 years of legal experience, Susan

manages Forum's legal business development and specialized recruiting efforts; she focuses on placing attorneys and legal support staff with large and small law firms, corporations and non-profits (direct hire, temp-to-hire and temp placements). A licensed attorney, before transitioning into legal staffing, Susan worked as a law firm litigation associate, the executive director of a civil rights nonprofit and, as the staff attorney/clerk to two judges. Prior to law school, Susan worked as a paralegal for two global firms where she managed large commercial cases through all aspects of discovery, pre-trial and trial.



**Dylan Pany, Selby Jennings** – Having attained a BSc in Business Administration with a focus in International Business from the University of West Virginia, Dylan joined Selby Jennings as a trainee and

was quickly promoted to Consultant, again to a Principal Consultant and is now heading up the FIC & Equity Sales, Trading, Research and Financial Technology Sales team.

Utilizing the strong domestic and international name that Selby Jennings has established, Dylan has leveraged this and made placements all across the country. Locations ranging from some of the more obvious financial hubs (New York, Chicago and San Francisco) to some of the smaller areas including Dallas and Toronto. Constantly being able to adapt to the needs of varying clients, Dylan has built a strong name for himself in the recruitment industry and his long list of fulfilled client mandates proves this.

Dylan has a genuine interest and knowledge for not only working with clients and candidates, but also for the financial market as a whole. With the passion for the markets that he has, he is able to understand client's needs beyond what is written on a job description. This aspect is notoriously hard to find in recruiters and gives Dylan a true edge to the competition and great rapport with managers that he works with.



**Moderated by Michael Bartels, Becker LLC**

As the Chief Development Office of Becker LLC, Mike brings over 20 years' experience in sales, networking, relationship

management, & finance across a wide variety of niche markets. Although he primarily focuses on creating new and nurturing existing relationships, Mike continues to expand business across all of Becker's service offerings, working with all the firm's partners through their five offices.

In his role at Becker LLC, Mike oversees all business development & marketing activities for the firm as well as working closely with the partners on client relations & project management to ensure complete satisfaction is realized between the attorneys and their clients.

Mike brings a strong background in the following industries: Staffing, Real Estate, Hospitality, Franchising, Financial Services and Transportation. Mike & the firm are proud members of both national and state staffing trade organizations across the country. He has also been honored to be a guest speaker at these events, speaking on various sales and recruiting topics.

**3:15 – 3:30 p.m.**

**Break**

**3:30 – 4:30 p.m.**

**Closing Keynote - Brian Blasko**

***Cruisin' Through Life™ at 35 MPH***

Life is a journey...enjoy the ride! This exciting program offered by Brian Blasko invites you to discover and maximize your own personal potential. Our lives and careers are like vehicles, and we are the engines that keep them running smoothly. Come learn how to gain some "fuel" for your internal gas tank.

While traveling on this journey Brian will share a few strategies for successful leadership, teamwork and personal growth. The strategies have all been test-driven and proven road-worthy. Do not let life's little road blocks keep you stuck on the side of the road. Come have some fun and learn how to excel into the future of staffing!



Brian Blasko is a highly motivated, nationally known speaker, trainer and author. His programs have been inspiring individual and organizational growth for 20 years. He is the "go to" guy when it comes

to leadership, motivation, team building and customer care. This celebrated author of 2 books; *Cruisin' Through Life At 35 MPH* and *Sending Signals*, has a Masters Degree in interpersonal communication, collegiate-level teaching experience, and is a member of the National Speakers Association.

Every year clients throughout the country depend on Brian to re-charge their organization and employees. Always the fun communicator, his contagious energy encourages others to feel comfortable about themselves and their personal development. His client list ranges from Fortune 500 companies to Ma and Pa organizations.

Driven by his sincere interest in others, and a genuine passion for public speaking, Brian enthusiastically invites you to discover and maximize your own personal potential!

**4:30 p.m.**

**Networking Happy Hour**

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



# SUPER SEMINAR DAY 5.15.18

TKP NEW YORK CONFERENCE CENTER  
109 W 39TH STREET, NEW YORK, NY



## REGISTRATION TYPE

	MEMBER	NON-MEMBER
Full Day (includes breakfast, luncheon and cocktail reception)	\$395.00	\$795.00
Half Day (includes luncheon and cocktail reception)	\$250.00	\$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.]

## VALUE PACKAGE FOR NYSA MEMBERS ONLY

Discount available to the 3rd (or more) attendee from a single company after two full priced registration fees are paid. Includes lunch and cocktail reception.

\*Discount applied to a registration fee of equal or lesser value.\*

Full Day (includes breakfast, luncheon and cocktail reception)	\$295.00
Half Day (includes luncheon and cocktail reception)	\$150.00



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 8, 2018

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)