

NEW JERSEY STAFFING ALLIANCE

2020

# HINDSIGHT IS 20/20

Insight into the New Decade

APRIL 28-29, 2020 | ATLANTIC CITY, NJ

Earn CPC Credits



5.5 CE



**NJSA**  
NEW JERSEY STAFFING ALLIANCE

# NJSA THANKS OUR CONFERENCE SPONSORS







**CITRIN COOPERMAN**  
FOCUS ON WHAT COUNTS



## SCHEDULE AT A GLANCE

TUESDAY, APRIL 28		
TIME	CE CREDITS	PRESENTATIONS
11:00 am		NJSA Golf Outing Harbor Pines Golf Club
6:30 - 8:30 pm		Opening Reception, Indoor Pool at The Water Club
		 
WEDNESDAY, APRIL 29		
8:30 - 9:00 am		Breakfast
		 
9:00 - 10:00 am	1.0	Keynote: "Developing the Leader Within You" <i>Kelly Merbler</i>
		
10:00 - 11:00 am		IP Networking Segment
11:00 - 11:15 am		Break
		
11:15 - 12:15 pm	1.0	Keynote: "Advancing Your Organization's Purpose Through Untapped Talent Pools" <i>Sean Sullivan</i>
		
12:15 - 1:00 pm		Luncheon
		
1:00 - 2:15 pm	1.25	Workshop: "The Voice of the Client" <i>Moderator: Michael Menzer</i>
		
2:15 - 3:15 pm	1.0	Workshop: "What's Happening in Trenton and What to Expect in 2020" <i>Patrick Stewart</i>
		

# SCHEDULE AT A GLANCE

TIME	CE CREDITS	PRESENTATION
3:15 - 3:30 pm		Break 
3:30 - 4:45 pm	1.25	Workshop: "Developing a Culture to Connect with the Changing Workforce" <i>Bradley Block, Michelle Lodi, David Tuell,</i> <i>Moderator: Kerri Quigley</i> 
4:45 - 5:00 pm		Closing Remarks
6:00 - 8:00 pm		Cocktail Reception Immersion Pool at the Water Club  
8:00 pm		Dinner on Own



## CONFERENCE DETAILS AND SPEAKERS

**TUESDAY, APRIL 28**

11:00 am

**NJSA Golf Outing  
Harbor Pines Golf Club**

NJSA's Golf Outing will be held on April 28 at Harbor Pines Golf Club. Tee off is at 11:00 a.m. Reserve your foursome and enjoy the day with your friends and colleagues.



**Harbor Pines Golf Club  
500 St. Andrews Drive  
Egg Harbor Township, NJ 08234**

6:30 - 8:30 pm

**Opening Reception  
Indoor Pool at The Water Club**

sponsored by

# AVIONTÉ



**CITRIN COOPERMAN®**  
FOCUS ON WHAT COUNTS



**The Borgata Hotel Casino & Spa and  
The Water Club  
One Borgata Way, Atlantic City, NJ 08401**

A room rate of \$132 is being offered for attendees of NJSA's Executive Leadership Conference. Please call the Borgata Customer Care at 609-317-1000 and reference the group code GBJSN20. Deadline for reservation is Tuesday, March 31, 2020.

**WEDNESDAY, APRIL 29****8:30 - 9:00 am****Breakfast**

sponsored by

**9:00 - 10:00 am****Keynote: "Developing the Leader Within You"**

sponsored by



We all have a "lid" that our leadership falls under. The more effective we are as leaders of our organizations and teams, the more success we will experience. The frequent result is that profits rise. In order to be more effective as leaders, we need to begin with ourselves. Sometimes it takes an honest review of yourself to identify specific areas for further development.

In this session you will learn from a 21-year staffing veteran who spent many of those years as a top producer. Following several years of consistent budget crushing performances, there came a time when I was given the responsibility to lead and build effective teams who could benefit from my practices and business approach. Lacking any real mentorship or structured company training program, I learned many lessons during that transition period. The most important one – people would rather follow

a leader who is always real versus one who is always right.

**SPEAKER: Kelly Merbler, The Kelly Merbler Company**



Kelly spent twenty-one years as a regional executive with a global staffing organization where she was responsible for leading, hiring, developing and building successful sales and operations teams. She knows that the secret of

success is hiring good talent which begins with identifying what people do best and aligning them in the right role for maximum impact. Kelly currently serves as the President of The Florida Staffing Association and has been on the board for 4 years.

She discovered her passion in life several years ago while attending a leadership conference where her soon-to-be mentor, Dr. John C. Maxwell, was the keynote speaker. It was there she came became keenly aware of her interest and passion in helping other leaders discover their purpose in life. Since then, she became a Gallup-Certified Strengths Coach and John Maxwell Certified Speaker, providing a wide variety of leadership and coaching programs to senior leaders and corporate clients such as Converse, The Ritz-Carlton Yacht Collection, The Florida Staffing Association, New York State SHRM Executive Council, Hotwire Communications and the largest hospital system in Delaware, Bay Health.

Kelly Merbler is the founding Principal of The Kelly Merbler Company, LLC which is a leadership consulting firm based in South Florida specializing in Strengths-Based employee engagement and retention programs, culture building, keynote speaking and leadership development programs.

10:00 - 11:00 am  
**IP Networking Segment**

11:00 - 11:15 am  
**Break**

sponsored by



11:15 - 12:15 pm  
**Keynote: "Advancing Your Organization's Purpose Through Untapped Talent Pools"**

sponsored by



In today's tight labor market, employers can't afford to overlook talent wherever it originates. Tapping into often-neglected talent sources—such as veterans, people with disabilities, older workers and people with criminal backgrounds—benefits organizations in several ways. They acquire much-needed talent, they create inclusive workplace cultures, and they demonstrate their commitment to action for broader stakeholder purpose.



**SPEAKER: Sean Sullivan, Chief Human Resources Officer, SHRM**

Sean serves as the Chief Human Resources Officer and is responsible for providing human resources leadership, vision and service delivery

for SHRM, the world's largest HR professional society.

Sean has over 25 years of experience in human resources strategy and operations. He has built his career across multiple industries, including healthcare, defense, technology, IT, and manufacturing, applying his expertise to help grow and support diverse business models.

Prior to SHRM, Sean was Vice President, Human Resources for Tufts Medical Center, an internationally respected academic medical center in downtown Boston. He was responsible for all aspects of human capital practices and labor relations in support of the healthcare, research, and teaching mission of the oldest permanent medical facility in the country. Under Sean's leadership, Tufts Medical Center launched innovative initiatives in workforce development and diversity and inclusion while strengthening strategic partnerships with community-based organizations and enhancing equity in patient access to healthcare.

Sean has held senior leadership positions for technology firms in the defense and intelligence industries, including senior vice president for human resources with Leidos, a global IT and technology firm. Sean led due diligence and integration efforts for international mergers and acquisitions. He helped establish the Leidos Relief Foundation and served as its first president. He played a key role in the re-design of the human resources function for SAIC when it was spun off from Leidos in 2013. Earlier in his career, Sean took on roles of increasing responsibility at Northrop Grumman and TRW, including the support of global business units in systems integration and manufacturing.

With a passion for workforce development, Sean has been a guest speaker at the

Close It Summit, the Colloquium on Global Diversity, the Work Rebooted Conference and other forums. Sean has been a member of Innovate+Educate’s Innovative Business Hiring Council and the Healthcare HR Leadership Forum. He holds an MPA from the Maxwell School at Syracuse University, from which he also earned his undergraduate degree in political science.

**12:15 - 1:00 pm**

**Luncheon**

sponsored by



**1:00 - 2:15 pm**

**Workshop: “The Voice of the Client”**

sponsored by



Attendees will hear directly from actual clients about the good, the bad, and the ideal conditions they’ve encountered when working with the staffing and recruiting industry. Clients will share what they value from staffing firms’ efforts—and what they can do without. Attendees will learn how to form truly beneficial, long-term partnerships.

**Panel Information: Michael Menzer, Managing Director – Strategic Development, Staffing the Universe will moderate a panel consisting of multiple HR professionals and Hiring Managers in both the corporate and VMS/ MSP roles.**

**2:15 - 3:15 pm**

**Workshop: “What’s Happening in Trenton and What to Expect in 2020”**

sponsored by



Find out what legislators in Trenton are doing that affects your bottom line and how to stay in compliance with the changing business laws in New Jersey.

The New Jersey Staffing Alliance is constantly fighting to protect your rights as a business owner. Find out what we’re doing and what issues you need to know about for 2020.

**SPEAKER: Patrick Stewart, Public Strategies Impact & NJSA’s Lobbyist**



Patrick Stewart worked in the state legislature for the Assembly Republican Majority office. During this time, he worked closely with legislators, forming policy and helping educate assembly members on important issues. Stewart

was responsible for staffing many assembly committees, including the budget, consumer affairs, regulated professions, and labor committees.

Stewart served as principal policy advisor to the Republican Majority Leadership and caucus on economic development, changing financial issues with the state budget and relaying needs from the business community.

A lobbyist since 2001, Stewart has worked on a broad range of issues for his clients. Working with larger and smaller clients, he uses his working knowledge of the legislature, state departments, and the Governor’s office to achieve the goal of the client.



He has developed a strong working knowledge of the insurance industry and labor arena, specifically dealing with workers compensation issues. Stewart handled other diverse clients in the pharmaceutical industry, manufacturing sector and temporary staffing industry.

Stewart is a 1996 graduate of Villanova University, where he earned his degree in political science.

**3:15 - 3:30 pm**

**Break**

sponsored by



**3:30 - 4:45 pm**

**Workshop: " Developing a Culture to Connect with the Changing Workforce"**

sponsored by



In today's diverse and changing workforce, it's important to build a culture to connect with the younger generations who are entering in the workplace. Hear from our panel of experts as they discuss how to engage with these generations during the recruitment phase, and how to increase your retention rate through communications, management, training and benefits.

**Panelists:**

- **Bradley Block, Chief Operating Officer, Staffing the Universe**
- **Michelle Lodl, SPHR, Vice President, Human Resources, Assurance**
- **Tarah Lovato, Pharmaceutical Sales Manager, ALKU**
- **David Tuell, Director of Healthcare IT Recruiting ALKU**

**Moderator:**

**Kerri Quigley, CPCU, ARM, AU, Senior Vice President, Assurance**

**4:45 - 5:00**

**Closing Remarks**

**6:00 - 8:00 pm**

**Cocktail Reception**

**Immersion Pool at the Water Club**

sponsored by



**8:00 pm**

**Dinner on Own**

# REGISTRATION FORM

Register Online: [www.NJSA.com](http://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 two breakfasts, one lunch, two 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.*

**Optional Add-On Fees:**

Golf Outing: Single Golfer = \$100 \_\_\_\_\_

Golf Outing: Foursome = \$375 \_\_\_\_\_

Foursome Requests: \_\_\_\_\_

**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 24, 2020  
 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