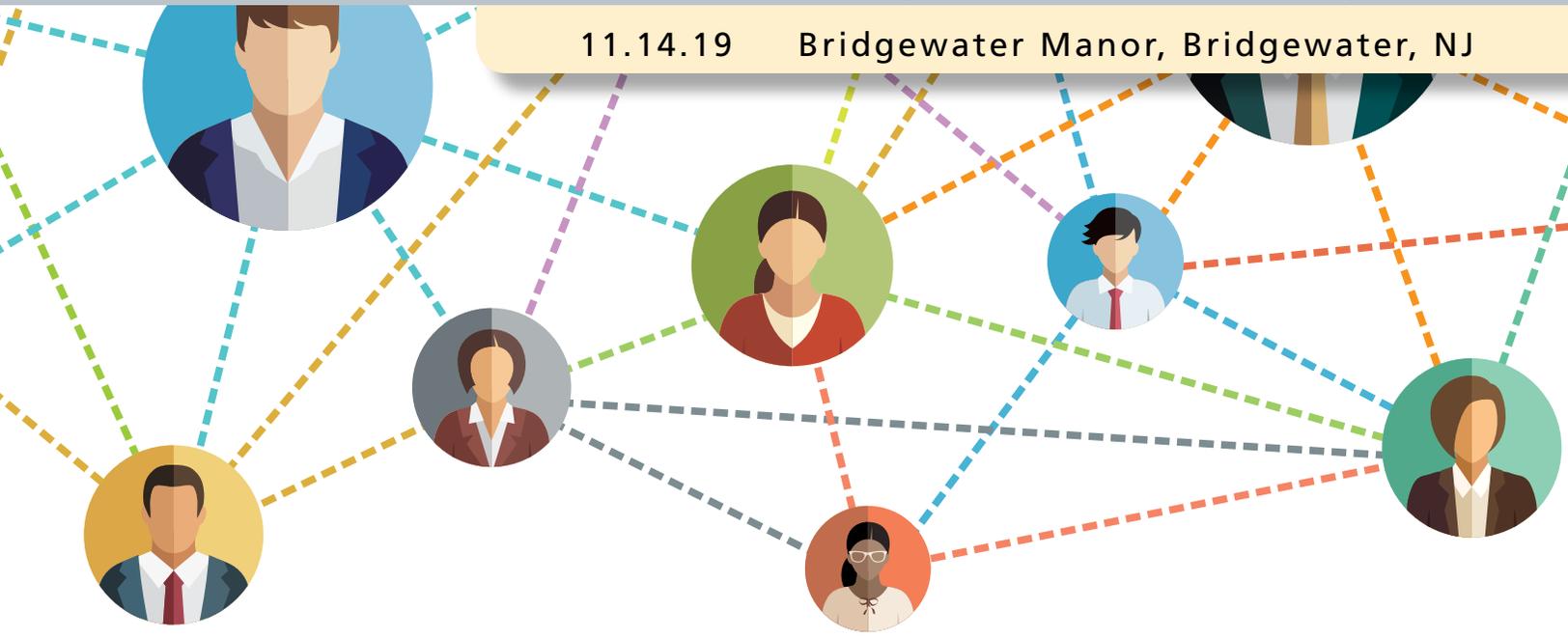


# CONNECT & GROW

Enhance Your Contacts and Connections to the Brightest Minds in the Staffing Industry

11.14.19

Bridgewater Manor, Bridgewater, NJ



Sponsored by:



Earn  
CPC  
Credits



**This is the Region’s Premier Staffing Training Event for owners, managers, sales and recruiting professionals. Attendees will take part in this special training opportunity featuring some of the staffing industry’s most respected professional trainers.**

## WHO SHOULD ATTEND

OWNERS/MANAGERS, RECRUITERS, AND SALES ASSOCIATES OF DIRECT HIRE AND TEMPORARY STAFFING FIRMS.

### RECRUITING TRACK:

For recruiting and staffing professionals who want to enhance their sourcing, screening and qualifying techniques. Gain the competitive edge by efficiently accessing top talent and representing the best of the best.

### SALES/BUSINESS DEVELOPMENT TRACK:

For owners, managers, and sales associates who want to manage their time, talents, and temporary staffs more efficiently and expertly. Each conference workshop is designed to focus on the issues pertinent to these staffing tracks.

## Conference Registration & Membership Bundle Deal

Non-Members: Avoid paying the \$500 registration fee for the Annual Meeting and consider our bundle deal. For just \$720 you can receive the conference registration PLUS membership in NJSA through December 31, 2020!

## Continuing Education Credits



Continuing Education Credits are available from ASA and NAPS. Be sure to complete the Course Log Forms included in the conference onsite materials.

## SCHEDULE AT A GLANCE

| TIME PERIOD                 | AUDIENCE                 | AGENDA ITEM  |   |
|-----------------------------|--------------------------|--|---|
| 7:30 – 8:00 am              | All                      | Exhibitor Set-up   |   |
| 8:00 – 8:45 am              | All                      | Breakfast & Meet Our Exhibitors  | sponsored by:    |
| 8:45 – 9:00 am              | All                      | Welcome  |   |
| 9:00 – 10:15 am             | All                      | Opening Keynote:<br>"Negotiating Tactics & Demands"<br>Presented by Rob Mosley               | sponsored by:    |
| 10:15 – 10:30 am            | All                      | Break with Exhibitors  |   |
| <b>CONCURRENT WORKSHOPS</b> |                          |  |   |
| 10:30 am – 12:00 pm         | Sales Professionals      | "You've Lost That Loving Feeling"<br>Presented by Rachel Modrak                              | sponsored by:   |
|                             | Recruiting Professionals | "L.A.C.E.S."<br>Presented by Rob Mosley  | sponsored by:  |
| 12:00 Noon – 1:00 pm        | All                      | Luncheon, NJSA Membership Meeting & Presentation of NJSA Staffing Employee of the Year       |   |
| 1:00 p.m. – 2:00 p.m.       | All                      | "New Jersey Equal Pay and Salary History Laws"<br>Presented by Marc D. Freedman              |   |
| <b>CONCURRENT WORKSHOPS</b> |                          |  |   |
| 2:00 – 3:15 pm              | Sales Professionals      | "Winning the Staffing Sales Game"<br>Presented by Tom Erb                                    | sponsored by:  |
|                             | Recruiting Professionals | "Interviews: A Conversation, Not Interrogation"<br>Presented by Rachel Modrak                | sponsored by:  |
| 3:15 – 3:30 pm              | All                      | Break with Exhibitors  |   |
| 3:30 – 4:30 pm              | All                      | Closing Keynote<br>"10 Innovative Ways to Fill Your Talent Pool Now"<br>Presented by Tom Erb |   |
| 4:30 – 6:00 pm              | All                      | Cocktail Reception   |   |

## CONFERENCE DETAILS AND SPEAKERS

**7:30 am. – 8:00 a.m.**

### Exhibitor Set-Up

**8:00 a.m. – 8:45 a.m.**

### Breakfast & Meet Our Exhibitors

*Sponsored by:*



**8:45 a.m. – 9:00 a.m.**

### Welcome

**9:00 a.m. – 10:15 a.m.**

### Opening Keynote

“Negotiating Tactics & Demands”

Presented by Rob Mosley

*Sponsored by:*



“Easily won concessions are rarely valued and always result in additional demands. You can never concede your way into a healthy client/candidate relationship.” The Negotiation process takes place at every stage of client and candidate development. Not at just the contractual stage. The concepts of Selling - Relationship- Negotiation are all interchangeable. You cannot separate them in business.

This session will provide you with the skills to drive strong long lasting profitable mutually rewarding, truly collaborative relationships, even during the challenge of negotiating price/rates and your services. It is about your ability to differentiate yourself from your competitors. Gain more confidence and competence at:

- Preventing many tactics and demands by a better process. Tactics are intended to influence your perception of what is right and fair.

- Recognizing the tools that are used at the competitive level known as tactics (the top 24).
- Responding to tactics and demands in a way that neutralizes the tactic without neutralizing the client or candidate.
- Countering client/candidate demands with your own appropriate counter demands and the rationale for doing so.
- Seek Agreement: (aligning for common ground to move forward with the process).

**10:15 a.m. – 10:30 a.m.**

### Break with Exhibitors

**10:30 a.m. – 12:00 p.m.**

### Concurrent Workshops

#### Sales Professionals:

“You’ve Lost That Loving Feeling”

Presented by Rachel Modrak

*Sponsored by:*



Anthony Robbins said, “Do what you did in the beginning of a relationship and there won’t be an end.” This workshop examines the parallels to our behavior in our personal relationships to those with our customer relationships. Attendees will work in groups to brainstorm, solve problems, and role-play. Upon completion of this workshop, attendees will be able to execute on:

- Keeping the Romance Alive
- Customer Retention Strategies
- Effective Communication Tactics

- Reducing Turnover and Retaining Temporary Associates
- Creating Partnerships with Customers

**Recruiting Professionals:**

“L.A.C.E.S.”

Presented by Rob Mosley

Sponsored by:



Every time a candidate or client has resistance of any form, it is your moment to build a bridge of trust and value in the relationship. This is exactly why resistance is a necessary and even essential part of the sales/recruiting process and should not necessarily be viewed as an obstacle; it should however, be viewed as an opportunity to influence, inform, and guide our candidates and clients when they have an incomplete or inaccurate perception about us or our services and solutions.

LACES is an acronym for HOW we respond to resistance at any stage of the sales process. LACES stands for Listen-Acknowledge – Clarify – Expand – and Seek Agreement. The purpose of the LACES model is to ensure that we respond to any type of resistance and communicate to the prospect/client that we are actively listening and want to better understand their perception and point of view. It also allows us to better and more accurately position our value and make guiding suggestions in order to gain agreement on moving forward in the sales/recruiting process.

**12:00 p.m. – 1:00 p.m.**

**Luncheon, NJSA Membership Meeting & Presentation of NJSA Staffing Employee of the Year**

**1:00 p.m. – 2:00 p.m.**

**New Jersey Equal Pay and Salary History Laws**

Presented by Marc Freedman

These laws are designed to address income inequality against women and others in protected classes.

The Equal Pay Act amended the New Jersey Law Against Discrimination (“LAD”) and prohibits compensation based discrimination. The pay history law further amends the LAD by prohibiting employers from screening job applicants on their wage and salary history.

The presentation will explain the laws, their particular effect on staffing firms and provide practical guidance on how to comply with the laws.

**2:00 p.m. – 3:15 p.m.**

**Concurrent Workshops**

**Sales Professionals:**

“Winning the Staffing Sales Game”

Presented by Tom Erb

Sponsored by



Sales is harder now than ever before. Your prospects aren’t answering the phone or calling you back, there is more competition than ever, and you just seem to be running up against one brick wall after another. In this session we will explain why sales has become increasingly more difficult, talk about the key mistakes that most sales reps are making, and discuss our systematic sales process that is proven to get more appointments and land more new business in the staffing industry.

**Recruiting Professionals:**

“Interviews: A Conversation, Not Interrogation”

Presented by Rachel Modrak

Sponsored by



A session directed to any recruiters and managers looking to enhance their interview skills to create an engaging process. Attendees will work in groups to brainstorm and role-play. Upon completion of this workshop, attendees will be able to better understand how to conduct an engaging interview to gather more detailed information from the candidate and create loyalty. This session will address screening best practices, steps to a successful Interview and key questions for interactive interviews.

**3:15 p.m. – 3:30 p.m.**

**Break with Exhibitors**

**3:30 p.m. – 4:30 p.m.**

**Closing Keynote**

“10 Innovative Ways to Fill Your Talent Pool Now”

Presented by Tom Erb

Applicants are way down, interview no shows are way up, and candidate fall-off rates are higher than they’ve ever been. But rather than continuing to beat our heads against a wall spending more time on activities that aren’t yielding results, we need to first understand what is truly driving these trends, and then adapt our approach to maximize our results. The good news is that demand for staffing has never been greater. The GREAT news is that your competitors are really struggling for talent too, so by thinking and acting differently you can capitalize on this labor shortage!

In this session, staffing industry expert Tom Erb will share with you 10 ways that you can dramatically and quickly increase your talent pool. Takeaways from this session include:

- A greater understanding of the factors at work in the current labor shortage, and valuable insight into the candidate decision-making process
- A fundamental shift in mindset on how you should be approaching recruiting
- 10 practical, yet highly effective ways to increase your talent pool immediately and for the long term.

**4:30 p.m. – 6:00 p.m.**

**Cocktail Reception**

**LOCATION INFORMATION:**

**Bridgewater Manor**  
1251 Route 202/206  
Bridgewater, NJ 08807

NJSA does not have a room block reserved at any hotel for this conference. However, the following hotels are conveniently located near Bridgewater Manor:

**Westin Governor Morris**  
2 Whippany Road, Morristown, NJ

**Delta by Marriott Basking Ridge**  
80 Allen Road, Basking Ridge, NJ

**Bridgewater Marriott**  
700 Commons Way, Bridgewater, NJ

**Hyatt House Branchburg**  
3141 Route 22 East, Branchburg, NJ

**Residence Inn by Marriott**  
3241 Route 22 East, Branchburg, NJ

## MEET OUR SPEAKERS



With a career spanning over 20 years, **TOM ERB** has established himself as one of the staffing and recruiting industry's top subject matter experts. As an executive for two of the largest staffing and recruiting companies, Tom worked with some of the most recognizable and well-respected

companies in the world to help optimize their workforce strategy. As a consultant, trainer, and speaker to the staffing and recruiting industry, Tom has helped hundreds of firms create and execute sales and recruiting strategies to grow their business.



**MARC D. FREEDMAN** is the principal with Freedman & Friedland LLC, a New Jersey based law firm with concentrates in business and corporate law, corporate acquisitions, employment law, litigation and he specializes in providing legal and consulting services

to the temporary employment, permanent placement and other staffing industries. He has extensive experience in all areas of corporate and employment law.

Mr. Freedman conducts seminars for various groups on many aspects of employment and labor law, writes articles on various legal subjects germane to temporary employment, and published an advisory on the topic of co-employment within the temporary employment industry. He is currently the General Counsel for the New Jersey Staffing Alliance.



**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.



**ROB MOSLEY** is a Managing Partner for Next Level Exchange, a global learning collaborative dedicated to the Search and Staffing Industry. Rob comes from MRINetwork™ Corporate where he served as the Chief Learning Officer, responsible for all training and

sales development of more than 1,100 offices worldwide.

Previously Rob was with the Acclivus Corporation, an international performance development company. He has facilitated the Acclivus curriculum on six continents and is part of the Acclivus team responsible for global relationships with companies as diverse as Dell Inc., Accenture, Hitachi Vantara, KPMG Consulting, NASDAQ, Baylor Healthcare, Recruit Holdings Ltd, Japan, Shell Energy, and Comcast/NBC Universal. Rob is currently a licensed facilitator for Acclivus Train the Trainer programs worldwide.

REGISTER ONLINE: WWW.NJSA.COM

# ATTENDEE REGISTRATION FORM

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Company City, State, Zip \_\_\_\_\_

## Attendee #1

Name \_\_\_\_\_ email \_\_\_\_\_ phone \_\_\_\_\_

Check all that apply:  NJSA Member  NYSA Member  MASA Member  Non-Member (Please contact me regarding NJSA Membership)

Do you plan on attending the 4:30 p.m. Cocktail Reception?  Yes  No

## Attendee #2

Name \_\_\_\_\_ email \_\_\_\_\_ phone \_\_\_\_\_

Check all that apply:  NJSA Member  NYSA Member  MASA Member  Non-Member (Please contact me regarding NJSA Membership)

Do you plan on attending the 4:30 p.m. Cocktail Reception?  Yes  No

|  | CONFERENCE REGISTRATION |                  |  | TOTAL ATTENDEES | TOTAL \$ |
|--|-------------------------|------------------|--|-----------------|----------|
|  | Member Rate per person  | Non-member Rate  | Special New Member + Conference Fee                  |                 |          |
| First Attendee   | \$300                   | \$500 per person | \$720 per person (\$495 dues + \$225 conference fee) |                 |          |
| Second Attendee  | \$250                   |                  |  |                 |          |
| Registration fee includes breakfast, lunch, cocktail reception and educational programs. |                         |                  |  | <b>TOTAL</b>    |          |

### Payment Method

For credit card orders  Amex  Visa  MasterCard

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Return completed form to the NJSA Office

New Jersey Staffing Alliance

P.O. Box 518, Mount Laurel, NJ 08054

Fax: 856-727-9504

Please make checks payable to "NJSA"

NJSA, MASA & NYSA members are invited to attend at member rates.

## SPONSORSHIP INFORMATION

The conference is focused this year on reaching senior level sales and recruiting professionals who want to improve their performance. Staffing firm owners look forward to sending their top performers to this event to advance their careers. You can help grow their sales and recruiting outreach by showing them new tools and techniques to reach new clients and candidates.

By exhibiting and sponsoring the NJSA Education & Training Conference, you can expand your contacts and show your new products. Take advantage of this opportunity to meet with the people who will use your products and influence the sales decision.

### NJSA is working to maximize your exposure to the attendees!

- All exhibit tables will be located within the main ballroom where all meals and breaks are held.
- All exhibitors/sponsors will have the opportunity to introduce themselves and their company during the luncheon to all conference attendees.
- Exhibitors/Sponsors are encouraged to bring a door prize that can be awarded to attendees at the end of the conference.

| SPONSORSHIP  | BENEFITS  |
|--|---|
| <b>Opening Keynote Presentation Sponsorship: \$2,000 (1 Available) – SOLD OUT!</b> | Recognition as a Keynote Speaker Sponsor<br>Two complimentary conference registrations<br>Opportunity to introduce speaker and make 5-minute remarks about your firm’s services at the event<br>Marketing flyer in attendee handout<br>Company logo on all pre/post event marketing, including emails, website and event signage<br>Exhibitor package |
| <b>Closing Keynote Presentation Sponsorship: \$2,000 (1 Available)</b>             | Recognition as a Keynote Speaker Sponsor<br>Two complimentary conference registrations<br>Opportunity to introduce speaker and make 5-minute remarks about your firm’s services at the event<br>Marketing flyer in attendee handout<br>Company logo on all pre/post event marketing, including emails, website and event signage<br>Exhibitor package |
| <b>Luncheon Sponsorship: \$2,000 (1 Available)</b>                                 | Recognition as a Luncheon Sponsor<br>Two complimentary conference registrations<br>Opportunity to make 5-minute remarks about your firm’s services at the event<br>Marketing flyer in attendee handout<br>Company logo on all pre/post event marketing, including emails, website and event signage<br>Exhibitor package                              |

SPONSORSHIP INFORMATION

## SPONSORSHIP INFORMATION

| SPONSORSHIP  | BENEFITS  |
|--|---|
| <b>Workshop Track Sponsorship: \$1,500 (2 Available) – SOLD OUT!</b>   | Recognition as one conference workshop track (sales professionals or recruiting professionals)<br>One complimentary conference registration<br>Opportunity to introduce speaker and make 5-minute remarks about your firm’s services at the event<br>Marketing flyer in attendee handout<br>Exhibitor package |
| <b>Breakfast Sponsorship: \$1,000 (1 Available) – SOLD OUT!</b>        | Recognition as a Breakfast Sponsor<br>One complimentary conference registration<br>Marketing flyer in attendee handout<br>Company logo on all pre/post event marketing, including emails, website and event signage<br>Exhibitor package  |
| <b>Lanyard Sponsorship: \$1,000 (1 Available)</b>                      | Company logo printed on name badge lanyards<br>One complimentary conference registration<br>Marketing flyer in attendee handout<br>Company logo on all pre/post event marketing, including emails, website and event signage<br>Exhibitor package   |
| <b>Cocktail Reception Sponsorship: \$750 (2 Available)</b>             | Recognition as a Cocktail Reception Sponsor<br>One complimentary conference registration<br>Marketing flyer in attendee handout<br>Company logo on all pre/post event marketing, including emails, website and event signage<br>Exhibitor package   |
| <b>Exhibitor Package \$450 for NJSA Members, \$795 for Non-Members</b> | Six-foot exhibit table<br>One complimentary registration<br>Post-conference attendee list in excel format   |
| <b>Additional Exhibitor/ Sponsor Attendees</b>                         | \$100 for NJSA Members<br>\$175 for Non-Members   |

