



MEMBER BENEFITS

It's an exciting time to be a member of NYSA! We have some amazing activities planned for 2011. We have added and enhanced member products and services to continue to be the premier staffing professional organization in the New York area. Here are the top ten reasons you should be part of the New York Staffing Association:

1. Legal and Legislative Representation

NYSA's General Counsel is Joel A. Klarreich who is a partner in the New York City law firm of Tannenbaum Helpert Syracuse & Hirschtritt LLP, where he is a chair of the firm's employment and staffing industry and corporate department. Joel has more than 38 years providing legal support and representation to the staffing community.

NYSA also keeps a lobbyist on retainer to serve the needs and interest of the staffing industry in the State of New York. Peter R. Crouse, Albany Director of Government Relations for Davidoff Malito & Hutcher LLP, served for ten years on the staff of the New York State Senate. He has spent virtually his entire legal career representing staffing firms, including temporary help service firms, employee leasing companies, search firms, permanent placement (direct hire) agencies and home health care providers, as well as franchisors of staffing organizations, and he has represented numerous buyers and sellers of staffing firms in mergers and acquisitions of all magnitudes, as well as represented staffing firms in public and private stock offerings.

2. Free Programming and Events

The 2011 Calendar of Events features over twenty free educational and training events produced by NYSA Industry Partners on a variety of topics that are relative and important to the staffing industry. NYSA events averaged approximately 45 attendees at each event. Program topics by Industry Partners included: Workers Compensation Issues, Social Networking, Immigration and Employment Issues, Human Resources Discussion Panel, Credit and Collections Seminar, Succession Planning for Your Business, Advising Clients through a Volatile Environment, Branding in the Staffing Industry: Make an Impact with Candidates and Clients, Advanced Business Metrics and more!

3. Enhanced Paid Program Events at Member Discounts

For the 2011 programming year, we have limited the number of paid programs to 4 events including our Annual Conference: Super Seminar Day, that offer great value for your firm's money. We will continue to host events at our convenient location in Midtown Manhattan on Tuesday, Wednesday or Thursday mornings from 8:30 am-10am to maximize attendance and allow for easy transportation to and from our programs. We will also continue to take our programs on the road to Westchester and Long Island to help better serve the state members of New York and our members' needs. Lastly, this year NYSA will be participating in an exciting, interactive partnership with other state ASA-affiliated chapters to share Webinar topics and hosting, to give you exposure to nationally recognized speakers, colleagues and Industry Partners. This is a great way to expand your relationships and contacts throughout the United States and take your local firm to another level. Webinars will also provide an excellent way for non-NYC members to participate in programming and event topics without the expense and time to travel to the Metro area. NYSA expects to offer approximately 10 Webinars in 2011.

4. Special Offers and Discounts from trusted Industry Partners (IPs)

We've increased the size, range, and depth of expertise of our Industry Partners in order to provide our membership great choice and benefits including access to trusted and qualified subject matter experts. Active Members benefit from our IP events, which provide panel and roundtable discussions on relevant financing, accounting, insurance, legal and other services that are directly tied to the running of their business. These events are also excellent networking opportunities. A complete list of Industry Partners and their products, services, discounts and NYSA offers is included in your Membership Welcome Kit.

5. CSP and TSC Certification and Credit Hours

We understand and value the importance of education and training. In 2011 we intend to again hold workshops whereby NYSA members can take full training seminars to prepare for, test on, and become certified as an American Staffing Association's Certified Staffing Professional (CSP) or Technical Services Certified (TSC). All NYSA educational events are qualified training hours towards maintaining CSP and TSC certification requirements. In 2009, NYSA was pleased to be able to offer this certification at more than 50% off the ASA price.

- **Certified Staffing Professional (CSP)** - The CSP program enhances the competency and knowledge of labor and employment law of any professional who interacts with candidates, employees, and clients.
- **Technical Services Certified (TSC)** - The TSC program expands upon the subject matter of the CSP program by reviewing the labor and employment laws that have specific applicability to and relevance to technical, IT, and scientific staffing. Anyone earning the TSC will automatically earn the CSP.

6. Affiliation with the American Staffing Association

The New York Staffing Association (NYSA) is the local affiliated chapter of the American Staffing Association (ASA). The American Staffing Association promotes legal, ethical, and professional practices for the \$91 billion U.S. staffing industry. ASA members account for 85% of U.S. staffing industry sales and operate more than 15,000 offices throughout the nation. Three million Americans go to work for U.S. staffing companies every business day. Founded to promote flexible employment opportunities and ensure the quality of staffing services, ASA has been the voice of the U.S. staffing industry since 1966. Members provide a wide range of employment services and solutions, including temporary and contract staffing, recruiting and permanent placement, outplacement and outsourcing, training, and human resource consulting. ASA and its affiliated chapters promote the interests of the industry through legal and legislative advocacy, public relations, education, and the establishment of high standards of ethical conduct. ASA has 44 chapters in 33 states and the District of Columbia. These chapters are independent state or local trade associations affiliated with ASA. Chapters serve as the voice of the staffing industry in communications with state and local association members, legislative leaders, regulators, news media, businesses, employees, and residents.

7. Online Social & Professional Networking Groups

In an effort to keep NYSA current with the rapidly changing landscape of client and job seeker interaction in today's on-line communities we've created NYSA Groups on the following on-line professional and social networking sites available to NYSA Members ONLY:

- [Linked In](#)* is an online network of more than 30 million experienced professionals from around the world, representing 150 industries.
- [Facebook](#)* gives people the power to share and makes the world more open and connected. Millions of people use Facebook everyday to keep up with friends upload an unlimited number of photos, share links and videos, and learn more about the people they meet.
- [Twitter](#)* is one of the top three social networking sites. Follow NYSA in real time and keep abreast of the issues that are happening as they develop.

8. Free Subscription to the NYSA Newsletter

NYSA emails a weekly newsletter brief to keep you abreast of all the exciting things going on in our efforts to educate, communicate and legislate industry matters to you. The NYSA News also includes a wrap up of all the top news stories for the week that were published relative to the New York market. These include articles on legislation, employment trends, temporary staffing statistics, labor costs, economics, hot job hiring areas, events, etc. The NYSA News also contains industry trends and updates, articles by industry experts, information on upcoming NYSA events, special offers by Industry Partners, contact information for chapters and our Board of Directors, legislative updates, event photos, membership status and much, much more!

9. Recognition as a Top Staffing Firm in New York

Because NYSA members and their companies are held to a strict Code of Ethics and Good Practices, being a NYSA member gives you a stamp of approval as a top staffing firm in New York. In today's changing economy, businesses know to look for the NYSA seal when considering using a staffing agency to fill their needs. Using the NYSA logo on business cards, marketing materials, profiles, websites and advertising is a member-only benefit.

10. Ongoing Membership Benefits

- Networking and peer support
- Roundtable discussions and Featured speakers
- Resource library and research tools
- Membership Directory
- Membership Certificate
- Membership Pins
- Chapter Bylaws and Code of Ethics
- Online listing on NYSA website
- Online Company Profile Management
- Online Event Registration for Groups or Individuals
- NYSA's website featured on your company's site
- 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
- Advocacy/Lobbyist/Industry Updates
- Discounts for Members-Only from Industry Partners
- 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
- The knowledge that NYSA is here to communicate, educate and legislate on your behalf