

Power your staffing future with the NJSA

The annual Education & Training Conference recently presented by The New Jersey Staffing Alliance (NJSA) showcased the vast industry expertise that the trade association of professionals specializing in direct hire, contract and temporary staffing provides to members.

"This conference has been mind-blowing," said Antonio Lovato, of Hepco Inc. "I am a new recruiter and I have picked up many tips and techniques that I will definitely implement going forward."

The premier, full-day conference provided top-of-the-line training for business development and recruiting professionals in the region, with two tracks focusing on sales and recruitment tools and techniques; and special panels on the latest technology tools and best practices from their peers in the sales and recruiting industry.

The conference, presented Nov. 1 at The Palace at Somerset Park in Somerset, also featured an expanded trade show for finding new sources to meet business needs.

"I have learned so much from the workshops and solutions providers," said Ekta Sharma, of US Tech Solutions. "This will definitely



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help me get a lot more placements and candidates into jobs."

"Powering Your Future," the conference's first general session keynote, was delivered by Barbara Bruno, who specializes in training for the employment and sales professions and who also addressed attendees of the Recruiting Track with the theme "Attract Top Talent Faster." Greg Doersching, one of the most innovative voices

in the recruiting industry, also addressed those in the Recruiting Track with the discussion "The Psychology of Closing." Doersching also presented the event's final keynote, "HR vs. Recruiter: Time to End the Cold War."

Workshops focused on sales development, recruiting techniques and technology trends.

Industry speakers also included Bob Rizza, professional staffing field consultant; Kim Alvarez, associate vice president of recruitment and digital strategy at NJ Advance Media; Brian Mule, an area sales manager for CareerBuilder's Staffing and Recruiting Group; Glen Eckard, vice president, business development for People 2.0; Joe Wertz, vice president-Sales for Avionte; Robert Lanza, vice president of sales for Talon Professional Services; Anthony Curlo, president and chief executive officer of DaVinciTek; Mike Menzer, managing director of Rotator Staffing Service Inc.; Daniella Adinolfi, CSP, managing director of Industrial Staffing Services; and Wendy Tordilio, managing director, System One.

"The Conference was one of the best I've attended," said Michael Gallo, vice president and chief talent officer for Winston Resources. "It was a great mix of top speakers and pan-

el discussions led by staffing and industry experts. A lot of takeaways to bring back to the office."

Founded in 1960, the New Jersey Staffing Alliance is an industry trade association of direct-hire, contract and temporary staffing firms. NJSA represents members professionally engaged in all areas of personnel services including search, recruitment, placement and temporary help services. All levels of employment and vocational disciplines (from warehouse and distribution staff to scientific and medical personnel) are served by specialists among the members. The NJSA is an affiliated chapter of the American Staffing Association (ASA) and the National Association of Personnel Services, the national organizations representing direct-hire and temporary staffing firms in all 50 states.

NJSA was honored to again win the American Staffing Association's Chapter Achievement Award and the Legislative Achievement Award for programming and legislative accomplishments in 2016-17, marking the 17th year that NJSA has been recognized for its chapter activities.

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