



Inner View

The Bi-Monthly Newsletter of California Staffing Professionals

June/July 2005

From the CSP Boardroom



*Jeff Hindman, CPC, CSP
CSP State President*

It's been a great two years as President of CSP at the state level. I can't begin to tell you what a privilege and honor it has been to represent you and your companies as the President of your association's Board of Directors. With nine chapters throughout the state and lots of very generous volun-

teers, CSP has offered some incredible programs, events and legislative efforts to see to it that you have the tools to further your success in our industry. Business is once again strong for our industry and it is the perfect time to get reenergized and refresh your skills with the programs offered by CSP.

Your CSP Board of Directors is one of the strongest in the country. As I connect with other state associations, I am proud of the organization that we have created. Our state and local boards are made up of some very hard working and dedicated volunteers who are committed to making our industry better. CSP is roughly three times the size of any other state association and we have incredibly innovative events and educational programs for our membership. We are the only state with our own accreditation, and legislatively we excel, too. We also have the most active PAC—and with all of the crazy legislation we have in this state, we sure need it...AMEN!!

This year we had some impressive accomplishments. We had our very first Legislative Day where many of our members converged on the Capitol to educate our legislators about our industry and the jobs that we create. We are the "jobs people" and our legislators need to understand that as they vote on legislation that affects our industry and our ability to create jobs for their constituents. It's important that you meet with your local legislators and get to know them so that as they cast their votes, they will know our position on these bills as they make their decisions.

We had an incredible conference this year. The reviews have been outstanding with one of the best speaker grids we have had in recent years. Kudos to Todd Witkin, Melissa Taub and Lynn Ebro for putting on such a strong conference, and many thanks to our vendors for their support. Without our vendors we wouldn't be able to bring you such strong programs.

The "Owners Only Retreat" is continually growing. This past year we had the largest attendance ever. This forum offers our owners an opportunity to share ideas and learn from other owners about issues that are unique to them.

Staffing 101 and CAC are growing. More and more chapters are adopting Staffing 101, and CAC is now a required part of ASA's CSP certification's continuing education credits. The Golden Gate chapter successfully kicked off the 1st Staffing 201—a more advanced class for people who have been in the business for over two years and want a higher level of training. Ask your chapter representatives about how to get involved in these programs.

(continued on page 9)

**2004-2005 CSP
State Board of Directors
Executive Committee**



PRESIDENT

Jeff Hindman, CPC, CSP 925-831-0588
jhindman@thehindmangroup.com

VICE PRESIDENTS

Joe Mackey, CAC, CSP 619-276-8677
joe@xlstaffing.com
Todd Witkin, CPC, CAC, CSP .. 805-701-8000
todd@thewitkingroup.com
Joan Boragine, CPC 415-433-1143
joan@jboragine.com

SECRETARY

Melissa Taub, CAC, CSP 818-700-8282
melissa@taub4jobs.com

TREASURER

Mike Binder, CAC 925-934-1311
mbinder@mysr.com

IMMEDIATE PAST PRESIDENT

Iris Brody Lopez, CAC, CSP... 510-839-5100
ibl@ryalsjobs.com

CHAPTER DIRECTORS

Deborah Banks, CAC 310-373-2343
deborah@erc-us.com
Paul Lenaburg, CAC, CSP 714-245-1851
president@sharpstaffing.com

EXECUTIVE DIRECTOR

Lynn Ebro
17025 Harvest Point Way
Ramona, CA 92065
Phone: 800-799-9725 • Fax: 760-788-9163
e-mail: lynn@cspnet.org
website: www.cspnet.org

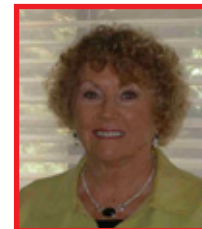
Incoming State Officers • 2005-2006



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Los Angeles	Melissa Taub, CAC, CSP	818-700-8282
Orange County	Rose Mary Bordwell, CAC, CSP	949-724-1466
Sacramento	Rita Lund, CAC	916-565-7642
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2004-2005 COMMITTEE CHAIRS

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Newsletter	Paul Lenaburg
Owners Only Retreat	Iris Brody Lopez/Joan Boragine
PAC	Joe Mackey
Programs	Charlesetta Fountain
Public Relations	Joan Boragine
Strategic Planning	Todd Witkin
Vendor Relations/Associate Membership	Heather Leemon-Raboff
Website	Scott Kuethen/Chris Hoff
Workers Compensation	Joe Mackey

Our First Annual Legislative Day



The “Blue Scarf Ladies” in front of the Capitol—Sharron Long, Jean Eddy, Cindy Fassler and Joan Boragine.

Last Spring, CSP members spent a wonderful day at our Capitol in Sacramento! In the morning they were “educated” by our Lobbyists (Alan Edelstein and Mike Robson) with talking points and statistics to assist when speaking to Legislators. Our luncheon speaker was Mike Prosio, Assistant Secretary for Legislative and Intergovernmental Affairs,



Inside the Capitol from left to right—Joe Mackey, Jim Stielow, Todd Witkin and Karen Carroll.

California Labor and Workforce Development Agency.

Then there was the afternoon—a trip to the Capitol and meeting with our Legislators—putting what they learned to the test! It was really great, and everyone who attended felt very fulfilled about this opportunity to educate their elected officials about our industry.

A cocktail reception rounded out the day, and all vowed to come back next year for the second annual CSP Legislative Day in Spring 2006. Stay tuned for information about our next Legislative Day event, and plan on being there!



Pictured above with Assemblyman Guy Houston, from left to right—Sharron Long, Jeff Hindman, Joan Boragine, Assemblyman Houston, Cindy Fassler and Jean Eddy.



Los Angeles Chapter members with Senator Tom McClintock. From left to right, Melissa Taub, Kathryn Shepherd, Senator McClintock, Michael Schulman.





Damian Services Corporation, your **one-stop-shop** for unlimited payroll funding and back office solutions. Damian has been serving independent staffing firms, both start-up and existing, for over 23 years. At Damian, we allow staffing firms the freedom to do what they do best — sell, recruit and make money.



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CSP Honors Its Stars



Melissa Taub

Taub & Associates

Staffing Professional of the Year

Staffing Professionals of the Year Chapter Winners

**LOUIE
LUEVANOS**

BANKtemps/BancForce
San Diego Chapter

**VICKI
McCURRY**

Pro-Active Staffing
Inland Empire Chapter

**MELISSA
TAUB**

Taub & Associates
Los Angeles Chapter

**BILL
HOGAN**

Wm. F. Hogan & Assoc.
Orange County Chapter

California Accredited Consultants (CAC)



On April 16, 2005, forty-five recruiting and staffing professionals became California Accredited Consultants by passing the Spring exam. Twice yearly, CSP offers this accreditation exam and over 1,200 recruiters have become accredited since 1990. Congratulations!

Alejandro Contreras	The Plus Group, Inc.
Amanda McKeown	PegaStaff
Angelica Tovar	The Plus Group, Inc.
Anne Morgan	TLC Staffing
Arne Wilberg	PegaStaff
Becky Kaufman	Monroe Personnel Services
Beverly Malin	SAGE Staffing
Cathy Bojorquez	Sundance Personnel Solutions
Cathy Camilo	The Plus Group, Inc.
Christine Farmer	Key Personnel
Christy Payne	Excel Personnel Services
Connie Elliott	Nelson Staffing Solutions
Corissa Barbary	Bay Area TechWorkers
Danielle Rossetti	Alpha Staffing, Inc.
Darcie Lehman	Key Personnel
Elijah Padua	Finesse Personnel Associates
Evelyn Rodriguez	TLC Staffing
Gary Jose	Bay Area TechWorkers
Genna Kane	Searchwright, Inc.
Gytahna Loffgren	Alkar Human Resources
Heather Davis	Bransky Personnel
Heidi Zirtlaff	ABA Staffing, Inc.
Jarrett Fenlon	Lander International
Jenny Morgenstern	MRI of RSM
Karen Miner	Bay Area TechWorkers
Kelly Kramer	The Plus Group, Inc.
Laura Pool	TLC Staffing
Laura Kincaid	SAGE Staffing
Linda Guadamuz	Artizen, Inc.
Lisa Ahalt	The Plus Group, Inc.

Mary Jeanne Moyer	Kearney Boyle & Associates, Inc.
Michelle Hodapp	Excel Personnel Services
Minnette Nugent	Alkar Human Resources
Monica Sevaryn	Dynamic Office & Accounting Solutions
Morgan Carter	Searchwright, Inc.
Randy Allen	The Plus Group, Inc.
Renay Nonog	Industrial Services Company
Richard Brent	The Plus Group, Inc.
Rosanna Medernach	Artizen, Inc.
Thanh Nguyen	Scott-Thaler Associates
Tracy Gray	DEC HealthCare Personnel
Trish Mulholland	Lander International
Vanessa Whitmore	CKM Staffing
Virginia Bickford	Alkar Human Resources
Yesenia Contreras	Sundance Personnel Solutions

Highest Score in the State



Amanda McKeown • PegaStaff

The next CAC exam is scheduled for Fall, 2005 (specific date TBD). If you have become certified through ASA as a Certified Staffing Professional (CSP) and are a recruiter in California, you are required to become California Accredited within 6 months of receiving your national (CSP) certification.



We are pleased to announce CSP's
5th Annual
Owners Only Retreat

October 28-29, 2005
(Friday & Saturday)

at the
Sycuan Resort and Casino

A full-service resort featuring golf, gaming and beautiful San Diego sunshine



Save the Date!

Don't miss this premiere CSP event for staffing and recruiting company owners only!

Member News



New CSP Members March, April & May, 2005

- Advanced Career Solutions, Inc. Poway, CA
- Albin Engineering Services, Inc. Sunnyvale, CA
- Benefits In A Card Greenville, SC
- Bransky Personnel Newport Beach, CA
- BriTech Group IT Staffing, Inc. Carlsbad, CA
- Cameo Employment Services Ontario, CA
- De Bellas & Co., LP Houston, TX
- ESI Burbank, CA
- Faithful Staffing Group, Inc. Stanton, CA
- Harvest Technical Services, Inc. Walnut Creek, CA
- HireQuest Premier Staffing Group Irvine, CA
- Joseph Michaels, Inc. San Francisco, CA
- Lassen Staffing Service CA
- LexisNexis PeopleWise Orem, UT
- LyonsRadnor, one of the Lyons Companies Radnor, PA
- Presented by Staffing San Francisco, CA
- ProSearch Consulting Carlsbad, CA
- RCS Services Houston, TX
- Ryzen Solutions Campbell, CA
- The Promerica Group Diamond Bar, CA
- TriCom Quest Gardena, CA

We'd Like to Meet You

Irina Shamaeva, Owner
Brain Gain Recruiting
 2722 Del Monte Ave. • El Cerrito, CA 94530
 Phone: 510-237-2362 • Fax: 432-224-4394
irina@braingainrecruiting.com • www.braingainrecruiting.com

Brain Gain Recruiting specializes in contingency full time recruiting for high-tech companies—specifically software companies in the Bay Area, and with IBM Global Services as an IBM Preferred Recruiter. Irina's background is in software development and management.

From the Desk of
Charlesetta Fountain

Dear CSP Members,

As many of you know, on March 3rd we lost 90% of our home due to a fire. At the time, my family and I were in Princeton, New Jersey, for our daughter's 40th birthday.

As I write this, our home has now been completely gutted, and we are now staying with friends. We hope to return to our home in September.

With California Staffing Professionals there to lend a hand, we were able to get a head start. Our entire family would like to thank you from the bottom of our hearts for your kind words, your support and encouragement.

We know that as time goes by we will always look back and remember you. Your kindness was greatly appreciated.

Sincerely,

Charlie
 SBT Management Solutions

Membership Dues

For the first time since the merger between CAPC and CATSS (June 2000), the State Board approved an increase in dues effective with memberships expiring the end of June 2005. Below is a summary of the annual membership dues:

<u>Type of Membership</u>	<u>Annual Dues</u>
Solo Practitioner — (no employees)	\$225
Corporate Member — (one or more employees) ..	\$300
Each additional branch of a Corporate Member (to a maximum of \$3,000)	\$200
Associate Member (provides services/products to the staffing/recruiting industry)	\$500

Example: Corporate Member (\$300) + 5 additional branch offices
 (\$200 x 5 = \$1,000) = \$1,300 Total Annual Dues (maximum \$3,000)

Factoring — Raising Money Without A Loan

By Lorraine Julius
LSQ Funding Group, LC

Does your business have an opportunity to expand, but you don't have the money to invest in additional production materials? Is your business going through a down cycle, and you need money to make payroll and pay other expenses? Do you need money for your business but have already borrowed money? If you have answered "yes" to any of these questions, you may want to consider factoring as an alternative form of raising money.

WHAT IS FACTORING?

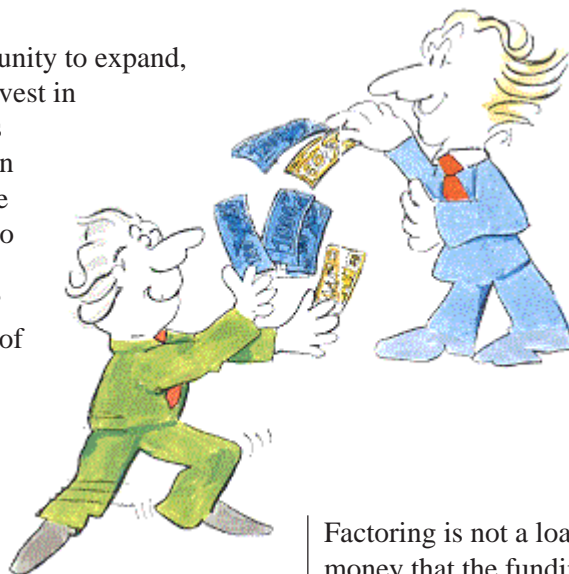
Factoring is a legal agreement between a business owner and a financial institution. The financial institution (funding source/factor) advances the business owner money against proceeds from the business owner's outstanding accounts receivables.

HOW DOES FACTORING WORK?

In the course of doing business, a business owner sells goods and services to its customers. Many of these customers do not pay the business owner immediately. These customers are invoiced by the business owner, and the customers are expected to pay the business owner within a specified period of time (typically 30 days). The accounting term for these outstanding obligations is Accounts Receivable (AR). Since the AR of a business are legal obligations of its customers to pay the business owner, the AR of a company is viewed as an asset. The problem with AR is that the business owner has to wait for its customers to pay their invoices, which can take 30-60 days, in many cases longer.

THIS IS WHERE FACTORING COMES IN.

There are many financial institutions (which in most cases will not be in your local bank) that are eager to advance business owners money in exchange for the rights to collect their AR. Once an agreement is made between the business owner and the funding source/factor, the business owner will receive a large percentage of his/her outstanding invoices in 24-48 hours. With factoring, a business does not have to wait 30-90 days for its customers to pay.



HOW ARE BUSINESS INVOICES COLLECTED UNDER A FACTORING AGREEMENT?

The business owner sends out the invoices to its customers, with instructions to remit payment to the funding source/factor. The funding source/factor will perform all collections functions of the invoices, including record keeping and handling slow paying customers.

HOW MUCH DOES FACTORING COST?

Factoring is not a loan, so you do not have to pay back the money that the funding source/factor advances you. As the funding source/factor collects payments for your invoices, it withholds a percentage for itself for credit management fees and interest charges (which are agreed to in writing with the business owner). The cost of the management fees and interest is usually less than 2%. If the factoring agreement has a recourse clause, the business owner has to repay portions of the advance bank to the funding source to cover any invoices not paid by the business owner's customers. If the factoring agreement has a non-recourse clause, the funding source bears all the risk in collections.

IS FACTORING LEGAL?

Yes. Factoring is completely legal and is done by many businesses as well as large enterprises.

Find out more about how you can set up your account to begin receiving the benefits of growing your business.

- √ No Monthly Minimums
- √ No Early Termination Fees
- √ No Long Term contracts
- √ Start ups welcome



LSQ Funding Group, LC, is an Associate Member of California Staffing Professionals with offices located nationwide.

Lorraine Julius is Vice President of Business Development and can be contacted at their Carlsbad, California office by calling toll free 800-804-1334. Or email Lorraine at ljulius@lsqgroup.com. Visit their website at www.lsq.com.

From the Boardroom

(continued from Page 1)

As I mentioned to Joe Mackey, your incoming State President, the job of a CSP President is to take what has been done before him or her, add something unique of your own and continue the growth of the many strong Presidents before you. This association is only as strong as its members and volunteers, and we have an exceptionally strong and committed group of both. Our membership is at an all time high and your association is the strongest ever.

Once again, it's been an honor and my pleasure to work on behalf of the association the past two years. Please give Joe Mackey and the incoming board the same support you have given this board for the past two years and we will all benefit from the further growth of our association. Please continue to volunteer at the chapter level.

Thanks to all of the dedicated state and chapter board members for their hard work and, of course, a huge thanks to Lynn Ebro, our "anchor," for all of her support and dedication. Without this leadership we couldn't perpetuate the good of our association.

Continued growth and success in your businesses,

Jeff J. Hindman, CEO

Jeff Hindman



Staffing Jobs Break Record

Staffing industry employment hit a new first quarter high this year, according to data released by the American Staffing Association. U.S. staffing firms employed an average of 2.6 million temporary

and contract workers per day from January through March—up 11.1% or nearly 250,000 workers compared with the same period last year. This year's first quarter marked the fourth consecutive quarter of double-digit year-over-year growth in staffing employment. "Building on last year's momentum, staffing employment set a new first quarter record, eclipsing the first quarter 2000 record by 6%," says ASA president and CEO Richard Wahlquist. As both job seekers and staffing customers seek greater employment flexibility, demand for staffing services is likely to remain strong, Wahlquist says. Moreover, he adds,

"With labor markets beginning to tighten, businesses increasingly value the access to talent that staffing firms offer for filling temporary, contract, and permanent positions. This is good news for job seekers—whether they're looking for a flexible schedule or a regular, full-time job, staffing firms are experts in making a quick match." As in past years, staffing employment in the first quarter was down slightly from the fourth quarter of 2004, a seasonal trend consistent with survey data since ASA began tracking industry employment in 1992. U.S. sales of temporary and contract staffing services totaled \$15.8 billion in the first quarter, according to ASA's survey, an increase of 11.5% over the same period last year.

[Reprinted from "Staffing Week" with permission of ASA]

The Industry Benchmark— Now Available

The ASA *Fiscal Year 2004 Staffing Company Operations Survey Report*—the industry benchmark—is now available.

How does your company compare with firms of a similar size? Other firms in your sector? The whole industry?

The new operations survey report will help you answer these and many more questions, and will allow you to take a closer look at numbers that matter:

- ⇒ Gross and profit margins
- ⇒ Expenses—cost of labor, sales, payroll and office operations
- ⇒ Criminal background checks and drug screening
- ⇒ Workers' compensation insurance and injury claims
- ⇒ Customer service and sales representative performance

The survey report details sales, expenses, and profits for fiscal year 2004. Use it to easily see how your company compares to similar firms on scores of financial, business, and personnel performance measures. It can help you save money, improve efficiency, and enhance your margins.

ASA has been conducting an operations survey since 1998. The results are available to staffing companies only (non-members may also purchase the report for a higher price). No matter the size of your firm, the report is an invaluable tool for judging your company's performance, and guiding change for improvement.

To order a copy, visit the Publications & Products page of the "memberserv" section of the ASA website at www.staffingtoday.net. Or call ASA at 703-253-2020.

[Reprinted from "Staffing Week" with permission of ASA]

2005 Staffing & Recruiting Conference Revisited

By Melissa Taub CAC, CSP
2005 Conference Co-Chair



California Staffing Professionals' 2005 "Back on Track" conference was an enormous success. For those who missed the most well loved conference yet, please allow me to tell you all about it: We started on Thursday, April 28th with Eric Wahl. He gave us all chills as we enjoyed the familiar sounds of Lee Greenwood's "Proud to be an American" as he began painting with a strange greenish blue color. With dashes of colors from ketchup and mustard bottles, the beautiful Statue of Liberty began to take shape. During his motivational opening keynote he also amazed us with a painting that he did upside down. When he flipped it right side up, we all came alive with excitement as he revealed Albert Einstein's portrait. Later that night at our President's Reception, the paintings were auctioned off and netted \$2,400 with high bidders Jim Stielow and Paul Lenaburg. What a great keepsake of our conference, not to mention fabulous original art!

Next, we were honored to have 3 wonderful Human Resource Vice Presidents tell us the secrets to being able to work with their large companies. This was done in a panel style...a style more typically used by our local chapters, but it was a lot of fun and I was privileged to moderate it. Then our panel of experts proved why they are in the place that they are in! We thank Bob Svet, Sharon Judd, Gwen Gordon and Beth Noseworthy for revealing some secrets that can help owners and recruiters to build a better mousetrap. Our day ended with our President's Reception in the Exhibit Hall and everyone had an opportunity to eat, drink and be merry. We learned a lot from our vendors and appreciate their time with us.

Friday was a VERY FULL day!!! We started with Jack Canfield...and what a treat to hear this man's story and be motivated by the goals he has attained. He signed books and took pictures with just about everyone!! After a brief break with the exhibitors, it was on to sessions where Rick Nelson shared why he hates coffee mugs filled with candy; Patty Azar and Sharon Judd helped us to determine whether or not our candidates were fit for specific positions; Al De Bellas helped us exploit the current healthy

Mergers and Acquisitions market; and Peter Mack talked all about background checks.



Joe Mackey (left), Jeff Hindman (center) with Insurance Commissioner Garamendi. Below, Todd Witkin, Commissioner Garamendi, Melissa Taub and Jeff Hindman



Next was our awards luncheon. CSP's Staffing Professional of the Year happened to be me! I am very honored and the beautiful award looks GREAT on my desk! Our lobbyist, Alan Edelstein then introduced Insurance Commissioner John Garamendi. The information that he shared with us was both informative and interesting. For more info, please ask someone who was there...you missed a LOT! After Garamendi's presentation, we all went downstairs to roundtables with topics of trends in the staffing industry, tech up, automation and security, recruiting in 2005 and beyond, building lasting client relationships, growing your business...FAST, running a family business, and shopping for the right insurance. Everyone learned sooooo much! Across to the Irvine Room and we were in for a treat...to speak with the A+ students in our craft...the Pinnacle Society Members. The panel was comprised of a diverse group from niche to a general desk and from having to make 15 placements a year to keep up their membership to having to make 15 a month to keep up their membership. Finally, we had a private PAC party in the Presidential Suite and off

to Casino Night with perhaps one of the tastiest buffets I have ever enjoyed. The music was lively, the casino was a blast and we were lucky to be graced with the presence of the man who took 39th in the World Poker Tour—Joe Mackey. He taught anyone who was willing to listen how to play “No Limits Texas Hold ‘em!” We sold cigars and we all bought LOTS of chips! At the end of the evening, it was “What happens in Burlingame, stays in Burlingame...”

After such a great party, Saturday morning was tough for some of the attendees to wake up bright and early to hear John Alston. But those who did learned SOOOO much from this wonderful keynote. John has been an educator for years and his message is simple,

yet effective...”stuff happens and then you fix it...” After another refreshment break with our exhibitors, we were off to sessions where we saw Kathy Maixner telling Staffing Service War Stories, Jeff Skrentny presenting Turning Sendouts into Placements, and Bill Nagel teaching us the all important, How to Reduce Workers’ Compensation Costs. Lunch was next and we were honored to introduce Jeffrey Burnett, ASA’s Chairman. He shared vital statistics about our industry seen through the eyes of ASA. After lunch we were off to sessions again and John Alston made an encore performance and got everyone working on goals. Rick Nelson discussed sales success, Jeff Skrentny taught us how to double our billings and, faithfully, Jim Dowgialo discussed hot legal issues. We had one final refreshment break and then we were off for some hilarity therapy with John Irvin. He made us all laugh soooo hard. Have you ever played a nose flute? Well, John taught us and also reminded us how important humor is in working within our industry. Not to be outdone by Jack Canfield, his book “Chicken Poop in my Bowl” is really quite funny.

When I got home from the conference, my computer was filled with emails from veteran and new attendees alike singing the praises of the conference and hailing this as perhaps the best and most memorable conference in recent memory. Lynn worked her tail off and Todd and I enjoyed watching it all unfurl. We liked it so much that we have decided to do it again in Palm Desert in 2006. You DO NOT want to miss it...you never know WHAT you are going to miss. Enjoy the pictures (thanks to Earl Castillo of Industrial Services Company!) on the following pages, and relive some of our fun!



Todd Witkin *tries to* introduce closing keynoter John Irvin!



John Alston two-steps with Louise Berto



Past CSP State Presidents attended the conference. From left to right: Iris Brody Lopez, Kathryn Shepherd, Jim Ginther, Sharon Judd and Bob Pugliano.



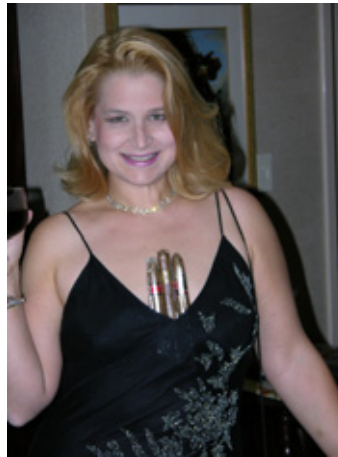
One of the ten roundtables enjoyed by the attendees.

Pinnacle Society panelists: Jeff Hindman, Joe Pelayo, Gail Kaplan and Lina Savage. The panel was facilitated by Kathryn Shepherd.





Melissa! Ooh la la!



Yes, this is your CSP State President!



The PAC party in the Presidential Suite was for PAC contributors, and (at left), PAC Chair Joe Mackey, right, honors Jim Stielow, consistently our largest PAC contributor over the past several years.



Grownups sometimes do really silly things! And that's good according to John Irvin, closing keynote!



Louie Luevanos, Craig Knudson, Judy Lawton, Paul Lenburg and Ben Seversky do some "networking."



Above, our Panel of Experts—Sharon Judd, Robert Svet, Gwen Gordon and Beth Noseworthy. The facilitator is Melissa Taub. And, how many nose flutes can you count in this crowd at right?





Special thanks to all of our exhibitors and sponsors who helped make this one of our best conferences ever! We hope to see you all next year!