



First Quarter 2023 News from TRICOM

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Conference Season Begins! How Getting Involved Can Help Shape the Staffing Industry

March kicks off the 2023 staffing industry conference season, and we're excited to get back out on the road to attend both national, regional, and state conferences throughout the U.S.

Not only are conferences a great way to connect with colleagues and gain valuable insights into our industry, these events are also integral to enabling staffing owners and professionals to more effectively advocate for our industry.

It's often at these conferences (and the upcoming ASA Staffing Law Conference is a great example) that potential new legislation and how it could impact the staffing industry is often discussed. Staffing company owners are then armed with the information they need to make their support or dissent known to their respective government representatives. Your voice can be a powerful tool in shaping the legislation that can directly impact the future of our industry.

[CLICK HERE](#) TO READ MORE ABOUT UPCOMING STAFFING CONFERENCES, INCLUDING STATES TO WATCH FOR MOVEMENTS THAT MAY IMPACT STAFFING.

Upcoming Webinar:

Level Up: 7 Strategies to Drive Sales in a Down Economy

Date: Tuesday, March 21st,
 3 pm EDT / 2 pm CDT
Please note new day and time!

Duration: 1 hour
Cost: COMPLIMENTARY

[Click to Register! »](#)

Upcoming Webinar: Level Up: 7 Strategies to Drive Sales in a Down Economy



Date: Tuesday, March 21, 2023
 Time: 3 pm EDT / 2 pm CDT
 Duration: 1 hour
 Cost: Complimentary

[Click to Register! »](#)

The staffing industry has had an amazing run over the past decade, but the times have changed. Selling staffing has become harder... a lot harder! To make matters worse, recruiting is still a challenge.

Thirty percent of staffing companies did not survive the past two recessions. Don't be a statistic! In this presentation, Director of Digital Marketing Brad Bialy skips the "doom and gloom" and shares practical ideas to LEVEL UP your marketing – to generate more leads, improve sales efficiency, and outperform your competitors in today's economy.

Key Takeaways:

- 12 specific strategies to LEVEL UP your marketing – by strengthening your positioning, messaging, website, online reputation, and more
- Learn how account managers can be more productive by modernizing your sales tools
- Best lead-gen tactics for today's economy
- Strategies successful companies used during past recessions to minimize sales loss, accelerate recovery, and drive growth at more than double the rate of the staffing industry

Are you ready to LEVEL UP? Join TRICOM and Haley Marketing for our March *Industry Insider* webinar series for a positive, practical and insightful presentation with strategies to drive sales through marketing.

Did You Know? Meet a TRICOM Preferred Provider: Trade Risk Group

TRICOM has a vetted list of industry providers whose level of service and resources match our high standards. You can find the complete list by [clicking here](#).

One of these providers is Trade Risk Group (TRG). TRG is a specialty broker of domestic and export trade credit insurance, representing a wide array of companies around the world. TRG was founded in 1999 and has since become a recognized leader in the industry. As your trade risk provider, TRG assesses your unique needs, creates a competitive environment among all the underwriters, and negotiates a cost-effective policy. TRG's mission is to simplify the process and act as a constant advocate for the client. You can find more information about TRG at traderiskgroup.com.

New Podcast Coming Soon!

Watch for a new installment of our popular Insight with Insiders podcast series coming within the next few weeks! In the meantime, you can catch up on our previous podcasts on our [Spotify channel](#).

Events:

March 6 – 9 — SIA Executive Forum. Fontainebleau Hotel, Miami, FL. staffingindustry.com

March 29 — Massachusetts Staffing Association Annual Conference. The Conference Center at Waltham Woods, Waltham, MA. msastaffing.org

April 11 – 13 — TempNet Annual Conference. JW Marriott, New Orleans, LA. tempnetstaffingassociation.org

April 26- 27 — Midwest Staffing Conference. Drury Lane Conference Center, Oakbrook Terrace, IL. issaworks.com

May 10 – 12 — California Staffing Professionals Annual Conference. Wyndham San Diego Bayside, San Diego, CA. cspnet.org

May 18 – 19 — ASA Staffing Law Conference. Grand Hyatt Washington, Washington, DC. americanstaffing.net

New On TRICOM.com!

Our latest *Industry Insider* webinar, *Best Practices for Minimizing Financial Risk to Your Staffing Business*, is now available online! Client financial distress can present significant challenges for staffing companies and can drastically affect your company's bottom line. Heather Ries and Diane Geller from Fox Rothschild share insightful analysis of the issues that staffing companies must address to minimize risk from client financial distress and what to do if a client files bankruptcy, including: how to minimize the impact of a client's financial issues or bankruptcy, what happens to your contract with the client debtor, who is responsible for staffed employees' wages, whether an outstanding invoice for staffed employees is entitled to priority payment in bankruptcy, and what to do if you receive a demand from a bankruptcy trustee for return of payments received by your staffing company. [Click here to view the presentation.](#)

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