



PREPARING NOW TO DRIVE THE FUTURE



7 CE



May 10-11 | Armonk, NY 10504

Preparing Now to Drive the Future

While many are talking about economic uncertainty or possible recession, the Staffing Industry's top performing companies are preparing for growth and opportunity. At the NYSA Executive Leader Summit, the top professionals are talking about what strategies they use to ensure continued growth and success in 2023 and beyond. Participate in learning how to sustain growth in any economic climate while networking with top industry leaders.

Summit Location



The Louis V. Gerstner, Jr. Center for Learning
20 Old Post Road
Armonk, NY 10504

Attendees will not need to make a hotel reservation on their own. By registering for the conference through NYSA, all attendees will automatically receive a hotel reservation for the night of May 10th at the conference center.



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Breakfast Sponsor



Educational Session Sponsors



Cocktail Reception Co-Sponsors



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Golf Outing Sponsor



MAY 10, 2023		
11:00 a.m.	Optional Golf Outing at Maple Moor Golf Course	 ACCESS CAPITAL For the life of your company
4:00 p.m. – 5:30 p.m.	Opening Cocktail Reception	 AVIONTE  WORLD WIDE Specialty A Division of Philadelphia Insurance Companies
5:30 p.m. – 8:30 p.m.	Opening Dinner and Keynote Speaker <i>“The 3 Pillars of Elite Results”</i> Todd Cetnar	
8:30 p.m. – 11:00 p.m.	After Party	
MAY 11, 2023		
7:30 a.m. – 8:30 a.m.	Registration & Breakfast	 withum ⁺ ADVISORY TAX AUDIT
8:30 a.m. – 8:45 a.m.	Welcome and Introductions	
8:45 a.m. – 9:45 a.m.	<i>“Economic & Staffing Industry Update: Where to Discover Your Greatest Opportunity”</i> Tom Kosnik	
9:45 a.m. – 10:00 a.m.	Break	
10:00 a.m. – 11:00 a.m.	<i>“Smart-Sizing: Aligning People, Process & Tools to Maximize ROI”</i> Ericka Hyson, Lauren Jones, Tom Becker	
11:00 a.m. – 11:15 a.m.	Break	
11:15 a.m. – 12:15 p.m.	<i>“All Hands on Deck: Building an Effective Sales Organization”</i> Macon Albertson, Doug Arms, Anna Frazzetto and moderated by Stewart Storms	
12:15 p.m. – 1:15 p.m.	Lunch	
1:15 p.m. – 1:45 p.m.	<i>Legislative Update</i> Jake Potent and Jason Klimpl	 Gallagher Insurance Risk Management Consulting
1:45 p.m. – 2:00 p.m.	Break	
2:00 p.m. – 3:00 p.m.	<i>“The Benefits of Hybrid and Remote Work for Modern Staffing Firms: Maintaining Control While Offering Flexibility”</i> Dr. Gleb Tsipursky	
3:00 p.m. – 3:15 p.m.	Break	
3:15 p.m. – 4:15 p.m.	<i>“Answers to All of Your Questions While Considering Growing Through Acquisition”</i> Gene Holtzman, Patrick Morin, Mark Nussbaum and moderated by Michael Napolitano	 CITRIN COOPERMAN Attest & Assurance Tax Compliance & Research Specialty & Consulting
4:15 p.m. – 4:30 p.m.	Closing Remarks	
4:30 p.m.	Adjournment	

MAY 10, 2023

11:00 a.m.

Optional Golf Outing at Maple Moor Golf Course

Sponsor



Maple Moor was named for the abundance of maple trees on the land. This property was originally part of the Griffen family farm. Howard J. Griffen settled the farm in 1879 and built on it a cider mill and four-story barn. Griffen’s son later became mayor of White Plains. The course was designed by Tom Winton. When acquired by the Westchester County Parks Commission in 1925, there was already a 9-hole golf course on the property. By the end of 1927, all 18 holes were unveiled to the public.

Maple Moor was recently renovated with new bunkers, sand traps, cart paths, irrigation systems, drainage systems with retention ponds, as well as extensive renovations around the course.

An additional fee of \$75 will be collected for golf outing participants. Foursomes will be created. Tee times will begin at 11:00 a.m. Golfers are encouraged to arrive around 10:30 a.m.

4:00 p.m. – 5:30 p.m.

Opening Cocktail Reception

Sponsors



5:30 p.m. – 8:30 p.m.

**Opening Dinner and Keynote Speaker
“The 3 Pillars of Elite Results”**

Elite performers are not born exceptional – they become exceptional by developing an elite mindset. Todd Cetnar’s Keynote talk will deliver cutting edge strategies to help you achieve an elite level mindset, exceptional leadership skills and build a culture of consistency required to succeed at the highest levels in Business, Sports and Life. Todd is a leading authority on Mental Performance and his strategies will help turn any adversity in your advantage so that you can become the best version of yourself and perform at an optimal level.



Todd Cetnar

Todd Cetnar is the founder and CEO of Cetnar Consulting Group and has 20+ years of leading strategic growth with prominent pharmaceutical and medical device companies. Most recently Todd was the Vice President of Sales at a global medical device company managing nearly \$400 million dollars.

Todd was a standout basketball player prior to his corporate career. He was a former Division 1 and Professional Basketball Player who played throughout Europe. His success on the court led him to becoming a 3x Hall-of-Famer as he was enshrined in his High School, College, and the New York State High Basketball Hall of Fame, respectively. In between his playing days and his corporate career, Todd worked the sidelines as College Basketball Coach for a few years coaching, recruiting and developing his student-athletes. Currently Todd participates on the Ironman Triathlon circuit as an avid endurance athlete.

Todd is the author of “Amazon’s #1 new release book, The 3 Pillars of Elite Results

where Todd has taken all of his experience and combined the skill sets learned in each area of his life to formulate the framework around mastering an Elite Mindset, Elite Leadership Skills, and building an Elite Culture.

Todd is known as one of the premier Mental Performance Coaches on the market and he travels the globe to help corporate executives, organizations, coaches, and sports teams reach their highest level both personally and professionally.

Todd Cetnar offers Keynote Speaking, Team Consulting and 1-on-1 Coaching, each one customized to meet your personal and professional goals.

8:30 p.m. – 11:00 p.m.

After Party

May 11, 2023

7:30 a.m. – 8:30 a.m.

Registration & Breakfast

Sponsor



8:30 a.m. – 8:45 a.m.

Welcome and Introductions

8:45 a.m. – 9:45 a.m.

“Economic & Staffing Industry Update: Where to Discover Your Greatest Opportunity

The economic data over the past eighteen months has befuddled economists. 60% believe a recession is soon to be upon us, 40% believe we will avoid a recession all together. Staffing Industry Analysts is predicting the staffing industry to grow in 2023. But a deeper dive tells us so much more. Technology rages forward to the point that many owners and key decision makers are experiencing technology fatigue. Quit rates have remained at 4 million a month. Unemployment rates..., well, where did all the workers go? I can’t recall a time of so much uncertainty. How can we use this time of uncertainty to thrive in our businesses? Tom Kosnik, Founding Partner of the Visus Group, meets with over 100 staffing firms across the country every four months in his company’s Presidents RoundTable. No other consultant to the staffing industry has an understanding from the ground level of where the opportunities lie in our industry. Join us for this very informative and idea-packed session.



Tom Kosnik

Speaker: **Tom Kosnik**, founder, and president of the Visus Group is one of the staffing industry’s leading experts in organizational design, profitability improvement and work culture transformation. With a commitment to empowering staffing firms with the knowledge and tools to help business owners increase the value of their enterprise asset by helping them grow their business. Tom has coached and consulted hundreds of staffing executives throughout North America using his empirical based “Organizational Development Business Model” (ODBM). Most notably, Tom is the founder of the Presidents RoundTable, a nationwide leadership forum program strategically aimed at helping staffing professionals collaborate and solve industry challenges.

9:45 a.m. – 10:00 a.m.

Break

10:00 a.m. – 11:00 a.m.

“Smart-Sizing: Aligning People, Process & Tools to Maximize ROI”

Do you get the feeling that you constantly are trying to do more with less? Do you wonder how to balance technology and people? With an eye towards future growth, even in uncertain times, there are strategies and fundamentals that can be deployed to ensure your data, tech, and processes maximize growth and ROI. Come hear from proven industry experts on how they tackle these crucial issues.

Speakers



Tom Becker

Tom Becker joined The Judge Group in 2017. As Executive Vice President, he is responsible for leading recruiting and delivery for Judge. Tom’s goal is to transform the staffing and recruiting industry to become more data-driven. With over 24 years of experience in recruiting, coupled with a Six Sigma certification, he has led domestic and global teams with up to 2,200 recruiters. He is a keynote speaker at various recruiting industry events such as ERE.net, SourceCon, and the Future of Talent. Tom is a relentless networker and is a member of the “SHRM Cost of Hire Standards” board, and the CanDE candidate experience awards judging team.

Tom holds a Bachelor’s degree in social sciences from Northeastern University in Boston, MA. He lives in Charlotte, NC with his three children and wife, Michelle. His favorite pastimes include cooking (Tom has a passion for authentic Italian food) and DJing.



Erika Hyson

Ericka Hyson is President of ClearEdge Marketing. As a 23-year veteran in the Staffing and Staffing Tech Industries, Ericka’s expertise is in building and scaling high growth companies. She is passionate about CX- delivering world class customer experiences and elevating more women into executive leadership roles in the staffing and HR- tech industries.

Ericka was recently recognized by Staffing Industry Analysts as a 2022 DEI Influencer, and is a 3-time honoree for SIA’s Global Power 100 - Women in Staffing list. Hyson recently co-authored the book, Together We Rise, with 14 exceptional women executives in the staffing industry, with the hope that sharing their stories will inspire and encourage others to elevate more women into leadership roles. She serves on the ASA Women’s Leadership Council, and on the Board of Directors for the Colorado Technology Association.



Lauren Jones

Lauren Jones is a powerful voice in the staffing industry, sharing her expertise in recruitment technology, business operations, change management, and women’s issues as a frequent speaker, podcast co-host, author, and entrepreneur. After decades as a technology-obsessed staffing industry innovator and influencer, Lauren founded LEAP Consulting Solutions to advise recruiting companies on how to be more efficient, more successful, and more human. Lauren is fueled by an endless curiosity, deep commitment to helping others, and Peloton rides.

11:00 a.m. – 11:15 a.m.

Break

11:15 a.m. – 12:15 p.m.

“Building an Effective Sales Organization”

Sponsor



Gallagher

Insurance | Risk Management | Consulting

In every economic environment, a company must think about growth and expansion to continue to thrive. There are proven methodologies and strategies as well as novel ideas and opportunities to create, manage, and grow a sales minded organization. This panel of experts will share industry insights and best practices on how to successfully build a robust sales methodology to scale your business.

Speakers



Macon Albertson

With 30 years of Staffing Industry experience, **Macon Albertson** has amassed decades of knowledge and expertise from working for some of the most influential organizations and leaders in the industry. As a former Director with Signature Consultants, President of Tatum and Executive Vice President of Mergis Group (now Randstad), Macon has enjoyed a successful career building world class teams consistently driving organic growth with above average returns. After the sale of Signature Consultants in 2021, Macon started Millie Macey, LLC. Millie Macey provides advisory and consulting services to support Founders, Investors and Operators of Middle Market Staffing organizations drive operational improvement and growth initiatives. Macon also serves as a Partner in Modum Search which specializes in providing retained search services for CFO’s within Private Equity portfolio companies.



Doug Arms

Doug Arms has been with the TemPositions Group of Companies since 2018. He is responsible for the continued growth of the organization and on sound delivery of talent for their 12 specialty divisions including Health Care, Accounting/Finance, IT, HR, Administrative, Legal, Education, Hospitality and MSP. Doug has worked at global professional services and general staffing companies and has held positions such as Chief Talent Officer, SVP of Training, SVP of field operations for the Southeast, Global Finance Portfolio VP and Principal of Talent Advisory Services. From a sales perspective, Doug has led high performing sales organizations that have been involved in transactional sales to mid-sized clients, to global MSPs with Fortune 50 organization for temp, temp-to perm, direct hire and consulting. Doug has earned his BA in Communication and Business from Montclair State University and his MBA from Saint Leo University. He is a three-time (2021-2023) recipient of Staffing Industry Analysts 100 Most influential People in Staffing award and has been a member of the American Staffing Associations IDEA committee (Inclusion, Diversity & Equity Advocacy) for the last 3 years. He is also an avid musician and cook and lousy golfer.



Anna Frazetto

As Chief Revenue Officer (CRO) at Airswift, **Anna Frazetto** is an IT solutions strategist whose digital transformation and data analytics expertise guides businesses of all sizes and industries, from leading U.S. enterprises to fast-growing start-ups. As CRO, she is dedicated to helping organizations expand their digital capabilities, embrace innovation, and tackle business challenges leveraging data analytics, cloud, social, and mobile technology. She is dedicated to working with organizations of all sizes to help drive revenue and growth both for her organization and her clients globally. Prior to joining Airswift, Frazetto was President and Chief Digital Technology Officer for NashTech Global, part of the Harvey Nash PLC family. At NashTech, she led outsourced and offshore software development teams in North America and the APAC region as they built and maintained mission-critical systems and applications for businesses worldwide. She opened new markets across ASIAPAC for Harvey Nash PLC in her 15-year stint.



Stewart Storms

Stewart Storms is Area Vice President within Gallagher’s Staffing & PEO Practice Group with responsibility for both organic growth and client retention. He brings more than two decades of combined experience within both the Staffing and Insurance & Risk Management industries. By leveraging his unique blend of experience, Stewart helps staffing organizations evaluate opportunities to reduce costs, manage risk and improve overall competitiveness through a client centric and consultative approach.

12:15 p.m. – 1:15 p.m.

Lunch

1:15 p.m. – 1:45 p.m

Legislative Update

NYSA’s lobbying firm, Constantinople & Vallone Consulting will provide a legislative update on NYC and NYS issues and walk through a list of bills that will affect the business of staffing firms in New York and will discuss how to incorporate staffing into important policy conversations moving forward.



Jake Potent

Speakers

Jake Potent has a decade of public affairs, communications and government relations experience in New York City and Albany. As Director of Communications to Adriano Espaillat, he worked as his sole spokesperson and directed his policy agenda. Prior, he served as Assistant Communications Coordinator for the New York State Assembly, coordinating legislative programs with Assembly Members across the state, analyzing legislation, and developing comprehensive strategies to improve Assembly Members’ messaging and media coverage. Jake also worked for the Democratic Assembly Campaign Committee on numerous campaigns across New York State, and on Congressman Espaillat’s successful 2016 congressional campaign. In September of 2017, Jake was selected to City & State’s Annual list of 40 Rising Stars Under 40.



Jason B. Klimpl, Esq.

Jason B. Klimpl, Esq. is a partner in the employment law practice of Tannenbaum Helpert. He also serves as General Counsel to the New York Staffing Association (NYSA), an ASA-affiliated chapter, and heavily involved in legal and legislative efforts to support the staffing industry. He advises clients on a broad range of employment law matters, such as wage and hour compliance; equal opportunity actions and policies; employment agreements and restrictive covenants; independent contractor and consulting issues; reductions in force; technology and privacy concerns; and other human resource and compliance counseling. Jason is also the author of numerous employment law articles and a contributing faculty member of both Lawline and the National Academy of Continuing Legal Education. He is a member of the Manhattan Chamber of Commerce’s Speakers Bureau and Help Desk. He has also been awarded Martindale-Hubbell “Preeminent” peer review rating and was named 2013-2021 New York Super Lawyer (Rising Star). New York Enterprise Report named Jason the winner of the Best Attorneys and Accountants “Rising Star Attorney” category.

1:45 p.m. – 2:00 p.m.

Break

2:00 p.m. – 3:00 p.m.

“The Benefits of Hybrid and Remote Work for Modern Staffing Firms: Maintaining Control While Offering Flexibility”

In this engaging, interactive, and entertaining presentation, you as a staffing firm leader will dramatically improve your ability to offer the flexibility needed to recruit and retain talented staffing professionals in your company while maintaining the accountability and control you need as a leader to accomplish your business objectives. Many staffing firm leaders still rely on traditional office-centric collaboration and management styles in managing hybrid and remote teams: that’s what they learned to do before the pandemic, and they keep applying what they learned in the new post-pandemic world. Yet research conclusively demonstrates that, instead of incrementally improving on the old-school office-centric approach, the best outcomes in managing hybrid teams comes from adopting a flexible hybrid-first work model. Doing so results in much higher retention, productivity, engagement, collaboration, cost savings, and risk mitigation. A hybrid-first model involves best practices adapted specifically to hybrid work contexts, which allow leaders to maintain control and accountability. Such best practices include remote coworking, weekly performance evaluations, addressing proximity bias, and a culture of “Excellence from Anywhere.” This training offers case studies and best practices that you need to most effectively manage hybrid and remote staff to help you modernize your staffing firm and adapt to our increasingly-disrupted future of work.



Dr. Gleb Tsipursky

Dr. Gleb Tsipursky helps leaders use hybrid work to improve retention and productivity while cutting costs. He serves as the CEO of the boutique future-of-work consultancy Disaster Avoidance Experts, which helps organizations adopt a hybrid-first culture, instead of incrementally improving on the traditional office-centric culture.

Dr. Tsipursky’s expertise comes from over 20 years of consulting, coaching, speaking, and training for innovative startups, major nonprofits, and Fortune 500 companies, such as Aflac, Applied Materials, Entergy, Fifth Third Bank, Honda, Outreach Corporation, ProMedica, Reckitt, The Columbus Foundation, Wells Fargo, the World Wildlife Fund, Xerox, and over a hundred others who achieve outstanding client results.

3:00 p.m. – 3:15 p.m.

Break

3:15 p.m. –4:15 p.m.

“Answers to All of Your Questions While Considering Growing Through Acquisition”

Sponsor



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Attest & Assurance | Tax Compliance & Research | Specialty & Consulting

In today’s landscape staffing companies have the liquidity and opportunity to consider strategic acquisitions as part of growth strategy, while simultaneously there are more companies than ever looking for an exit strategy. This panel of experts will share everything you need to know on how to find the right target acquisition, the questions to ask, and how to properly conduct diligence, and most importantly how to consider cultural integration and ROI in multiples at the completion of integration.

Speakers



Eugene Holtzman

Eugene Holtzman founded Mitchell Martin in 1984 with the idea that technology was the future of business. Today, that notion still stands and has helped propel MMI in to one of the largest IT staffing firms in the US. Gene is distinguished by his energy and creativity, guiding teams with a culture that encourages and supports continuous learning and innovation. With a passion for talent acquisition technology, Gene started Talent Tech Labs, a one-of-a-kind venture to research, validate and accelerate new TA technologies by connecting early-stage companies with forward thinkers in the industry. Guided by his inspirational leadership, MMI continues to grow with a focus on technology and collaboration, harnessing the benefits of niche IT specializations to better serve both clients and candidates.



Patrick Morin

Patrick Morin joined Transact Capital as Managing Director in 2012 and is now a partner with the firm. Patrick brings with him a wealth of experience in capital raising, deal making, strategic advisory to CEO's, marketing and revenue generation, along with investment banking and business ownership. As a prominent speaker to industry groups and business, Patrick is well connected to many well-known business leaders throughout the U.S. Prior to joining the Transact, Patrick was Managing Partner of BrightHammer, LLC, a venture management firm that specializes in strategy with an emphasis on sales and marketing development. He worked with select start-ups, growth companies, and turnarounds to stabilize operations and ramp up revenue and employee performance. He was retained by clients in the multifamily, pharmaceutical/medical, financial services, real estate, and professional services industries.



Mark Nussbaum

Mark Nussbaum serves as the Chief Administrative Officer of DISYS and Signature Consultants. One part visionary, one part lawyer, Mark manages to stay a step ahead — in business, strategy, IT staffing, you name it — while remaining utterly present when you talk to him.

As Chief Administrative Officer at Signature Consultants and DISYS, Mark heralds the importance of getting to know and understand people. He leads by example. Growth mindset isn't a buzzword for him. It's a way of life. And he makes sure the people throughout the organization have the feedback and tools they need to learn, grow and thrive.

Mark joined Signature in 2000, following undergrad and law degrees from the University of Michigan, being senior partner at the leading law firm of Honigman Miller Schwartz and Cohn, and serving as EVP at premiere medical real estate development firm Rendina Companies.

He's a passionate Bob Dylan and Bruce Springsteen fan (and a music lover, in general) who isn't afraid to call on a favorite lyric to drive home his point. Mark calls Fort Lauderdale home, but makes his way across the U.S. for speaking engagements about the future of work and technology.



Michael Napolitano

Michael Napolitano is a partner at Citrin Cooperman with over 25 years of experience providing counsel and services in areas of profit enhancement, budgeting, planning, and compensation restructuring, helping clients to operate more efficiently. As a practice co-leader of Citrin Cooperman's Staffing Services Practice, Mike has a specialized focus in the staffing industry. He also has deep expertise in the construction industry, advising contractors, developers, and construction products manufacturers. Additionally, he advises clients in technology, health care, food services, manufacturing and distribution, and various professional services firms. Michael provides a balance of deep industry knowledge and insight, extending his services beyond financial statements and tax returns to help clients understand the impact of their decisions, as well as plan for their future success.

4:15 p.m. – 4:30 p.m.

Closing Remarks

4:30 p.m.

Adjournment

Register Online: www.nystaffing.org

Company Name

Company Address

Membership Status: NYSA Member Non-Member

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 fee includes the cocktail reception, dinner and keynote presentation for May 10th; breakfast, lunch, breaks and high-quality education programming for May 11th PLUS the hotel accommodations at the conference center for the night of May 10th.

NYSA Member: STAFFING Registration Fee = \$750 _____

NYSA Member: INDUSTRY PARTNER Registration Fee = \$950 _____

Non-Member: STAFFING Registration Fee = \$900 _____

Method of Payment

MASTERCARD VISA AMEX Check # _____

Card Number Exp. Date CCID

Name on Card Cardholder Signature

Billing Address City State Zip

Return your completed registration form to NYSA by Monday, May 1, 2023

NYSA, P.O. Box 518, Mount Laurel, NJ 08054

Fax: 856-727-9504 or Email: info@nystaffing.org or Register online at www.nystaffing.org