



**Sharpen
Your
Competitive
Edge
in Staffing**

EXECUTIVE LEADERSHIP CONFERENCE

APRIL 3-4, 2023 | HARD ROCK HOTEL & CASINO ATLANTIC CITY, NJ

Earn CPC Credits



5 CE



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SCHEDULE AT A GLANCE

MONDAY, APRIL 3		
Time	CE Credits	Presentations
6:30 - 8:30 pm		Opening Reception at Hard Rock Café Backstage 
TUESDAY, APRIL 4		
9:00 - 9:30 am		Registration & Breakfast
9:30 - 10:30 am	1.0	"Supercharge Your Recruiting Desk with Tech: A Guide to Removing the Fear of Automation, Bots, and AI" <i>Lauren B. Jones</i>
10:30 - 11:00 am		Industry Partner Introductions
11:00 - 11:15 am		Break
11:15 - 12:15 pm	1.0	"Over Tech'd and Underprepared: Organizational Agility" <i>Jeff Pelliccio</i>
12:15 - 1:15 pm		Luncheon 
1:15 - 2:15 pm	1.0	"How to Ride the Staffing Wave" <i>Richard Rosner</i>

SCHEDULE AT A GLANCE

Time	CE Credits	Presentation
2:15 - 3:15 pm	1.0	"Protect Your Assets – Contracts & Coverages " Kurt Murray, Christine Trimarco
3:15 - 3:30 pm		Break
3:30 - 4:30 pm	1.0	"Advancing Women Leaders in the Staffing Industry" Moderator: Lauren B. Jones Panelists: Shannon Block, Susan Larkin
4:30 - 4:45 pm		Closing Remarks
5:00 - 7:00 pm		Closing Cocktail Reception



LOCATION INFORMATION

Hard Rock Hotel & Casino Atlantic City
1000 Boardwalk
Atlantic City, NJ 08401

A room rate of \$69 is being offered for attendees of NJSA's Executive Leadership Conference.

Please make your reservations online at <https://book.passkey.com/go/GJSA23Z> or call 609-449-6860 and mention the New Jersey Staffing Alliance to receive the discounted rate.

Deadline for reservations is March 21, 2023.



CONFERENCE DETAILS AND SPEAKERS

MONDAY, APRIL 3

6:30 - 8:30 p.m.

Opening Reception at Hard Rock Café Backstage

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Kick-off NJSA's Executive Leadership Conference at our opening cocktail reception at the Hard Rock Café Backstage. Attendees will enjoy music by All In, featuring NJSA member Vince Grillo.

TUESDAY, APRIL 4

9:00 - 9:30 a.m.

Registration and Breakfast

9:30 – 10:30 a.m.

"Supercharge Your Recruiting Desk with Tech: A Guide to Removing the Fear of Automation, Bots, and AI"

Recruiting is a time-consuming process that requires significant effort and resources. However, with advancements in technology, recruiters have the opportunity to leverage automation, bots, and AI to streamline their workflow and achieve greater efficiency. Unfortunately, many recruiters are hesitant to incorporate these tools into their recruitment strategy due to fear of losing control or being replaced by machines. This fear can lead to missed opportunities for growth and

innovation within the staffing industry.

In order to overcome this fear and empower recruiters to take advantage of new technologies, it is important for leaders in staffing to understand the benefits that automation, bots, and AI can bring. By eliminating repetitive tasks such as resume screening or scheduling interviews, recruiters can focus on building relationships with candidates and clients alike. Additionally, these technologies can help identify top talent more quickly and accurately than traditional methods.

The key is not to replace human interaction but rather enhance it with technology. By embracing new tools and techniques, recruiters can supercharge their desk with tech - freeing up time for other valuable activities while improving overall productivity. It's time for leaders in staffing to remove the fear of automation and start exploring how they too can recruit like superheroes!



Lauren Jones is a powerful voice in the staffing industry, sharing her expertise in recruitment technology, business operations, change management, and women's issues as a frequent speaker, podcast co-host, author, and entrepreneur. After decades as a technology-obsessed staffing industry innovator and influencer, Lauren founded LEAP Consulting Solutions to advise recruiting companies on how to be more efficient, more successful, and more human. Lauren is fueled by an endless curiosity, deep commitment to helping others, and Peloton rides. Connect with her at lauren@leapconsultingsolutions.com to inquire about speaking engagements and media opportunities.

10:30 – 11:00 a.m.

Industry Partner Introductions

Attendees will have the opportunity to hear from our industry partners and learn how they can help staffing firms.

11:00 – 11:15 a.m.

Break

11:15 – 12:15 p.m.

“Over Tech’d and Underprepared: Organizational Agility”

For staffing firms, aligning the core four areas of their business - People, Process, Marketing, and Tech - has always been a challenge. In the last five years, there has been a significant emphasis on adopting technology to remain competitive, but it has also been used as a quick fix for poor performance or process gaps.

Despite becoming more technologically advanced in the wake of the pandemic, staffing firms still struggle to effectively leverage their brand image to support their corporate initiatives and frontline activities. The solution often lies in realigning the core four areas. This session aims to provide a comprehensive breakdown of how to achieve this.



Founder of Allied Insight and Fractional CMO, **Jeff Pelliccio** has 15 years of experience in business development and 10 years of marketing implementation in staffing to support corporate initiatives, brand optimization, and lead

generation. Inspired by brand and driven by data, as a Growth Marketing Expert he helps staffing firms leverage marketing best

practices throughout their ecosystem and tech stack to bolster more predictable scalability.

12:15 – 1:15 p.m.

Luncheon

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1:15 – 2:15 p.m.

“How to Ride the Staffing Wave: ATTRACT-ENGAGE-RETAIN today’s WORKFORCE”

As we dive into uncharted waters with our current workforce, we must be ready to ride the WAVE!

We will take a Deep Dive on how our Workforce has changed and what methods need to be used to keep up with the changing times! Including: Creative Content, Social Media Platforms, Tech Stack, Automation and Branding! There will also be a twist of Motivation on how Leadership and Positive Mindset will work for YOU!

This High Energy presentation will give us insight on how to take your Recruiting to the NEXT LEVEL!



Richard Rosner is called “The Staffing Shark” for a reason, because he never sleeps and is always on the Hunt for the next candidate and client! He is for sure the most energetic guy in the Industry and always brings a Positive

Mindset to every situation! Richard was awarded the WORLD STAFFING AWARD Top

100 Staffing Leaders to watch in 2022! He is also the Chair of the ASA Industrial Section Council. Richard believes in giving and started a program that helps staffing/recruiting firms with creative ways to attract talent with his virtual "Brainstorming with the Shark" and "Recruiters Rescue".

He also founded Staffing Shark Media, where he co-hosts Live Podcast shows weekly including the nationally known "Recruiters with NO LIMITS LIVE" with Industry Leading Professionals talking about everything Staffing and Recruiting! He also created Job Seekers Got Talent, Restaurant Rescue and Jobs Across America to make an IMPACT in the communities!

Richard Rosner is also a motivational speaker and loves energizing people in all aspects of Life!

His Motto is "GIVING=GROWTH" and "Success is Minutes Away"

2:15 – 3:15 p.m.

"Protect Your Assets – Contracts & Coverages "

We see it all the time, owners caught unaware of the impacts of improperly structured insurance liability coverages and one-sided customer contracts. These can lead to catastrophic, uncovered liability claims made against your business. This interactive session will explore common errors made by brokers while structuring these policies and the inherent coverage deficiencies that exist in the staffing liability programs. We'll also discuss a variety of issues in customer contracts, including indemnification provisions and contract limitations, that jeopardize your ability to protect yourself with insurance, or otherwise.

Learn from actual claim examples that illustrate the interplay between the facts of the loss, the contract between agency/customer and the insurance coverages.

You will hear from two staffing industry veterans who have been involved in claim litigation, contract negotiation and insurance coverage building, as they highlight what you can do to better protect your business from catastrophic uncovered claims resulting from improper insurance coverages and one-sided contracts.

Speakers



Christine Trimarco, Vice President, Complex Claims and Coverage, Assurance, a Marsh & McLennan Agency LLC Company

She is responsible for a wide variety of activities, including reviewing contracts

and conducting legal research, but her primary objective is to help our claims team secure coverage for clients. With 17 years of experience as a civil defense attorney and legal expertise in insurance, professional liability and product liability, Christine reviews insurance carriers' positions on coverage to help our claims team advocate for specific coverage on our clients' behalf. In addition to advising clients on how to approach particular claims, she educates clients on best practices to avoid similar problems down the road. Before joining MMA, Christine was a partner at Cassidy Schade LLP, a law firm specialized in defending civil litigation. There she focused on insurance, construction, products liability, professional liability, premises and transportation, handling all phases of litigation through trial.

Christine earned her Bachelor of Arts degree

from DePaul University and graduated from John Marshall Law School. She is an active member of the Illinois Defense Trial Counsel and Illinois State Bar Association.



Kurt Murray, Principal, Assurance, a Marsh & McLennan Agency LLC Company

Kurt focuses on mid-sized companies in the staffing industry. With over twenty years of experience, his primary client responsibility is to provide cost-effective solutions and develop insurance programs that are individualized to a company's specific needs. He deems it necessary to fully understand a client and their specific needs in order to properly develop their risk management program. Through this approach, Kurt generates valuable personal relationships with his clients to secure their trust.

Before joining Assurance, Kurt was Vice President of Alper Services. Prior to that, he served as Premium Audit Manager for another insurance company.

Kurt graduated from Northern Illinois University with a Bachelor of Science degree in Finance. He has been a presenter at numerous staffing industry events and conferences, including TempNet, American Staffing Association (ASA) and Staffing Services Association of Illinois (SSAI).

3:15 – 3:30 p.m.

Break

3:30 – 4:30 p.m.

“Advancing Women Leaders in the Staffing Industry”

Lauren Jones will moderate and lead as spirited and extremely informative discussion of Women Industry leaders sharing their stories of rising through the ranks and offering their practical advice of continuing the advancement of women leaders in the Staffing Industry.

Moderator: **Lauren B. Jones**, Founder & CEO, LEAP Consulting Solutions

Panelists:

Shannon Block, Chief Administrative Officer, Equiliem

Susan Larkin, Chief Operating Officer, Allied Personnel Services

4:30 – 4:45 p.m.

Closing Remarks

5:00 – 7:00 p.m.

Closing Cocktail Reception

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REGISTRATION FORM

Register Online: www.NJSA.com

Company Name _____

Company Address _____

Membership Affiliations (member rates will apply): NJSA NYSA MASA

Attendee #1

Name _____ email _____ phone _____

Special Dietary/Disability Needs: _____

Attendee #2

Name _____ email _____ phone _____

Special Dietary/Disability Needs: _____

Attendee #3

Name _____ email _____ phone _____

Special Dietary/Disability Needs: _____

Registration fees include breakfast, lunch, cocktail receptions and all educational sessions

NJSA Member: STAFFING Registration Fee = \$450 _____

NJSA Member: INDUSTRY PARTNER Registration Fee = \$650 _____

Non-Member: STAFFING Registration Fee = \$550 _____

Note: Non-Member Industry Partners are not permitted to attend the conference.

Method of Payment

MASTERCARD VISA AMEX Check # _____

Card Number _____ Exp. Date _____ CCID _____

Name on Card _____ Cardholder Signature _____

Billing Address _____ City _____ State _____ Zip _____

Return completed form to NJSA. Deadline for registrations is March 31, 2023
 New Jersey Staffing Alliance | P.O. Box 518, Mount Laurel, NJ 08054 | Fax: 856-727-9504
 Please make checks payable to "NJSA" Questions? Call 973-283-0072