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PERFORMANCE TOOLS

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Get the latest industry news, resources and updates right to your newsfeed by liking TRICOM on Facebook and following us on LinkedIn!



**TRICOM's Client Conference Keynote Speaker Lineup Announced!**

We are thrilled to be hosting our Client Conference September 18 — 20 this year in Milwaukee, WI. The historic Pfister Hotel will provide a stunning backdrop to what we are confident will be an outstanding industry event.

This year's conference is extra special as we will also be celebrating TRICOM's 35th anniversary! We couldn't think of a better way to commemorate this milestone than by gathering with our amazing clients and industry colleagues!

Of course, we'll have a totally rad party (excuse the little nod to our 80s roots) to celebrate during the conference. However, we felt the best way to mark our anniversary was to offer up an absolute top slate of nationally renowned speakers. We're pretty excited about the very talented keynote speaker lineup. From motivational speakers that will inspire to top staffing experts that will enlighten, we've secured some of the top authorities in their fields. We can't wait for you to join us!

[CLICK HERE](#) TO DISCOVER THE TRICOM CLIENT CONFERENCE KEYNOTE SPEAKERS, AS WELL AS REGISTRATION INFORMATION.

**Events:**

**April 24 - 25:** Midwest Staffing Conference. Drury Lane Conference Center, Oak Brook, IL. [issaworks.com](#)

**May 16 - 17:** 2024 Staffing Law & Compliance Conference. The Westin Washington, DC, Downtown, Washington, DC. [americanstaffing.net](#)

**May 27:** TRICOM office closed for Memorial Day.

**June 5 - 7:** 2024 Annual CSP Staffing and Recruiting Conference. Westin Rancho Mirage Resort, Rancho Mirage, CA. [cspnet.org](#)



**NEW Insight With Insiders Podcast: The State of Staffing Industry in 2024**

The *Wall Street Journal* described temporary staffing as being on a "downward slope for more than a year." Was this a correction or something more? Will 2024 be more of the same? Will wage pressures continue? Are there any new, emerging niche markets? The first *Insight with Insiders* podcast of 2024 answers these questions and more when Tom Erb, nationally sought-

after speaker and staffing industry subject matter expert, joins Julie Ann Bittner, TRICOM President / CEO in a discussion about the state of the Staffing industry.

2023 was a tough year for many staffing companies. Sales were down, especially in healthcare. Tom shares the data that points to 2024 being a strong year for staffing, and in particular:

- Two niche markets that show big potential
- How staffing companies can use AI as a resource for tasks involving sales, recruiting, front end selection processes, candidate engagement, and more
- The mergers and acquisitions landscape, which is being influenced by the age of staffing company owners, as well as private equity pulling back their involvement in this area
- The importance of being involved in state and national staffing associations, and particularly legislative processes, to help lawmakers better understand Staffing and how laws impact the industry

Tom also talks about accountability and how it's not the bad word it's so often made out to be, especially in reference to the three levels of performance management. You won't want to miss this discussion of the Staffing industry as we jump headfirst into 2024!

Listen on [Spotify](#) or watch on our [YouTube](#) Channel!



**Did You Know? TRICOM Announces New Podcast Series *Unleashed: A TRICOM Podcast***

TRICOM is excited to announce our second, new series: *Unleashed, A TRICOM Podcast!* From leadership, to teamwork, to personal development, and more, this podcast does a deep dive into components that are critical to any successful organization. The goal of this series is to provide valuable insight, inspire, and motivate individuals for personal and professional

growth while promoting self-reflection and a growth mindset by sharing practical tools and resources. The following episodes are currently available:

**Episode 1: The Importance of Attitude**

Join TRICOM CEO Julie Ann Bittner in conversation with TRICOM SVP Chief Credit Officer Amanda Jadro in the inaugural episode of *Unleashed a TRICOM Podcast*. They explore the game changer power of attitude, the power of perspective, and discuss the importance of mindset to see challenges as opportunities. Tune in to discover how attitude can be your greatest asset.

**Episode 2: Shifting Attitudes for Success**

Join TRICOM CEO Julie Ann Bittner in conversation with TRICOM SVP Chief Credit Officer Amanda Jadro as they dive into the role of attitude within teams and share strategies for shifting attitudes. Discover how the attitude of a group can significantly impact its success.

**Episode 3: Attitude is Everything**

Join TRICOM CEO Julie Ann Bittner, TRICOM SVP Chief Credit Officer Amanda Jadro and special guest Cash Management Specialist Jennifer Revord on the final episode on Attitude. They explore the art of working on yourself starting with the willingness to change and the magic of positive thinking. The real highlight comes from Jeni's inspiring story, revealing how her attitude has transformed her team. Don't miss this episode for a dose of motivation and real-life insights!

**Episode 4: The Definition of Leadership**

In this episode, Shelly Wilkinson TRICOM's Director of Sales and Amanda Jadro TRICOM's SVP Chief Credit Officer discuss the art and science of leadership, drawing inspiration from John C. Maxwell's book, *Leadership 101*. They explore the definition of leadership as influence and the impact leaders can have on the lives of others. The conversation delves into the importance of personal development and continual learning in becoming an effective leader. Trust, consistency, and the difference between leaders and followers are also explored. The hosts emphasize the need for self-care and prioritizing personal well-being as a leader.

View these first several episodes by visiting our [YouTube](#) page or on [Spotify!](#)

**New On TRICOM.com!**

TRICOM's latest *Industry Insider Webinar, The Impact of AI on the Staffing Industry*, is now available online. This episode explores the impact of AI on the Staffing industry and how it can be leveraged as both a threat and an opportunity. In this three-part series, Brad Smith, Chief Strategy Officer with Haley Marketing, and Jeff Gibson, CEO of Haley Marketing's sister company Recruiters Websites, discuss the importance of embracing AI to future-proof jobs and businesses in the industry. They provide examples of AI tools that can be used in business development, recruiting, and marketing while emphasizing the need for recruiters to combine AI automation with human outreach to enhance their effectiveness. Live examples of AI tools are demonstrated to showcase their potential in streamlining processes and improving efficiency. The conversation covers various topics related to candidate marketing, resume tailoring, finding more candidates, and the use of Talentscribe for content creation. The sessions explore each of these themes in detail, providing insights and examples of how to leverage AI tools for recruitment and marketing purposes.

[Click here to view the presentation!](#)

[Link to part 2](#)

[Link to part 3](#)

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