

STAFFING

S U C C E S S

Published by the American Staffing Association | 2012 Editorial Calendar

In Every Issue

Features

Every issue of *Staffing Success* delivers in-depth articles that cover the staffing industry's hottest topics, trends, and business strategies. Three to five feature articles, including the cover story, are presented in engaging ways so readers can quickly gather critical information as well as spend more time on the subjects that matter to them most.

Columns

The Voice of Staffing—Message from the ASA president and chief executive officer that discusses the latest news and information affecting the staffing industry and the association.

The Last Word—Message from the ASA chairman that reaches out to members from the perspective of a seasoned staffing industry executive.

Departments

Staffing Currents—A quick and engaging look at recent and significant industry news and research, including the regular "Staffing Stats" infographic that presents useful data.

The Law and You—Legal experts present a fictional staffing industry scenario that readers may encounter in their day-to-day business operations, and then offer solutions that can help companies comply with laws and regulations.

Recruiting Today—A real-world perspective on the recruiting business, including tips and advice on how recruiters can work smarter and quickly adapt to industry trends and challenges.

Sections Sound Off—Staffing professionals from the industry's major sectors address issues and trends affecting sector-specific business operations in a quick question-and-answer format.

ASA for You—The latest ASA member benefits, events, announcements, print and digital resources, *ASAPro* Webinars, and more.

Business Shortcuts—A roundup of the latest and most useful business resources, including books, Web sites, smartphone applications, blogs, and more.

Staffing Community—Recent ASA member company news, ASA social media updates, and recognition of new members, StaffingPAC contributors, and newly certified staffing professionals.

Editorial Calendar

January–February

■ **2012 National Staffing Employee of the Year**—Meet this year's award recipient Chris Hoover. This profile piece looks at how a staffing firm helped this interactive Web designer land his dream job.

■ **Health Care IT**—Health care reform and other developments are fueling demand for skilled health care information technology employees. Here's a look at the latest developments and what staffing firms can do to prepare.

■ **Recruiting Trends**—Staffing industry and recruiting veteran Peter Weddle provides a sneak peek at his soon-to-be-released book, *Rise of the Career Activist*, which focuses on the emerging mindset of today's talent pool.

March–April

■ **The Distinguished Staffing Professional**—A fresh look at ASA Certified Staffing Professional™ and Technical Services Certified™ programs, and why it's more critical and advantageous than ever to become certified and set you and your company apart from the competition.

■ **Negotiating Strategies That Work**—From the perspective of a nearly 20-year veteran of the staffing industry, here are the tactics staffing professionals need to go beyond just price to negotiate new and existing business—plus case study examples.

■ **Teaching Clients the Staffing Firm Way**—Flexibility has always been a valued hallmark of the staffing industry; two-thirds of staffing employees say temporary and contract work gives them the flexibility and time

for family that they desire. An industry veteran provides a unique look at how staffing firms can become valuable consultants to their clients when it comes to providing family-friendly work experiences.

May–June

■ **The Latest in Employee Stock Ownership Plans**—Written by ESOP experts at the National Center for Employee Ownership, this is a follow-up article to a successful session at the most recent ASA annual convention. The author includes staffing company case studies, delivers the latest information on the numerous tax incentives, and helps industry veterans plan for the future.

■ **Thought Leaders on Staffing**—ASA announces its high-profile keynote speakers for Staffing World® 2012. Here's a first look at the lineup and what each of these speakers will discuss when staffing professionals and industry suppliers convene in Las Vegas, Oct. 9–11. Plus, the break-out schedule for the Knowledge Network, workshops, immersion programs, and sector sessions.

■ **Staffing Industry Leader Q&A**—An exclusive *Staffing Success* interview with a high-profile industry executive.

Special Issue

■ **American Staffing 2012**—The ASA annual economic analysis of the staffing industry provides a comprehensive and forward-looking view of the size, scope, and dynamics of the staffing industry. This much-anticipated issue is a resource valued by staffing firms, industry analysts, journalists, and policy makers alike. This is an exclusive article written by ASA chief operating officer Steven P. Berchem, CSP.

July–August

■ **Staffing Industry Outlook for the 2012 Elections**—An exclusive analysis by the ASA legal and public affairs team that breaks down the presidential candidate platforms and discusses potential effects on the staffing industry.

■ **Real-World Look at Background Checks**—Staffing professionals are well-schooled in the how's and why's of conducting background checks when engaging talent, but the process isn't always cut and dry. Here's a look at those pitfalls recruiters should be wary of and strategies for best results.

■ **Staffing World 2012 Preview**—The ASA annual convention takes place in Las Vegas, Oct. 9-11. This sneak peek gives readers a preview of the educational and networking opportunities in store.

September–October

■ **Insurance Coverage Strategies**—Staffing firms face unique challenges when it comes to insurance coverage for the various aspects of their operations. Industry veterans and staffing insurance experts help expose the potential pitfalls and offer solutions.

■ **Staffing Industry Leader Q&A**—An exclusive *Staffing Success* interview with a high-profile industry executive.

■ **Staffing World 2012 Expo**—Plan your supplier appointments and start your shopping list with this preview of the world's largest staffing industry marketplace—just one more reason to attend Staffing World 2012, Oct. 9–11 in Las Vegas. Plus, the latest listing of exhibitors scheduled to appear at the Staffing World 2012 expo.

November–December

■ **Legislative Roundup and 2013 Forecast**—Edward A. Lenz, Esq., ASA senior vice president, legal and public affairs, delivers this exclusive, staffing-focused review of legislative and regulatory activities in 2012—and sets the stage for targeted advocacy efforts in the next year.

■ **Meet Robert Livonius**—An engaging profile of the incoming ASA chairman Robert Livonius, president of AMN Strategic Workforce Solutions, one of the nation's largest health care staffing and work force solutions companies.

■ **Staffing World 2012 Coverage**—A roundup of what happened in Las Vegas at the ASA annual convention and expo, including coverage of those staffing firms that received ASA Staffing VOICE Awards for their outstanding communications strategies and products.

Editorial calendar and all topics are subject to change. To submit an article proposal, send an outline and 100-word abstract to success@americanstaffing.net.