



## ACSESS ANNUAL CONFERENCE

APRIL 29 – MAY 1, 2009

HOTEL INTERCONTINENTAL,  
MONTREAL, QUEBEC

### WHY SHOULD YOU ATTEND?

*ACSESS Conference 2009 offers an exciting, meaningful – and fun – forum for industry leaders and future leaders to build on their knowledge and to position their businesses for continued success. Don't miss this opportunity – now is the time to invest in your future!*

**WEDNESDAY, APRIL 29, 2009**

***CPC Sessions in both official languages***

**5:30 p.m. to 7:00 p.m. – Icebreaker Cocktail Reception with Exhibitors**

**THURSDAY, APRIL 30, 2009**

**7:30 a.m. – Continental Breakfast with Exhibitors**

**8:30 a.m. – OPENING SESSION & KEYNOTE ADDRESS**

**DON BELL, Founder and Former Executive Vice-President, WestJet**

In a thought provoking presentation with real take-home value, Don Bell will inspire ACSESS members at all levels. Known for his charismatic delivery, Don emphasizes the value that people bring to the job every day and the integral part everyone plays in a company's success.



*Don Bell is widely considered WestJet's spiritual leader, a "culture guru" who champions teamwork in an upbeat and fun environment. The recently retired Executive Vice-President was known for his unique style that personified the WestJet values and became the Team's model of inspiration and commitment bringing WestJet to the forefront of customer service.*

**10:30 a.m. to 12:00 noon – CONCURRENT SESSIONS**

**1A TONY HAMWAY, Founder & Principal, Namagen – "DREAMS TO REALITY"**

You have problems. Old problems, new problems, problems you haven't even thought of yet. Are your problems outpacing your organization's ability to develop solutions? Do your corporate strategies and performance seem to stagnate? Will the current economic turmoil be the straw to break the proverbial camel's back? In this presentation, you will gain the knowledge to make greater strides in success today, and the insight and ability to realize your organization's dreams in the future. Presentation will be replete with inspiring corporate stories, leading edge content in corporate strategy, and an experience that will help you transcend your current business performance.



*Namagen was formed to help organizations align to the new era in business – Transcendence. An era where human capital is transformed into organizational capital. Where client experience, innovation, collaboration, initiative and accountability are woven into the fabric of an organization's culture, not just written on the wall. In addition to being an award-winning advisor, tutor, and Adjunct Professor with the Queen's School of Business, Namagen founder Tony Hamway provides executive education seminars at the Queen's Executive Development Centre and also at the Eric Sprott School of Business and Ottawa Centre for Research & Innovation. He is also a serial social-entrepreneur and author of RRRRR.*

## 1B INDUSTRY FILES & GOVERNMENT REPRESENTATIONS

French Language

### Johanne Berry, President, Les Services de Placement Télé-Ressources Ltée



*Johanne has been committed to our industry and our association for many years and will share her knowledge and experience on key issues relating to the provision of staffing services in Quebec.*

This session will provide an overview of Quebec Government Relations including our representations to the Ministry of Labour and other government agencies. Key messages and Objectives moving forward will be presented and explored.

As a value added service to ACSESS members in Quebec, this session will be open to additional staff members from companies with at least one full conference registration.

### Me. RHÉAUME PERREAULT, Partner, Heenan Blaikie – EMPLOYMENT STANDARDS AND RECOMMENDED CONTRACTUAL PRACTICES FOR STAFFING FIRMS



*Rhéaume Perreault focuses his practice on labour and employment law, administrative law and civil law. He has a specific interest in all aspects of labour relations, both collective and individual, especially with regard to matters related to employment standards, grievance arbitration, negotiations, privacy, complaints pursuant to the Act respecting Labour Standards or the Canada Labour Code, the union certification process, human rights and freedoms, and workplace injuries. A well-known author in the area of labour relations, Mr. Perreault has published many specialized articles as well as a book targeted to young entrepreneurs. He teaches at both the college and university levels, and is regularly invited to deliver conferences on subjects related to labour relations. Rhéaume has been a significant contributor to the ACSESS CPC program in Quebec.*

### 12 noon to 1:30 p.m. – LUNCH WITH EXHIBITORS

### 1:30 p.m. to 2:00 p.m. – ACSESS ANNUAL MEETING AND INDUSTRY UPDATE

*Open to all members and guests*

### 2:00 p.m. to 3:30 p.m. – CONCURRENT SESSIONS

### 2A COLLEEN FRANCIS – IN PURSUIT OF MORE: THE NEW RULES FOR SALES SUCCESS FROM COLD CALL TO REPEAT CUSTOMER

The rules have changed. The markets are different and a new economy is emerging. Buyers have responded to these changes quickly and dramatically. Have your selling models evolved to profit from this change? If you're unhappy with your sales productivity and are not converting enough of your prospects into repeat customers, this will be the most important seminar you attend this year. With her internationally acclaimed training approach and no-holds-barred focus on results, Colleen demonstrates **The New Rules of Sales Success** for enhancing sales productivity that leads to consistently flawless sales results in today's new economy. With the strategies and tactics Colleen presents, you'll learn how to sell more, in less time, at a higher profit.



*Having studied the habits of the top 10% of sales performers from organizations of all sizes and shapes - from Fortune 500 companies to small businesses, Colleen delivers a savvy, no-nonsense approach to sales, rooted in the belief that there really isn't a single magic formula to success. Rather, her researched, field-tested approach is about consistently applying a common sense process for listening to, working with, and tending to the needs of customers. Colleen has worked with many members in the staffing services industry, and has been exceptionally well received at both ACSESS and ASA conferences.*

### 2B BARBARA BRUNO – SUBTLE CHANGES THAT WILL INCREASE YOUR PROFITS



Barbara has been a Top Producer, Entrepreneur and Working Manager in her Profession for over thirty years. She is President and Owner of HR Search, Inc. and Good As Gold Training, Inc. Barbara has worked in all segments of the Recruiting and Staffing Profession including: Direct, Temporary, Contract, and Retained Search. In 2007, she addressed over thirty-five conferences both in the US and Internationally – and was the highest rated speaker in 100% of those conferences. She is known for the wealth of information she shares in her sessions. Barb as developed the top rated web-based training program for recruiters – The Top Producer Tutor which is distributed worldwide. She writes for seven national publications monthly including her “Ask Barb” column in the Forgyce Letter. She also writes the most widely read on-line newsletter for recruiters – the NO BS Newsletter.

#### **4:00 p.m. to 5:00 p.m. – PLENARY SESSION**

##### **RICHARD WAHLQUIST, President & CEO, American Staffing Association**

Richard will share his thoughts and an up-do-date report on what we can learn from industry experiences and employment trends around the world.



*As ASA's primary spokesman with responsibility for the overall performance of the Association, Richard Wahlquist speaks regularly before business groups on employment issues and has been a featured lecturer in Europe, South America, South Africa, and Japan. Richard was recognized by Human Resources Outsourcing Today Magazine as one of the 100 Superstars of HR Outsourcing and by Recruiter Magazine as one of the 100 most influential individuals in the staffing and recruitment industry.*

#### **6:30 p.m. – EVENING PROGRAM AT SANTOS CAFÉ & LOUNGE**

*Located in the trendy St-Paul West neighborhood two blocks from our host hotel, the Santos atmosphere and comfort café food prepared by Chef Dave Evans will offer ACSESS members an evening of Montreal hospitality!*

**FRIDAY, MAY 1, 2009**

**7:30 a.m. – Continental Breakfast with Exhibitors**

**8:30 a.m. – KEYNOTE ADDRESS – Sam Hamad, Minister of Employment & Social Solidarity, Quebec.**



The Keynote Address will be presented by Sam Hamad, Minister of Employment & Social Solidarity, Quebec. Mr. Hamad entered politics in 2003 as the MNA for Louis-Hebert when the Liberals led by Jean Charest took Office. Before assuming his current portfolio in December of 2008, he served as Minister of Wildlife, Natural Resources and Parks, and the Minister responsible for the Capitale-Nationale (Quebec) region. Mr. Hamad is fluently bilingual and has received a number of high profile awards for volunteer and community service and for social involvement.

**10:00 a.m. to 11:45 a.m. – CONCURRENT SESSIONS**

**3A PATRICIA NOEL DRAIN – 10 SURE FIRE WAYS TO INCREASE YOUR STAFFING BUSINESS IN THE NEXT 6 MONTHS!**

In this session you will learn how so many of us in the staffing industry do not think big enough about our businesses and forget to look for the hidden gold in our companies. Learn how to create multiple streams of income and how to think creatively while growing your business through the eyes of someone else. You will walk away from this exhilarating interactive session with a renewed excitement about your business and with the hope that you can make in one month what you have made in a year. You just need to give yourself permission to think bigger about your life and your business.



*Patricia Noel Drain is an international author and professional speaker with over 20 years experience as a business owner in Phoenix, Arizona. Her latest company BUILD A GREAT BUSINESS is helping hundreds of Business Owners around the world think BIGGER about their business. One of Drain's beliefs is "If you want to grow your business you have to get out of your own way. Patricia is the recipient of the National Association of Personnel Services "Hall of Fame Award" and received a standing ovation when she presented to ACSESS members in 2005.*

**3B BRUCE McALPINE, CPC – WINNING WHILE WAITING FOR THE RECOVERY**

Charles Darwin said "It's not the strongest or the smartest who survive, but those most adaptable to change." In an interactive session, Bruce will present a blue print for how to work harder, smarter and differently to not just survive but actually thrive in the current economic downturn. Topics will include planning, client and candidate development, pricing, internal staffing factors, and overhead considerations, all building towards "The Perfect Day for the Perfect Team".



*Bruce McAlpine, MBC, B.Eng, CPC, is President, Fulcrum Search Science Inc. He has "worked a desk" and managed the executive search practice since 1988. Bruce is very active in the national associations of the recruiting industry, serving on national boards for over 10 years. He is a past President of both ACSESS and APPAC, and current Chair of the ACSESS Ethics Committee. He is also a national trainer for the CPC program. Bruce is a recipient of the ACSESS Leadership Award, and the ACSESS Award of Excellence. He is a frequent speaker at industry conferences, and has taught business-related subjects at the University of Toronto and at Primorski State University in Russia. He is an active marathoner, with a goal of running a marathon on all seven continents – 6 down, and 1 to go! He is also active in several Christian charitable organizations, serving at the Board and operational levels.*

**12:15 p.m. to 3:00 p.m. INDUSTRY AWARDS LUNCHEON**

**CLOSING KEYNOTE ADDRESS BY JOHN IZZO**

Critically acclaimed author and speaker, John Izzo opened ACSESS Conference 2003 and worked his magic on the audience.



His 2009 presentation will help leaders and business owners understand the keys to engaging and motivating people during uncertain times while focusing on how to use the downturns to long term advantage in your business. Among other things you will discover what people need from us in tough times, how to keep a positive work culture even when business is challenging and what smart businesses do during downturns that make them more successful when the cycle turns around. Dr. Izzo has lead a successful business through several cycles and worked with over 600 companies worldwide.

*Dr. John Izzo has devoted his life and career to helping leaders create workplaces that are capable of bringing out the best in people and helping people discover more purpose and fulfillment in life and work. From his early days as a minister to his 17 years in organization development, his focus has been to improve the quality of work and life. We are at a unique time in human history. Competition and change have created the need for organizations to adapt and evolve at an accelerated pace. These demands have taken their toll on the workplace and on those who work. So we live in a time of great paradox – leaders need more from their people but people want more from leaders. We want our work to have more meaning and we want to find more time for play and relationships.*