

The Last Word

By Dan Campbell, CSP, Chairman



We Have the ACA Answers Clients Want

When it comes to information and resources related to the Affordable Care Act, ASA member staffing companies are armed to the teeth.

Since the ACA became law, **the association has provided an extraordinary amount of information about how the law's provisions will affect our companies—and we have quick access to it all on americanstaffing.net/ACA**, including ACA-related issue papers, news articles, webinars, and more.

Most recently, however, ASA released a valuable resource that doesn't focus on how the law affects our operations. Rather, it gives us everything we need to talk strategically with our clients about the ACA.

Communicate With Your Clients

The ASA Affordable Care Act Communications Kit is yet another example of the association responding to our needs as members.

At my company, Hire Dynamics, **we are fielding more questions and having more conversations with clients about the impact of the ACA. And with the Jan. 1 effective date for the law's employer mandate approaching, those conversations will continue to increase.**

This new kit, which has been mailed to all member staffing companies, features videos that can be shared on your website or social media; a sample letter to use with clients; a customizable slide presentation for client visits that discusses important details of the law; and the ASA Committed to Compliance Seal, for display on your website, emails, and marketing materials.

It is important that our clients know that we will continue to be credible and reliable business partners under the ACA, and this new kit makes it easier to convey that message. Read more about the ASA Affordable Care Act Communications

Kit at americanstaffing.net/ACA, where you'll also find the kit's online resources.

Get Up-to-the-Minute Answers

Of course, there are still unknowns about how the ACA and its provisions will play out. ASA continues to work in our best interest and provide us with updates through our daily eNewsletter, *Staffing Today*, as well as through other ASA communications vehicles. However, before the ACA employer mandate takes effect, **the last big event focused specifically on industry legal issues is the ASA Staffing Law Conference, May 21–22 in Washington, DC.**

Among the many timely sessions presented at the conference will be a panel discussion led by ASA senior counsel Ed Lenz, who also authored this issue's cover story. (See "ACA Coverage at What Cost?" starting on page 18. The article also provides more details about the new kit.)

Take advantage of the unique opportunity to attend this year's ASA Staffing Law Conference and to get up-to-the-minute answers about the ACA. Hear from your industry colleagues about their ACA-related challenges and strategies. Ask those situation-specific questions that only staffing industry experts can effectively address. Make sure your firm has the most current and reliable information available.

If you haven't already, I strongly encourage you to register for the ASA Staffing Law Conference. Last year's event sold out—and the last time I checked with ASA, the attendance numbers were on pace for another record audience.

See the full agenda, session descriptions, and speaker bios, and register today at americanstaffing.net/lawconference. I look forward to seeing you in Washington, DC! ■

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