

Annual Conference Program

October 17-19, 2007

Palmer House Hilton
Chicago, IL

This event is made possible through funding from the
Charles Stewart Mott Foundation,

generous planning and on-site assistance from our host member
Harborquest, Inc.,

and valuable input and guidance from the
Conference Committee:

Sharmeene Hayes, Chrysalis Enterprises
Toni Thompson, Goodwill Staffing Services
Lydia Valencia, PRC Alternative Staffing

Wednesday, October 17, 2007

4:00 - 8:00 pm **Registration Open** Crystal Room

6:00 - 8:00 pm **Networking Reception** Crystal Room

Meet fellow practitioners, renew old acquaintances, make new friends, and decompress from the day's travel. Beverages and hors d'oeuvres will be served.

Thursday, October 18, 2007

8:00 - 10:00 am **Registration Open** Parlor H

8:30 - 9:30 am **Breakfast and Welcome** Parlor H

9:45 - 11:00 am **Management Workshops**

A. Getting Them to Follow (Part 1)

Alternative staffing routinely requires staff to go above and beyond for customers and jobseekers, with only modest financial rewards for their effort. In this dynamic session, Scott Love will show you how to incorporate meaning into employees' day-to-day work and build a cohesive team that delivers from the heart. When it comes down to it, your staff needs to see you as someone who is worth following. Learn the simple and effective secrets of building followers.

Parlor F

B. Harnessing the Data: Three Systems Approaches (Part 1)

Alternative staffing involves tracking and evaluating a wide range of data about the jobseekers and employer customers you serve to effectively manage business operations, measure employment outcomes, and satisfy the diverse reporting requirements of boards, funders and government agencies. Senior managers from three organizations engaged in social purpose staffing (among other community services) will report on their experiences developing in-house systems for improved data collection and management utility. Panelists will share information about the factors that drove them to develop their own system, obstacles that arose along the way, capacity gains and other benefits they've realized, and costs to design and implement the system.

Parlor E

The panel includes:

- Charlie Chisholm, Director of IT at Goodwill Industries Suncoast and developer of Support 2020, recognized by InfoWorld as one of the top 10 IT innovators of 2006;
- Cordelia Hinton, Director of Suncoast Business Solutions and Goodwill Temporary Staffing in St. Petersburg, Florida;
- Jane Fischberg, Executive Director of Rubicon Programs, Inc., which has developed a comprehensive case management and program evaluation database CICERO (Consumer Information Collection, Entry and Reporting for Organization);
- Micah Perlin, President of Susterra, Inc., designer of a new, web-based system for Managed Work Services of New York, to improve their monitoring and analysis of participant outcomes; and,
- Mary Sprague, Vice President, Managed Work Services of New York.

Newell Lessell, director of the Alternative Staffing Alliance, will moderate the presentation.

11:00 - 11:15 am	Break	Parlor H
11:15 am - 12:30 pm	Management Workshops	
	A. Getting Them to Follow (Part 2)	Parlor F
	Now, a chance to try the techniques introduced in Part 1! Scott will lead group exercises to help you apply what you've learned and return to the office ready and able to put this information into practice. These exercises will help you build unity in your offices, address your most pressing staff problems and increase tenure.	
	B. Harnessing the Data: Three Systems Approaches (Part 2)	Parlor E
	Panelists will demonstrate the three systems introduced in Part 1, respond to your questions about how they work, and discuss the processes used to evaluate the systems and add new programs and functionality on an ongoing basis.	
12:45 - 2:00 pm	Lunch and Harborquest Presentation	Parlor H
	Harborquest, the country's first nonprofit staffing service formed to create employment opportunities for disadvantaged residents, began operating in 1970 as Just Jobs. Their staying power through nearly four decades of economic and political change is testament to the flexibility and resilience of the alternative staffing model. Founder John Plunkett will share highlights of Harborquest's course to the present day and strategies they've used to remain a "port in the storm" for Chicagoans outside the mainstream economy. Nik Theodore, Harborquest board member and workforce development researcher with the University of Illinois at Chicago will add his insights about trends in the temporary staffing industry.	
2:15 - 3:45 pm	Sales Workshops	
	A. How to Develop and Sell to Key Clients	Parlor F
	In this session, Scott Love will present practical methods to help you identify customers' real needs, get past gatekeepers to schedule meetings with prospects, and develop rapport with key buyers. Overcoming objections through Scott's unique 'affirbuttals', building empathy, and selling with authenticity are trademarks of Scott's sales approach.	
	B. Customer Retention: Capturing the "Voice" of the Customer	Parlor E
	Growing and sustaining your customer base is vital to your success. In this session, Eric Gregg, Managing Partner of iLoyalty, Inc. will focus on the importance of developing customer loyalty, and through loyalty, actionable steps to maintain and improve retention. Eric will utilize staffing industry data drawn from over 800 surveys with human resource professionals during the past 24 months, giving real-world examples, easy-to-understand steps, common mistakes, simple suggestions and case studies. He'll review methods of obtaining customer feedback and their appropriateness in different situations, and suggest ways to build partner (vs. vendor) relationships with customers.	
3:45 - 4:00 pm	Break	Parlor H
4:00 - 5:00 pm	Sector Performance Survey Results	Parlor H
	The Alternative Staffing Alliance will present the results of our first Annual Performance Survey, which measures alternative staffing agencies' basic business and workforce characteristics, employment outcomes and operating results. The report will provide operating benchmarks to help individual agencies assess their own results and offer insights about the scale and impacts of the sector as a whole.	

Thursday, October 18, 2007, Continued

5:00 - 6:30 pm	Open Take a break, then meet us in the lobby at 6:30 to head over to the river ...	
6:30 - 9:30 pm	Chicago River Cruise Welcome aboard the M/V Sunliner! Relax and mingle as we cruise along the Chicago River, enjoying the crisp autumn air and close-up views of the city's spectacular architecture. Beer, wine and an informal dinner buffet will be provided.	Meet in Hotel Lobby

Friday, October 19, 2007

8:00 - 9:00 am	Breakfast and Workforce Alliance Update Today we focus on policy issues, beginning with an update from Rachel Unruh of The Workforce Alliance about their work relating to TANF reform and Skills 2 Compete, a campaign to expand lifetime education and training options for all US workers.	Parlor H
9:15 - 10:45 am	The Competitive Impact of Worker Exploitation in the Temporary Staffing Industry In many cities, alternative staffing operators compete with "specialty" agencies that recruit and place undocumented workers, frequently disregarding laws regarding overtime pay, safe practices, workers compensation and fair treatment. These practices perpetuate abuse and suffering of undocumented immigrants, deny employment to lower-skilled citizens, and give the offending staffing agencies a significant cost and therefore competitive advantage. The issue is pervasive and complex, and warrants serious attention. Our host member Harborquest, Inc. has assembled an expert panel to share diverse perspectives on the industry, and help create a framework for the Alliance to consider formulating a position and identify potential actions. We'll hear from: <ul style="list-style-type: none">▪ Dan Giloth, a seasoned worker organizer and a founder of San Lucas Workers' Center;▪ Several local businesses via video footage from Harborquest's focus groups;▪ William Schwartz, vice president of Harborquest, who has extensive staffing service sales experience;▪ Jed Untereker, a partner in the Workers' Law Office; and,▪ Gordon Mayer, vice president/senior trainer at the Community Media Workshop. Bernie Ryan, Harborquest's director of development, will moderate the panel discussion.	Parlor F
10:45 - 11:00 am	Break	Parlor H
11:00 am - Noon	Leveling the Playing Field – What Role for the Alternative Staffing Alliance? Building on the information presented by the previous panel and drawing from your own experiences, we'll brainstorm ideas about positions and actions the Alliance might take on legislative and policy fronts to level the playing field. We'll also consider potential partnerships we might pursue to help address this issue. Using these ideas, we'll work to reach agreement on a position statement and action steps. Kimberly Knake will facilitate the session.	Parlor F
12:15 - 1:30 pm	Lunch and Wrap-up	Parlor H