

# 2024 EXECUTIVE LEADERSHIP CONFERENCE

APRIL 17-18, 2024 | HARD ROCK HOTEL & CASINO ATLANTIC CITY, NJ



## THE POWER OF PARTNERSHIP: Tools for Strengthening Your Business



Earn CPC Credits



## SCHEDULE AT A GLANCE

WEDNESDAY, APRIL 17		
Time	CE Credits	Presentations
4:30 p.m. - 5:30 p.m.		Owners and Managers Roundtables
6:30 p.m. - 8:30 p.m.		Opening Reception at Hard Rock Café Backstage
THURSDAY, APRIL 18		
9:00 a.m. - 9:30 a.m.		Registration & Breakfast
9:30 a.m. - 11:00 a.m.	1.5	<b>2024–2025: A Changing Landscape</b> <i>Jeremy Bess, ITR Economics</i>
11:00 a.m. - 11:15 a.m.		Break
11:15 a.m. - 12:15 p.m.	1.0	<b>Legal, Legislative Issues and the 2024 Elections: What It All Means for the Staffing Industry</b> <i>Toby Malara, American Staffing Association</i>
12:15 p.m. - 1:15 p.m.		Luncheon
1:15 p.m. - 2:15 p.m.	1.0	<b>Bracing for Change: Strategizing for the Impending AI Revolution</b> <i>Tim Robbins, ConverzAI</i>
2:15 p.m. - 3:15 p.m.	1.0	<b>10x Sales Acceleration: Using Marketing to Reimagine Your Staffing Sales Process</b> <i>David Searns, Haley Marketing</i>
3:15 p.m. - 3:30 p.m.		Break
3:30 p.m. - 4:30 p.m.	1.0	<b>Captivating the Lens: Mastering the Art of Public Speaking on Camera for the Digital/Video Era</b> <i>Kerry Barrett</i>
4:30 p.m. - 4:45 p.m.		Closing Remarks
4:45 p.m. - 7:00 p.m.		Closing Cocktail Reception

## LOCATION INFORMATION

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

A room rate of \$75 is being offered for attendees of NJSA / MASA Executive Leadership Conference.

Please make your reservations online at <https://book.passkey.com/go/GNJS24Z> or call 609-449-6860 and use Group Code: GNJS24Z to receive the discounted rate.

Deadline for hotel reservations is Wednesday, April 3, 2024.



## NJSA THANKS OUR CONFERENCE SPONSORS

---

### EDUCATIONAL SESSION SPONSORS



---

### OPENING COCKTAIL RECEPTION SPONSORS



---

### CLOSING COCKTAIL RECEPTION SPONSORS



---

### LUNCHEON SPONSOR



---

### BREAKFAST SPONSOR



---

### BREAK SPONSORS



---

### LANYARD SPONSOR



## CONFERENCE DETAILS AND SPEAKERS

WEDNESDAY  
APRIL 17

**4:30 p.m. - 5:30 p.m.**

### Owners & Managers Roundtables

Join us for a special pre-conference roundtable session! Attendees will participate in three 20-minute roundtable discussions moderated by industry partners. All discussions will have a focus on executive level staffing issues.

Topics may include:

- How is YTD business in 2024 compared to 2023? How do you forecast 2024?
- What changes did you make in your business in 2023 to adjust to the challenging market?
- Plans for growth in 2024?
- Any new technology/AI you've integrated into your business?
- Where have you had the most recruiting success?
- Any new successful sales tools/approaches?
- If you received ERC money, how was your experience?
- Other challenges or successes in your business you would like to share?

**6:30 p.m. - 8:30 p.m.**

### Opening Reception at Hard Rock Café Backstage

sponsored by



**TWO RIVER BENEFITS  
CONSULTANTS, LLC**



**CITRIN COOPERMAN**  
Attest & Assurance | Tax Compliance & Research | Specialty & Consulting

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

THURSDAY  
APRIL 18

9:00 a.m. - 9:30 a.m.

Registration and Breakfast & IP Introductions

sponsored by



9:30 a.m. - 11:00 a.m.

2024–2025: A Changing Landscape



Jeremy Bess

Interest rates, inflation, labor, military conflicts, and a presidential election are on the minds of most leaders as they make plans for the rest of 2024 and prepare for 2025. Join us as we look at the trends for 2024, including a weakening economy, lower inflation, and a shift in consumer spending. We will take a look at key markets, both domestic and global. The presentation will give you valuable insights in time to develop tactics and strategies to beat the cycle and prepare for the business cycle rise ahead. Knowing what to watch for and the probable timing of the reversal to rise will give you confidence as you enact plans that enable you to get the most out of 2024 and 2025 while simultaneously getting ahead of your competitors.

**Jeremy Bess** is a vital member of ITR Economics’ team of expert economists and consultants. With a decade of consulting experience, he lends his expertise to the production of client reports, forecast reviews and research, and frequent communications with clients.

Jeremy majored in economics at the University of Tampa and went on to earn a Master of Business Administration from the University of South Florida.

Prior to joining the ITR Economics team, Jeremy got his start at an investment management and insurance advisory firm, researching economic and financial information to inform clients on investment strategies. From there, he held various positions at a business consulting and data analysis firm, working his way up to senior director of North America consulting services, a role in which he worked closely with C-suite executives to optimize business profitability.

11:00 a.m. - 11:15 a.m.

Break

sponsored by



11:15 a.m. - 12:15 p.m.

Legal, Legislative Issues and the 2024 Elections:  
What It All Means for the Staffing Industry

sponsored by   
A Paychex® Company



Toby Malara

This presentation will focus on the legal issues most concerning staffing firms in 2024, the top legislative issues we are see in states across the country, and what the outcome of the 2024 elections may mean for the staffing industry and their clients.

**Toby Malara** is Government Affairs Counsel for the American Staffing Association. In his role, he handles federal and state legislative issues, assists association members and state chapters in state lobbying efforts, and provides industry related information to members on laws, legislation and regulation. Toby earned his B.A. in Government Affairs and History from Georgetown University and holds a law degree from the Columbus School of Law at Catholic University.

12:15 p.m. - 1:15 p.m.

Luncheon

sponsored by   
A Great Resource for the Staffing Industry

1:15 p.m. - 2:15 p.m.

Bracing for Change: Strategizing for the Impending AI Revolution

sponsored by 



Tim Robbins

This session will delve into the transformational value AI promises to deliver to the staffing industry.

We are standing on the brink of a technological revolution, one that will redefine the way we conduct business and interact with the world. Artificial Intelligence (AI) is not just a buzzword; it's a set of tools that promise to bring transformative value to the staffing industry.

In this presentation, we will demystify AI and its potential impacts on the staffing industry. We'll share real-life use cases illustrating how staffing firms have leveraged AI to drive success and efficiency. But how can your organization harness this wave of change? We will provide concrete advice and actionable strategies to help you make the most of these revolutionary technologies. We'll

discuss how to integrate AI into your existing processes, train your team, and position your business for future success.

**Tim Robbins** is a seasoned professional with over two decades of experience in the staffing industry. His career has been dedicated to driving the growth of staffing organizations across the globe. Tim's passion for the transformational impact of new technologies is evident in his work, and he's now channeling this passion into empowering staffing leaders to embrace the revolutionary potential of AI.

Based in Philadelphia, Tim is a proud Penn State enthusiast. He brings the same fervor he has for his Nittany Lions to his role at ConverzAI. "Transformational value" isn't just a phrase to Tim—it's the guiding principle behind everything he does.

**2:15 p.m. - 3:15 p.m.**

### 10x Sales Acceleration - Using Marketing to Reimagine Your Staffing Sales Process

sponsored by **withum**<sup>+</sup>  
ADVISORY TAX AUDIT



David Searns

Buckle up, folks! Most conventional sales methods in the staffing industry aren't just taking the backseat - they're in the trunk.

It's time to take the driver's seat in redefining the sales process. And smart marketing is your gas pedal. This session will equip you with strategies to create a powerful, multifaceted approach that marries traditional sales with digital marketing to engage and convert clients like never before.

Takeaways:

- **Implement Influence:** Learn how to use other people's stages (OPS), event marketing, strategic partnerships and influencer marketing tactics and turn your sales executives into industry thought leaders.
- **Harness the power of tools like integrated direct marketing (IDM)** as a force multiplier to improve sales consistency, effectiveness and results.
- **Conversion Optimization:** Grab the wheel and drive your sales using analytics to increase website response. Numbers don't lie, but they can definitely help you sell.

Learn how to attract and retain clients through value-driven content and irresistible sales propositions. Be the staffing firm that clients can't resist!

**David Searns** is Co-CEO of Haley Marketing, a web design and recruitment marketing firm that focuses exclusively on the staffing and recruiting industries.



For the past 27 years, David and his team have helped staffing companies to stand out from the competition, increase sales, improve recruiting, and stay top-of-mind with employers and talent.

Prior to forming Haley Marketing, David was Director of Marketing for a Western New York temporary staffing and direct placement service. He holds an MBA from the Wharton School of the University of Pennsylvania and a Bachelor's in Management Information Systems from Clarkson University.

**3:15 p.m. - 3:30 p.m.**

Break

sponsored by



**3:30 p.m. - 4:30 p.m.**

**Captivating the Lens: Mastering the Art of Public Speaking on Camera for the Digital/Video Era**



Kerry Barrett

Learn from Emmy Award-Winning Anchor, Kerry Barrett, as she shares the story of how she went from plummeting ratings to an Emmy on her desk - by learning the secret behind the lens. In the cut throat business of television, if you don't adapt you die. Kerry was almost another failed statistic, until one news story forced her to come off script and forever changed the way she showed up on camera and off.

What she learned about relatability changed the course of her career and this secret helped her connect with her audience on a massive scale on camera and off and will help you go from obscurity to authority.

Not only will you learn how to use video to leverage your visibility in a way that puts you ahead of your competition - but you will also learn how to take those same skills off camera in your live interactions, transforming them into powerful leadership tools. These skills will enable you to inspire trust, foster collaboration, and guide your team towards success with the same confidence and charisma that captivates your audience on screen.

**Kerry Barrett** is the preeminent on-camera media, video trainer and creator for Fortune 500 companies, founders, executives, and entrepreneurs. She teaches virtual & video presence and on-camera readiness for a broad spectrum of situations ranging from formal talks, video content & social media to everyday sales pitches over Zoom.

4:30 p.m. - 4:45 p.m.  
Closing Remarks

4:45 p.m. - 7:00 p.m.  
Closing Cocktail Reception

*sponsored by*



# REGISTRATION FORM

Register Online: [www.NJSA.com](http://www.NJSA.com)

Company Name

Company Address

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

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/MASA Member: STAFFING Registration Fee = \$495

NJSA/MASA Member: INDUSTRY PARTNER Registration Fee = \$895

Non-Member: STAFFING Registration Fee = \$795

Wednesday Night Cocktail Reception Only = \$75

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*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 April 5, 2024  
 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