



NAPS STATE LEADERSHIP CALL January 2010

Pat Turner – Employment Marketplace
Gary Foster – RMAR
John Weiss - NAPS
Barb Bruno - NAPS
Jody Weiss - GAPS
Christine Cohane - GAPS
Conrad Taylor - NAPS
Pat O’Conner – Recruiters Connection
Susan Miller – Recruiters Connection
Kim Knoll – IASP
Steve Hillman – ISSA

Membership Dues from States Represented

INDIANA	\$180
GEORGIA	\$335 First Year - \$300 Thereafter
COLORADO	\$150 Firm - \$75 Individual
IOWA	\$150 Firm - \$25 additional branches
NAPS	\$240 Individual - \$360 Sole Proprietor - \$600 2+

Conference Registration Costs

INDIANA	\$129 Full Day
GAPS	\$259 One and a Half Days
DENVER	\$ 99 One Day
IOWA	\$ 75 One Day \$50 Owners \$50 Temp Any office that brings 4 people – the fourth one is Free
NAPS	\$599 Two and a Half Days Anyone company bringing 6 people, the sixth one is Free

Value Proposition For Your Members?

Steve Hillman – ISSA

Representation on legislative issues, we have District Meetings in 5 different locations throughout the State of Indiana using our District Directors to facilitate those events. The venue is normally to share information and the cost is the cost of lunch.

Gary Foster - RMAR

Rocky Mountain is a new Association only two years old. We bring in Big Biller Seminars and have done three Big Biller Panels that were very successful. When we have major trainers come in we draw attendance. We also do roundtables for owners and recruiters so they can set their own agenda on what to discuss. We don’t do much in the area of legislative information. I’m relatively new and I know I’m not bringing to the surface all that we provide.

Kim Knoll - IASP

We stress legislative and have strong people who track what is going on - especially on the temp side with health insurance and workmen's comp which is coming down the pike. I do a newsletter for members. We have a Lending Library available to members and we bring in a National Speaker once a year.

Jody Weiss – GAPS

At the end of the day we help them put more money in their own personal checkbooks. We convey programs and services that impact their bottom line to make them want to become a member of GAPS.

- We partnered with newspapers to provide our members with discounts off pricing.
- We offer a bulk health insurance program which offers a "Cafeteria" type of coverage they would not be able to offer on their own.
- Partnered with Chambers of Commerce – get our name out for the better good of our industry

Next, we are gathering stories to get the word out of the success and perceived value membership has brought to our members. We want to take these stories and use them to show the value and good our Association does for the betterment of our members as well as our industry as a whole.

What Lessons Did You Learn From 2009?

Steve Hillman - ISSA

We always do two conferences each year and decided to only do one and then supplement it with Webinars. We normally have our business meeting in the fall. We are going to reinstitute two events this year. If you are a member, NO charge for the Webinar.

Jody Weiss - GAPS

We learned "out of site – out of mind" When the economy got bad we didn't do anything. That's not a good thing to do – even something small is better than nothing.

Conrad Taylor – NAPS

In 2009, we learned we've got to constantly be reminding our membership of the value of membership. When money is tight we're the first ones to go.

Gary Foster - RMAR

I've only attended 2 or 3 Board Meetings and I'm the VP of Membership. We've learned that we have to re-evaluate our program because we've seen a drastic fall off in membership. We need to answer the question "what value do we bring to our members?" What can we best employ to stay in touch? We are also realizing our mailing lists are horribly out of date – we need to update our database. We had a relatively successful conference with 24 attendees with David Knutson as our speaker. We had thought he'd be a bigger draw and had hoped we would have had 2-3 times more than that much. We need to figure out how to increase membership and get our board more active.

Kim Knoll - IASP

We are blended with both temp and direct hire members. We always run into problems with the temp people that we do not provide training for them. We had Barb and she did a great job of addressing both temp and direct. I've been on the board for 13 years. We don't have trouble retaining our members. We don't get the Robert Half's.

If people send three people to our conference they get the next person free. That encourages our firms to send multiple people. Our challenge is keeping both sides of our association happy. We hold our conferences on Thursday because temp payroll is Fri.

Christine Cohane - GAPS

Since being on the GAPS Board, our greatest struggle is keeping and attracting new leadership. It all comes down to perceived value. We talk a lot about value, what is the value and how there is a lot more work that must be done. We focus on the Value Proposition. We need to start stressing the BENEFIT for our members the same way we focus on the BENEFITS to our clients. Jody talks about forming partnerships that put real savings in to the pockets of our members. We are creating a marketing piece that addresses VALUE vs. ACTIVITIES.

Conrad Taylor - NAPS

NAPS' Goal is to bridge the brands of all of our members to keep it polished, best practices as it can possibly be - Protecting the image of our industry through communication. If there is a WELL KEPT SECRET at NAPS, it has to be Bob Style.

If a member of NAPS is dealing with any type of issue, relative to the personnel business, they should contact Bob. I don't make any decisions without discussing them with Bob. It makes a \$600 membership at NAPS very worth while.

John Weiss – NAPS

You might want to explain who Bob Style is for the individuals on this call.

Conrad Taylor - NAPS

Bob Style has been the General Counsel for NAPS for over 30 years. He is the author of manual for CPC and co-author for CTS.

In the CEU area if you look at our website we've got new certificates, new credentials, and annual renewal - got into a crisis mode. We're now going to a one year program that gives more credibility and better warning and helps people keep their certification.

Challenges Your Facing In 2010

Steve Hillman - ISSA

We had a silent auction. Speakers were generous and donated 22 items worth over \$13,000. We only had 28 attendees at the full day with Greg Doersching and only generated \$800. We would do it again but may try to only receive 10-12 items.

Conference Ideas

Conrad Taylor - NAPS

We're full of ideas – the challenge for us is choosing which will be successful. What are the Membership and Conference ideas we can actually implement. There is no shortage of ways that we can make things happen. We're actually doing a mailing for our conference this year. Have people hold on to the mailing and bring it with them to conference so they can get a FREE drink in St. Louis.

Jody Weiss - GAPS

We have to reach out of our comfort zones. Partner with Recruiter Earth and Newspapers. Come up with creative ideas.

Kim Knoll - IASP

You have to pick up the phone and call people. That really is the main responsibility of our Board Members. We split up a list and the Board Members call the list encouraging them to attend conference.

I personally know the bulk of recruiters in our area. The fact that we talk and interact with each other raises the bar about how we speak about each other when we are competing. Once you know each other personally – it raises how you are all perceived. Hey come to a meeting – and let's play nice!

If you send your recruiters, it is against our policy to recruit a recruiter! We don't want owners being Paranoid to send their people. In the past, Owners and Managers would come but they would not send their staff. Now that they know someone could be booted out by our Ethics Chair – more recruiters attend.

These meeting encourage networking, training and possible split business partners. This helps our attendance average anywhere from 75 – 100.

Gary Foster – RMAR

We need to clean up our list. The Board did split the mailing list to get more attendance at our event, but the list was not clean. Has anyone done a survey of members?

Kim Knoll - IASP

We tried but got very few to send it back

Barb Bruno - NAPS

We conduct surveys all the time and always offer something FREE if the survey is completed. That is the only way to get a high response. The FREE giveaway could be something as simple as a downloadable PDF White Paper on a topic of great interest.

Gary Foster – RMAR

What is the pricing for members and non-members? We only have a \$10 difference.

Kim Knoll - IASP

We mark the price UP by the cost of membership. We mark it up \$100 for non-members. We have a different rate for independent vs. firms. We send out membership and conference information at the same time. It makes it a no brainer for them to join.

Gary Foster - RMAR

I'd also like to know what day of the week people have conferences. No one seems to want to take time away from their desks. Is a weekday or week-end better?

Kim Knoll - IASP

Thursday

Steve Hillman - ISSA

Wednesday or Thursday

Jody Weiss - GAPS

Friday and Saturday

Gary Foster - RMAR

We are not a blended Association – should we be? Are we losing possible members by only having members who do permanent placement?

Kim Knoll – IASP

We did not start out as a blended Association. It definitely has its challenges, especially at conference time. It's difficult to find speakers who can satisfy both sides. We rotate our President and VP. One year the President is from a Direct Firm, the next year it's someone from Temp. We did ½ day just to temps and a full day to everyone which worked out great. Having a blended association SAVED our association. We are now 60% Direct – 40% Temp.

Jody Weiss - GAPS

We were two separate organizations, but blended. We play both sides.

Steve Hillman - ISSA

We're blended and do split tracks in the afternoon.

Conrad Taylor - NAPS

We are blended as well.

New Revenue Generating Ideas**Gary Foster - RMAR**

Webinars are loaded as a permanent resource on our website. We plan to contract to do more Webinars.

Steve Hillman - ISSA

Todd from Top Echelon is doing our website for us. He can do live or archived as well. Top Echelon is doing a revenue share with us for their training library.

Conrad Taylor - NAPS

Top Echelon is doing Regional Conferences this year! We are going to watch what happens to see if this is successful for them.

We are going to focus on increasing membership and increasing attendance at conference. We want it to get to the point where NOT participating is "unthinkable"

In the next few days our members will receive a PDF of the Fordyce Letter for January/February. In March there will be a link in our membership section that goes to a link straight to the archives of the Fordyce Letter. This will be a Value Added to our membership and a source of tremendous best practices.

Steve Hillman- ISSA

We are looking for revenue share opportunities

Conrad Taylor – NAPS

This goes back to our databases. When we compared our database and the database of Fordyce Letter – We only had 70 of the same members. There are so many people in our profession who have never heard of any of us.

Barb Bruno - NAPS

According to NAPS and ASA, if you added up all the members of all the Associations and Networks in our Profession – that number only represents 11-12% of the individuals in our Profession. That leaves 88% of new people for us to target.

NEXT MONTHS AGENDA**Steve Hillman - ISSA**

Developing future leaders for Association

Conrad Taylor - NAPS

Leadership, for new volunteers, to come forward and do the work. Board of Directors is a roll up your sleeves kind of job.

Kim Knoll – IASP

Struggling with the Blended Audience... how do you satisfy them both at Conference?

Conrad Taylor - NAPS

We have just undergone the most intense review of membership and how it all applies at NAPS it was led by Jack Wellman out of New Jersey. As our Board reviews the results - many of the results would be extremely valuable for the States.

We will review this at our Board meeting February 11. We need to go over the list to finalize how we get started. It is a Lifetimes worth of work. Information I think will assist the State Leaders after our Board Meeting.