

# The Last Word

By Dan Campbell, CSP, Chairman



## Chairmen Change, Top Priorities Endure

It was a great honor to begin my term as ASA chairman in October. At the Staffing World® Grand Banquet, now immediate past chairman Bob Livonius handed me the ASA gavel as well as the distinct privilege of serving the association's members over the next year.

Even with the support of the ASA board of directors, playing a major role in leading the industry's premier trade association might seem overwhelming. But as most of you know, the ASA board operates under a well-thought-out, three-year strategic planning schedule.

### Effective Leadership That Lasts

Introduced by Aaron Green, CSP, who served as chairman in 2012, this multiyear strategy ensures that the ASA immediate past chairman, current chairman, and incoming chairman can maintain continuity on the association's priorities. As chairman, **I will work closely with immediate past chairman Bob Livonius and incoming chairman John Elwood to ensure the best results for ASA members** over the next year and the years that follow.

This multiyear strategy may be proving its worth now more than ever. The business environment the staffing industry finds itself in right now is a fast-changing and often complicated one. Therefore, it is critically important for ASA to remain steadfastly committed to its top priorities, which include

- Providing legal and legislative advocacy and public affairs information
- Producing quality research and data, especially forecasting information
- Serving as effective advocates for staffing firm talent
- Helping to prepare tomorrow's workforce
- Assisting clients in bridging the skills gap

I will address these priorities throughout the year. However, if at any time you have questions or want to continue a particular conversation, I encourage you to connect with me on ASA Central, [asacentral.americanstaffing.net](http://asacentral.americanstaffing.net), as well as start strategic conversations with colleagues.

### Expertise Meets Talent Advocacy

Of the many valuable discussions that take place on ASA Central each day, exchanges that mention ASA certification programs always grab my attention. As many of you know, **I am a strong supporter of the association's certification programs, and everyone on my internal staff who interacts with clients, candidates, and employees at Hire Dynamics is required to earn ASA credentials.**

The return on investment is sky high for staff and the company. And the benefits don't end with expertise on topics such as employment and labor law, workplace safety, candidate screening, co-employment, and Affordable Care Act compliance. **An ASA-certified individual also becomes a valuable talent advocate who can help ensure that your firm's temporary and contract employees' rights are protected.** What's more, satisfied talent who are engaged with knowledgeable staff are more likely to stay engaged, speak highly of your firm, and recommend your services to others.

What better way to put your employees and your company on an elevated success path in 2014 than to become ASA-certified? I encourage you to learn more at [americanstaffing.net/certification](http://americanstaffing.net/certification) or call the ASA education team at 703-253-2020 today.

Finally, all my best wishes to every ASA member for a wonderful holiday season and a new year of continued success. Thank you for the opportunity to serve as chairman. ■

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