

# The Last Word

By Dan Campbell, CSP, Chairman



## When 'Best' Keeps Getting Better

This issue of our member magazine looks closely at a valuable collection of ASA best practices—resources and strategies that staffing firms like ours can use to hone operations, keep our temporary employees safer, reduce our expenses related to workers' compensation, and much more.

**ASA does an outstanding job of staying ahead of those issues that matter most—and it does that by consistently engaging and communicating with members.** Input from staffing professionals like us ensures that ASA can continue to deliver the information and resources we need to support growth, be well-represented in legislative efforts, and continuously improve the industry's image.

**The association has its ear to the ground when it comes to right-now issues in the staffing industry—and ASA values our input as it develops the strategies and solutions we need.**

If you haven't already, read more about the best practices at [americanstaffing.net/bestpractices](http://americanstaffing.net/bestpractices). Even more important, send ASA your feedback—and let the association know if there are other business areas that need addressing. Email [asa@americanstaffing.net](mailto:asa@americanstaffing.net) or start a conversation on ASA Central at [asacentral.americanstaffing.net](http://asacentral.americanstaffing.net).

### Reaching Industry Heights

If your firm is continuously striving for 'best,' then I encourage you to promote ASA certification programs to your internal staff. As rewarding as it is, the staffing business can be a complicated one. Those who are well-versed in employment law, co-employment issues, regulations under the Affordable Care Act, candidate screening, workplace safety, and all those topics that are part of operating a staffing firm are best prepared to interact with clients and talent. Someone who is ASA-certified is also a better salesperson, talent advocate, and account manager.

**ASA certification programs are unmatched in their scope of content, timely information, and prestige in the industry.** At my company, Hire Dynamics, anyone who has been with the firm for at least 12 months is required to earn an ASA credential. It's important for the company as well as the industry as a whole for staffing professionals to be experts in their field.

Learn more about ASA certification programs at [americanstaffing.net/certification](http://americanstaffing.net/certification)—or feel free to contact me about my experiences via ASA Central.

### Staying Ahead of Legal Issues

If you plan to join me at the 2014 ASA Staffing Law Conference, May 21–22 in Washington, DC, then make sure you register as soon as possible. As you may know, last year's conference sold out in record time and the standing-room-only sessions proved that ASA continues to deliver high-caliber, timely content that staffing professionals want and need.

Frankly, you can't afford to miss this year's lineup—especially as more regulatory issues ramp up in our industry. **We'll hear directly from the Occupational Safety and Health Administration about a new initiative that focuses on temporary workers.** We'll learn about the U.S. Equal Employment Opportunity Commission's current agenda regarding staffing firms, and so much more. **Plus, a panel of experts will address final steps staffing firms should take ahead of the ACA employer mandate taking effect.**

There is so much happening in the staffing business right now that it's never been a better time to take advantage of everything ASA membership has to offer, and to step up our efforts as active participants and contributors to our industry's success.

I hope to see you soon in Washington, DC. ■

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