



**EVOLVING THROUGH MINDFUL CHANGE
2021 OSSA ANNUAL CONFERENCE
July 12-14, 2021 @ Geneva-on-the-Lake**



MONDAY, JULY 12

5:30 pm to 8:00 pm **Pre-Conference Meet and Greet @ Horizons Patio**

TUESDAY, JULY 13

7:00 am to 8:30 am Breakfast

7:30 am to 8:30 am Registration Opens

7:30 am to 8:30 am **Owners/Managers Session: Lessons Learned From the 5 Dysfunctions of a Team**
National Speaker Rob Mosely, Next Level Exchange

8:15 am **EXPO OPENS!**

8:45 am to 9:00 am Conference Kickoff

9:00 am to 10:00 am **How To Manage C.H.A.N.G. E.**
Opening Keynote, Andre Young, You Evolving Now

10:00 am to 10:15 am **EXPO!**

10:15 am to 11:15 am **Get Inside Your Client's Head: Understanding the Client Decision Process**
National Speaker Rob Mosley, Next Level Exchange

11:15 am to 12:15pm **Rock Star Marketing: What the staffing industry can learn from professional sports, entertainment, and the largest online marketplaces.**
Digital Marketing Manager, Brad Bialy, Haley Marketing

12:15 pm to 1:15 pm Lunch onsite

1:15 pm to 2:15 pm **You've Lost That Loving Feeling: Understanding the importance of building customer and employee relationships and problem-solving.**
National Speaker Amy Monroe, Staffing eTrainer

2:15 pm to 2:30 pm **EXPO!**

2:30pm to 3:30 pm **Industry Panel Discussion: Change Is An Understatement!**
Ed Anderson, Founder/CEO EDIS Group, Dan Barnett, CEO/President Integrity Staffing and Leslie Kahn, CEO/President Alto Health Care Staffing facilitated by Tom Erb, Owner Tallann Resources

3:30pm to 6:30 pm Catch up on email, explore the grounds, meet up with fellow attendees or just relax!

6:30pm to 9:30 pm Conference Dinner @ Old Firehouse Winery



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WEDNESDAY, JULY 14

7:45 am - 8:45 am	Breakfast
8:30 am - 9:30 am	Recruitment Marketing Masterclass CEO David Searns, Haley Marketing
9:30 am - 9:45 am	EXPO
9:45 am - 10:45 am	It's all About Engagement! National Speaker Tom Erb, Tallann Resources
10:45 am - 11:45 am	5 Ways to Convince People Change is Beneficial Closing Keynote Marvin Montgomery, The Sales Doctor
11:45 am - 12:00 pm	Final Thoughts and Conference Close

BOOKING YOUR ACCOMMODATIONS:

We are excited to be holding conference at a new location, The Lodge at Geneva-on-the-Lake. **We have a limited number of rooms being held as special pricing which are available until May 27.** This is a popular vacation destination which was completely booked in July of 2020. Please be sure to book your room(s) as soon as possible following the link and directions below. If the block is full, you will be able to reserve a room outside of the block depending on availability.

1. Go to <https://www.thelodgeatgeneva.com/>
2. Click "Make a Reservation" at the top of the homepage.
3. Enter your Check In and Check Out Dates. The block is good for Monday, July 12 and Tuesday, July 13 with check out on Wednesday, July 14.
4. Click on the "Specials Codes" drop down and then under "Group Code" Type in your code: 4GI6RH
5. Click the 'Check Availability' button and pick the room type you wish to book.
6. Fill in your information (At this time, the card you entered will be charged for the first night stay plus taxes and fees.)
7. Click Submit and watch for your confirmation email.

PLEASE NOTE:

- ✓ Reservations in the OSSA room block are only available online via the website, call in reservations will not be accepted for the block pricing.
- ✓ If you plan to stay additional days outside of the contracted blocked dates, make a reservation online with the group code for the dates outlined above. Then call the reservations department to extend your arrival or departure dates at regular price (800) 801-9982.
- ✓ There are limited rooms in the group block and reservations and are first come, first serve.