

**December 29 2008 • News and Information Essential to Your Business Success  
American Staffing Association**

**Strong Support In a Changing World  
New York Law Protects Personal Information**

Change seemed to be everywhere in 2008. Some changes were good news for the staffing industry. Some represented real challenges. But in every case, ASA was there, promoting and protecting your interests and providing resources and assistance to help your firm successfully navigate through tumultuous times.

**Protect Your Clients And Your Firm**

You make decisions every day that could affect your company's and your Clients' success. That is why training -- specifically on employment law and best practices -- is so critically important. ASA industry certification and professional development programs helped thousands of staffing professionals like you improve their knowledge and skills in 2008.

**Manage Your Professional Development**

ASAPro, the ASA online professional development center, was expanded in 2008 with a number of new features. ASAPro now offers nearly 200 courses taught by experts in the staffing industry that you can access at any time from [americanstaffing.net/asapro](http://americanstaffing.net/asapro).

**New Worlds Open At Staffing World 2008**

Staffing World 2008, the ASA convention and expo, held in San Diego in October, brought together some 1,800 attendees ready to explore and debate opportunities and challenges in the new world of work. With staffing professionals coming from all over the U.S. and nearly 30 countries, it was the largest and most diverse event in the industry.

**A Hard-Fought Legislative Victory**

ASA achieved several notable legislative victories in 2008, including one of the biggest state legislative wins in the industry's history--a bill clarifying the wage payment obligations of staffing firms in California was passed after a three-year battle.

**Protecting the Industry Against Potential Threats**

For every legislative victory, there may be a dozen regulations or bills that might have a negative effect on your business. In 2008, ASA legal experts and industry advisers provided insight, guidance, and materials on such topics as indemnification liability, assignment limits, immigration reform, paid sick leave laws, vendor management systems, and work force transfers.

**2008 Highlights**

New York soon will join approximately 30 states that have enacted laws protecting employees' personal information. But in contrast to other state privacy laws, which restrict only the use of employees' Social Security numbers, the New York law covers a range of personal identifying information.

Under existing New York law, employers are required to take steps to safeguard a host of personal information, including but not limited to Social Security numbers, home addresses or telephone numbers, personal e-mail addresses, and Internet user IDs and passwords.

The new amendment to the New York labor law, which takes effect Jan. 3, broadens the definition of Social Security number to include any number derived from a Social Security number. Further restrictions on Social Security number use include prohibiting employers from encoding or embedding a Social Security number in a card or document.

Except as required by federal or state law, the new law prohibits employers from publicly posting or displaying a Social Security number, visibly printing a Social Security number on any identification badge or card (including a time card), or placing a Social Security number in files with unrestricted access. Consequently, employers must verify that Social Security numbers are being kept in a secure manner in order to prevent unauthorized access.

### **Election Implications**

The results of the 2008 elections could have the biggest impact on jobs and the economy in decades. ASA is your voice and your advocate in Washington, DC. From health care and immigration reform to measures introduced by organized labor, new regulations or bills could change the way you do business. ASA will be actively involved in the political process, working with the new administration and Congress to protect and advance the staffing industry's interests.

### **Promoting the Industry to Clients**

In 2008, the third year in the ongoing ASA marketing and advertising campaign, ASA advertisements moved in a brighter, bolder direction to promote the staffing industry and ASA members to human resource professionals. ASA also improved the tools that members can use to incorporate the industry marketing campaign into their own marketing efforts. In a readership study, the ASA ads in HR Magazine scored a whopping 26 points better than the average ad's score of 100, vaulting them into the top 10.

### **Promoting the Industry To the Media**

ASA improved on its efforts to reach out to the news media in 2008 by launching a new, reporter-friendly online newsroom. The newsroom includes a variety of features such as a news feed that alerts reporters when important new content is posted. ASA recorded more than 450 million positive newspaper and magazine impressions about the industry in 2008.

### **Data You Depend On**

ASA is a reliable resource for data that can help you evaluate your firm's performance and improve your bottom line, including operations and compensation surveys and the new employee turnover calculator. Calculate your company's turnover rate and compare it with the industry average at [americanstaffing.net](http://americanstaffing.net). Click on Staffing Statistics, then Employee Turnover.

### **Connections With Colleagues**

ASA communities--called membership sections--support the needs of firms in five sectors: health care; industrial; placement and recruiting; professional; and technical, IT, and scientific. In 2008, ASA membership sections introduced new tools including Sections Spotlight, a quarterly newsletter designed to deliver sector-specific information and tips straight to your e-mail in-box.

### **Doing Well by Doing Good**

In 2008, ASA launched a new effort to identify and publicize success stories from staffing firms that contribute to enhancing their communities and improving the lives of their employees. New corporate social responsibility and diversity resources are available at [americanstaffing.net](http://americanstaffing.net). The inaugural ASA Care Award recognized four companies and one affiliated chapter for their outstanding corporate social responsibility initiatives.

## **Strong Support Through The Year Ahead**

It was a year full of significant and often unsettling changes, and clearly there is more change in store during 2009. ASA will be there for your firm, providing the resources you already rely on and introducing new products and services to help support and build your business. - *Richard Wahlquist*

## **Plan to Prosper In Any Economy**

*Is your company fiscally fit? Staffing firms can firm up their finances with proper planning.*

Sandy Lamb of ASA member **S Corp** says the answer to financial security in today's economy is to have "no debt and a high credit score." Lamb left the banking industry 25 years ago to start S Corp, but she did not abandon fundamental financial principles. Her recommendations for fiscal fitness are

- Retain a generous portion of the company's earnings.
- Create an emergency fund for troubled times.
- Secure financial independence.

S Corp also diversified its client base by developing a relationship with a large survey research firm that contracts with the government. "Fortunately, these [contracts] are funded by the government and are not affected by swings in the economy," says Lamb. "The most important ingredient of survival is to have a plan." *Anna Degraffinreid*

## **Membership Helps You Benchmark Your Success**

Up-to-the-minute analysis of emerging trends. Data on employment growth and turnover rates. Sales figures and salary norms. Your ASA membership gives you access to this information and more--information you need to help you manage your business with confidence.

Don't miss out. Renew your membership today. You can renew online by visiting [americanstaffing.net](http://americanstaffing.net).

Click on Members, then Join ASA. For more information, contact Simone Bielsker at 703-253-2052 or <mailto:sbielsker@americanstaffing.net>. *Simone Bielsker*

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