

NYSA INDUSTRY PARTNER PROGRAM

The New York Staffing Association Industry Partner program began in 2000 with 3 companies that wanted the opportunity to reach staffing companies and share their expertise in the staffing industry. Each company had a product or service that was targeted to staffing firms, such as unemployment insurance, accounting and legal advice. Since then, the Industry Partner program has flourished and grown to over 40 companies that include office suppliers, promotional products, back office software, online job search engines, employee benefits, banking, finance, employee screening, merger and acquisitions planning, full service marketing and payroll services.

The Industry Partners each commit to a minimum of \$1250 per year in dues to the New York Staffing Association to support operational expenses. Industry Partners can contribute at different levels up through the Diamond Industry Partner Level at \$10,000. Each level allows additional benefits and perks, as well as the ability to customize an Industry Partner package that meets that company's needs. For all levels, IP's receive several benefits including: hosting focused monthly events, ability to advertise in the NYSA website and newsletter, recognition as an IP on the NYSA website and directory, ability to display company literature and marketing at NYSA events and in new member welcome kits, access to the NYSA Staffing Firm Database – a complete database of every staffing firm in the state of New York complete with contact names and email addresses, ability to sponsor the NYSA Annual Conference: Super Seminar Day in May, admission to the Annual Membership Meeting and Holiday Party, as well as other opportunities to reach NYSA members.

Industry Partners receive the ability to host their own monthly events that are marketed by the New York Staffing Association to their members. These events are strictly educational and focused on the presenter sharing their expertise in an area with staffing firm owners. These events are not solicitous in any way. Our Industry Partners want to be viewed as a resource for the staffing industry, not just as salespeople trying to get a foot in the door. Events are determined at monthly IP meetings, which are lead by the Industry Partner Advisory Council. The council is made up of 6 IP's that are consistently involved in NYSA and its goals. The council works similarly to a Board of Directors. An agenda is passed around prior to each meeting. Each meeting consists of welcoming invited guests or potential new Industry Partners that have been referred to and invited by the New York Staffing Association. A review of the past month's events takes place and the NYSA Executive Director gives the statistics of registrations, attendees and feedback received on the program. After review, the floor is open to discuss new topics that can be presented. Typically, new Industry Partners are given priority in determining what topics they can provide expertise on and essentially "introduce" themselves to the membership of NYSA. The preferred event type for Industry Partners is a panel discussion that features 3 experts from different areas and one moderator. For example: The topic is "The Importance of Background Screening". In this topic, we would have one person from each company comprise the following panelists:

- 1) Background Screening/Employee Verification company to discuss different types of background screening and average pricing, will discuss what to look for in the company that is providing your reports and what you may be missing
- 2) Attorney to discuss the legal ramifications of not performing complete background checks prior to placing a position
- 3) Insurance company representative to discuss what insurance is necessary and available to protect your company, should you have a problem with someone who initially passes background checks, but later discover that there were items in this persons past that prevents them from being placed

Once the three types of panelists are selected, the Industry Partners collectively decide which companies have experts in this area and want to participate in the presentation. Once speakers are determined, a volunteer is taken for the moderator role. The moderator is there to ensure that questions are prepared for the speakers, controls the audience and their participation, as well as gives the introductions of the speakers. This is a great opportunity for new members to ease into giving presentations. The group then selects the month they would like to present. The Executive Director checks the NYSA calendar and gives three tentative dates. The ED then verifies which date is available for complimentary venue space. Once a date is set, it is up to the three speakers to meet and develop a topic outline. This outline must be sent to the Executive Director at least 6 weeks prior to the event. Upon receipt, the ED will create marketing materials via Constant Contact and will follow a marketing schedule to maximize attendance for the following 6 weeks. **ALL INDUSTRY PARTNER EVENTS ARE FREE FOR NYSA MEMBERS AND NONMEMBERS TO ATTEND.** The ability to offer free programs and ongoing training for staffing firms is a key component to the success of the Industry Partner Program. The ED will also take care of all registrations and background duties(preparing nametags, room setup, ordering catering, etc). On the day prior to the event the ED will contact the speakers and let them know how many attendees are registered, as well as provide an attendee list complete with email addresses. On the day of the event, the ED takes care of room setup and catering. The initial catering bill is paid for by the New York Staffing Association, then later billed out equally among the presenters. Typically, these events have 35-50 attendees and breakfast usually costs about \$350.00 in Manhattan. So, split among 3 companies is a little over \$100, which is an excellent value for 2 hours with our members. Usually, the Executive Director will give a

brief welcome, talk for a bit about the Association and upcoming events, then turn the program over to the moderator. After the presentation, which is usually 1.5 hours, then 30 minutes for Q&A, plus networking, the ED will pass out a feedback form for participants to fill out. All NYSA programs are qualified for CE credits for the ASA designation of TSC and CSP. Forms to receive these credits are also available at this time. Afterwards, the feedback is comprised into a spreadsheet and distributed to all speakers with an updated list of the people who actually attended. Sometimes there are no-shows and sometimes there are people who did not register in advance, but show up at the event. A follow up email is the responsibility of the speakers and is encouraged by NYSA.

Industry Partners can advertise and contribute articles in the quarterly newsletter that is distributed to all staffing companies in the state of New York. The NYSA News focuses on issues that impact staffing firms statewide. We typically have a Counselor's Corner that our General Counsel writes. We also feature Legislative Updates with pending bills that can impact the staffing industry and what companies can do to get involved. We have 3 months of our Calendar of Events and recognition for new members. The NYSA News always has a Letter from the President in which the President of the Board of Directors for NYSA talks about what is going on with the Association and what the Board goals are for that quarter. We include a page where non-members can fill out a detachable form to sign up for membership and also include a directory for contacting Board Members and the IP Advisory Council. The NYSA News allows 6 pages for Industry Partner Features – these are articles that have been written by IP's. It is a great way for them to gain exposure to members and it is free for our IP's. The NYSA News is distributed via hardcopy to 1500 staffing firms in New York and electronically to over 3000 contacts. Advertising in The NYSA News is available to Industry Partners only and is very reasonably priced from \$50-\$300, depending on space used.

Industry Partners may also advertise on the NYSA website www.nystaffing.org in a skyscraper or banner format. IP's are responsible for creating and uploading their advertisement with the approval of the NYSA Board of Directors. All Industry Partners receive recognition in the Industry Partner online directory that includes contact information for their company and primary contacts, as well as display of their logo(s) and a link to their company website.

Industry Partners can display their company literature, marketing materials, banners, etc. at any NYSA event that they sponsor. This can include Industry Partner events where their company is speaking, NYSA speaker events that they have solely sponsored for \$500, Super Seminar Day sponsorship, Annual Membership Meeting sponsorship, Holiday Party sponsorship, etc. These sponsorships are quite limited and are granted on a first-come, first-serve basis. Because of the limited amount of sponsorships available, priority is given to Diamond IP's first, then down through each level to Associate Partners. Industry Partners also receive the ability to include literature or promotional products in New Member Welcome Kits. Each new member to join NYSA receives these kits upon signing up for membership. It is an excellent way for IP's to reach out to all new members and introduce their services and products.

Access to the NYSA Staffing Firm Database is a great incentive to join the Association. NYSA employs a temp year-round to continually update and verify our complete database of every single staffing firm in the state of New York.

This list contains the following data:

- Company Name
- Company Address
- Company Contact
- Company Phone Number
- Company Fax Number
- Primary Contact's Direct Email Address
- Secondary or General Email Address
- Company Website Link

This database was created for NYSA to reach out to all staffing firms in New York in an effort to raise awareness of the Association and its events and legislative efforts, as well as assisting in gaining new members. Upon completion, the NYSA Industry Partners expressed interest in obtaining this list annually so they may also reach out to potential clients. The Board of Directors agreed to make this list available to Industry Partners ONLY, for the nominal fee of \$150 each. The small fee assists in covering the expense of the administrator to continue updating the list year after year. It is strictly enforced that this list is to only be used by NYSA Industry Partners. Any company that is discovered to have shared this list outside of NYSA or utilized it without the authorization of the New York Staffing Association will be immediately dismissed from membership in the organization.

The best event to sponsor for Industry Partners is Super Seminar Day. SSD typically hosts 125-150 attendees from across the state. Approximately 70% of attendees are staffing firm owners and managers. This is a one-day event that also recognizes the NYSA Staffing Employee of the Year award ceremony. Super Seminar Day usually offers 3 tracks for attendees: Owner/Manager track, Sales/Recruiter track and Legislative Track. Each track hosts 3-4 breakout sessions with various topics, usually 2 in the morning and two in the afternoon. There is a general keynote session for all attendees prior to lunch, as well as a lunch awards presentation. Super Seminar Day is generally held in Midtown Manhattan, close to public transportation from Grand Central and Penn Station. Sponsorships for this event range from

\$100-\$3000 and include the ability to speak. Often, Industry Partners are invited to be expert speakers at certain breakout presentations and will receive complimentary registration to SSD. There is a limited exhibit hall that Industry Partners can participate in. Other sponsorships for SSD include: Platinum, Gold, Silver Level Sponsors, conference bags, lunch sponsor, bag stuffer, exhibitor booth, lanyards/id pouches, cocktail party sponsor, banner display, name announcement, lunch table, podium, logo on items, SSD Notebook and category exclusivity. This is an excellent opportunity for all Industry Partners to publicly show their support of the New York Staffing Association and to reach the most amount of members at a single event. Past Super Seminar Days have been hosted at the Marriott Marquis Times Square, the Waldorf-Astoria hotel, and the New York Bar Association.

NYSA Industry Partners also receive exclusive invitation to attend the Annual Membership Meeting and NYSA Holiday Party. Both are social celebrations of the organization's accomplishments over the year and a fantastic way to kick back and enjoy the relationships that have been built by being involved with the New York Staffing Association. Last year's event was hosted at Carnival, inside of Bowl-Mor Lanes over Halloween and members showed up in costume for a fun-filled evening. Past years have seen more demure gatherings at the Cornell Club and Metro 51.

Other Industry Partner benefits include:

- Free attendance at IP programs
- Discounted member registration for paid NYSA events
- Special offers and discounts with other Industry Partners
- Legal and Legislative updates that impact the Staffing Industry
- Ability to network with staffing firm members and other Industry Partners
- Acceptance in NYSA's social networking groups on Linked In, Myspace, Plaxo, Facebook and Twitter
- Free subscription to The NYSA News, our organization's quarterly newsletter
- Recognition as a supporter of the Staffing Industry in New York
- Peer Support
- Access to and ability to contribute to the Staffing Resource Library and Research Tools
- Membership Directory
- Membership Certificate
- Membership Pin
- Chapter Bylaws and Code of Ethics
- Educational Opportunities and Professional Development
- Volunteer and Leadership Opportunities
- Annual Conference – Super Seminar Day
- Use of the NYSA Logo/Seal on your company's marketing collateral
- Sponsorship and Advertising Opportunities
- Newsletter/Magazine and Communication
- Alignment with American Staffing Association
- A Unified Voice for the Staffing Industry
- Exclusive Invitations to NYSA groups and activities
- Support from our Executive Director

If you have questions about the Industry Partner Program, please feel free to contact NYSA's Executive Director, Jennifer D. Kelley at 646-723-3215 or via email at Jennifer@nystaffing.org.