

NAPEO 2021 ANNUAL CONFERENCE & MARKETPLACE

SEPTEMBER 26 TO 29



Pat Cleary and Burton Goldfield of TriNet Group, Inc. kick off their Fireside Chat with a fist bump.

If you were one of the 825 attendees at NAPEO’s Annual Conference & Marketplace this year, you likely observed several trends and themes throughout the event.

First, people were so glad to see each other in person after two years that they could hardly contain themselves. Attendees were engaged and enthusiastic.

Second, great ideas and connections popped up frequently. What we’ve endured and learned from the pandemic has continued to inspire new ways to do things. In the opening general session, Future of Work Expert Cheryl Cran revealed that her organization, NextMapping, predicted beforehand that by 2020, 50 percent of the workforce

would be remote, without predicting the pandemic. PEOs have been at the forefront of this and other business and employment upheavals caused by the pandemic, and this expertise came out in the sessions, informed by the work PEOs have done for their clients during this time. The HR/Legal session “The New World of Work,” expanded on employee behaviors, service impacts, and pressures on small businesses, all initiated by the pandemic but continuing as new realities. While much focus is placed on increasing wages, a trend revealed in the “Looking Forward: An Economic, HRIS, and Technology Trends Update” is that there are categories of jobs with wage acceleration, which has not been seen before. These and other issues continue to

challenge PEOs to develop new ways to help their clients.

Third, the momentum of NAPEO member generosity continued with this year’s NAPEO Gives Back charity partner, Soldiers’ Angels. Donations poured in throughout the conference, and continue to come in even now. As of press time, NAPEO Gives Back raised more than \$120,000 for Soldiers’ Angels. (See the full list of donors on page 39.)

Fourth, the Women in NAPEO (WIN) reception and the NextGen Mixer, as well as the presence of PEO Ambassadors, marked NAPEO’s continued forward-looking goals of:

- Empowering, engaging, and encouraging women in the PEO industry;
- Identifying and nurturing the next generation of industry leaders; and
- Attracting and welcoming new service partners—and service areas—into NAPEO.

Fifth, the PEO educational sessions were laser-focused on the issues most important right now, as well as following developing and evolving areas. This was apparent in the array of educational tracks, which covered all of the operational and management areas of the PEO, as well as in the depth and breadth of speakers across all of these areas. Each track pinpointed the most relevant and timely issues facing PEOs and how things are changing in M&A, cybersecurity, profitability, sales, work and workforce issues, PEO competition, and the power of data, to name a few.

Sixth, speaking of responding to the world around us, NAPEO unveiled several exciting new marketing resources, including a moving new video featuring PEO clients, a full suite of October PEO Marketing Push



In the Sales/Marketing PEO Educational Session about social media strategies.



Tim Graham of Payrolling Partners, Hank Johnson of Nextep, 2021-2022 NAPEO Chair Bruce Cornutt of Lyons HR, Britt Landrum of LandrumHR, Roger Hays of Premier Employer Services, and Brian Fayak of Nextep.



Christina Nelson and Wanda Silva in the Marketplace.



Tuesday's general session: "Looking Forward."

materials for members, and a brand new white paper, "PEO Clients in the COVID-19 Pandemic: Follow-Up Analysis." The client testimonial video showed real PEO clients talking about how their PEOs helped them through the pandemic. Many emphasized that they most likely would not be in business today without the help of their PEOs. Those in the marketing session on the last day of the conference when the video was played for the first time were riveted by the clients' stories. The October Push capitalizes on the campaigns of 2021, providing a variety of assets for members to use to promote the industry and their own

PEOs. The white paper analyzes and quantifies the positive effect PEOs had on their small business clients during the pandemic.

Finally, those who came in a day early to attend NAPEO committee meetings continued the work that keeps NAPEO informed about and involved in federal and state government affairs issues and legal challenges that affect the operating environment for PEOs. The Accounting Practices and Marketing & Communications committees met as well, powering the research and initiatives that keep PEOs operationally sound and visible to the small business market. Committee members continued

this work behind the scenes throughout the pandemic and have kept NAPEO at the forefront of issues, connected with lawmakers and regulators, and engaged in the business community. These committees also keep NAPEO members informed, and that includes identifying issues and finding solutions that make their way into sessions for NAPEO conferences, articles in *PEO Insider*,[®] and subject matter for NAPEO webinars and other online educational offerings.

Whether you were able to attend the conference or not, we hope you enjoy this story in pictures that shows the highlights and the people who were there and made the experience memorable. ■



Above left: Heading into the conference opening.

Above center: NAPEO President and CEO Pat Cleary officially opens the conference.

Above right: Keynote speaker Cheryl Cran, founder of NextMapping,™ spoke on “The Post-Pandemic Reality—What’s Next?”

Left: Before the keynote session began, Bob Cerone of Cognos HR, chair of NAPEO’s Midwest Leadership Council, presented the industry’s highest honor, the Michaeline A. Doyle Award, to Brent Tilson of Tilson HR.



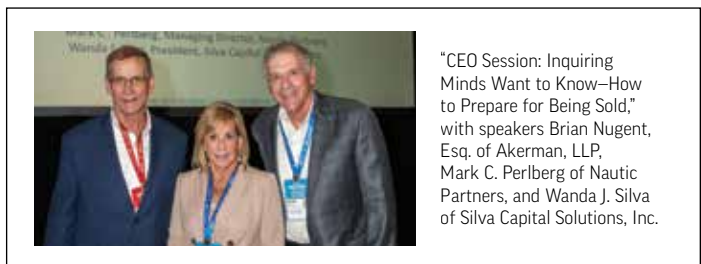
Lee Yarborough cuts the ribbon, officially opening NAPEO’s 2021 Marketplace.



NAPEO’s Nick Kapiotis shows off his juggling skills.



Members in the Marketplace.



“CEO Session: Inquiring Minds Want to Know—How to Prepare for Being Sold,” with speakers Brian Nugent, Esq. of Akerman, LLP, Mark C. Perlberg of Nautic Partners, and Wanda J. Silva of Silva Capital Solutions, Inc.



PEO Ambassador Bill Maness visits with a new exhibitor in the Marketplace.



Above: Pat Cleary reads excerpts from Garrett Graff's book during the speaker introduction at the CEO Forum dinner.

Above right: CEO Forum dinner speaker Garrett Graff, author of "The Only Plane in the Sky: An Oral History of 9/11."



Jenna Marceau of Syndeo Outsourcing, chair of the NextGen Steering Committee, and NAPEO's Michael Kreiter at the NextGen Mixer. "We had more people than we expected because news started to spread and people wanted to join in, checking out the new group and seeing what it was all about," said Jenna. "The atmosphere was energetic. Everyone was very laid back, but excited to be together."



PEO Ambassadors Dave Carothers of Praxiom Risk Management, Geoff Vandal of MetLife, and John Harmon of Aon with Brent Tilson at the Service Partner Reception.



Wendy Katz of Questco, Tara Conger of Tandem HR, Lee Yarborough of Propel HR, Wanda Silva of Silva Capital Solutions, Monica Denler of InTANDEM Human Resources, Kristen Appleman of ADP TotalSource, Anne Donovan of Xenium, and NAPEO's Melissa Viscovich at the Women in NAPEO (WIN) Reception.



Attendees at the WIN Reception raise their glasses in a toast.



New NAPEO Chair Bruce Cornutt.



NAPEO 2020-2021 Chair Lee Yarborough passes the gavel to NAPEO 2021-2021 Chair Bruce Cornutt, president and CEO of Lyons HR, at the Annual Member Meeting.



"Sales/Marketing Session: Finding Your Blue Ocean," with speakers Matt Lowman of Integrity HR Management, Inc. and Heather Keefer Saulsbury and Abram Finkelstein of StaffLink Outsourcing, Inc.



Scott Klososky of FPOV and John Slavic of Slavic401k spoke on "Looking Forward: An Economic, HRIS, and Technology Trends Update."



Fireside Chat with Pat Cleary and Burton Goldfield of TriNet Group, Inc.



The Syndeo folks recreate their September *PEO Insider* cover.



"Ops/Tech Session: Understanding the Power of Data—An Overview and Case Studies in Artificial Intelligence and Machine Learning for PEOs," with speakers Andy Lubash of Prestige PEO, Brett Heineman of Gradient A.I., Paul Hughes of Libertate Insurance, Chase Pettus of Gradient A.I., Tom McKeown of isolated Network, and Jennifer Robinson of Risk Transfer Insurance Agency.



"Accounting/Finance Session: Planning for Next Year—Measuring True Client Profitability," with speakers Tanya Yakhnis of Tandem HR and Wendy Katz of Questco.



Garry Bradford of UniqueHR and chair of the Texas Leadership Council led the way from the Lone Star Roundup to the NAPEO Celebration.



The NAPEO Celebration at the JW Pavilion.



At the Breakfast and Networking Roundtables, attendees discussed challenges, ideas, and solutions in the various areas of PEO operation, from granular aspects of specific compliance issues to global trends in the employment world.



"HR/Legal Session: California and Other Pain-in-the-Neck States—Big State Compliance Issues for PEOs and How to Handle Them," with speakers Mark Jacobs, Esq. of Fisher Phillips, Christina Nelson of Pacific HR, and Sheldon J. Bluming, Esq. and John M. Polson, Esq., also of Fisher Phillips.



The Closing Session and Lunch, "The Big Reveal with LGND," began with a T-shirt toss.



Then came an in-depth analysis of the data that led to the creation of NAPEO's 2021 marketing campaigns, and "The Big Reveal" of NAPEO's new client testimonial video and how all the pieces of this year's campaigns work for member marketing efforts.



The session ended with a confetti cannon showering attendees with brilliant gold slivers of confetti and cards containing the QR code allowing access to all of the assets.

2021 NAPEO GIVES BACK DONORS

Bold indicates donors who have given in 2019, 2020, and 2021.

Italics indicates donors who have given this year and in either 2019 or 2020.

\$5,000+

<i>Aon</i>	<i>Michael P. Colucci/Idilus LLC</i>
Barrett Business Services, Inc. (BBSI)	NAPEO
Christina K. Nelson/Pacific HR, Inc.	PrismHR
<i>Klososky Holdings</i>	simplicityHR By ALTRES
	Slavic401k

\$1,000-\$4,999

<i>Joseph Appelbaum</i>	Bruce Leon
<i>Craig Babigian</i>	Dawn Lively
<i>James W. Bell III</i>	Andrew Lubash
Gordon M. Berger	Modern Business Associates, Inc.
<i>Garry Bradford</i>	Praxiom Risk Management, LLC
Ted A. Crawford	PEmployer, Inc.
<i>Monica Denler</i>	SAGE Event Management
<i>Extensis Group LLC</i>	<i>David Slavic</i>
Abram Finkelstein	SolveHR
Helpside	Stratus.hr
Terry Hookstra	Syndeo Outsourcing LLC
<i>isolved Network</i>	<i>Tilson HR</i>
Clay Kelley	

\$250-\$999

Kristen J. Appleman	Janice Legters
Robert J. Burbidge	MetLife
Patrick J. Cleary	Debbie Padello
Cognet HRO	James Phillips
Bruce Cornutt	<i>Jennifer Robinson</i>
George J. DeLuca	Robin E. Schlesinger
John Ferguson	Vic Tanon
Farrah Fielder	<i>The Applied Companies LLC</i>
Justworks, Inc.	<i>Darryl Wagner</i>
<i>Ted N. Kazaglis</i>	Lee C. Yarborough



Soldiers' Angels CEO Amy Palmer, left, receives the NAPEO Gives Back check at the NAPEO Celebration, from NAPEO Gives Back Co-Chair Clay Kelley and NAPEO's Melissa Viscovich and Pat Cleary.

\$249 AND UNDER

<i>Doug Abronski</i>	Roger Hays	Matthew G. Munn
Isaac Allred	Eric Hernandez	Jeff Oki
<i>Garth D. Allred</i>	Angela Hoch	Taylor R. Oster
Bridget Asekunowo	Human Capital Concepts, LLC	PACE PEO Association
Felicity Barrett	Siana Hunt	Norman L. Paul
<i>James W. Bell</i>	<i>Tom Jacobs</i>	Steven Politis
Michele Bianchi	Charise Johnson	Jason Randall
Samantha Bond Richman	Melissa Jones	Amie Remington
John H. Bradley	<i>Melissa Kelly</i>	Robert C. Rice
Susan Brodeur	Ted Key	Mandy Rushing
Becky Brumley Newton	<i>Lonnie Kiracofe</i>	Jim Schoenmaker
Nicole Cassens	Janelle Koren	Karen Smith
Dave Ciano	<i>Lisse Kravetz</i>	Charles Spinelli
<i>Stephen Cillely</i>	<i>LandrumHR</i>	Lecie Steinbaum
Tara Conger	<i>Kathleen Lively</i>	Sullivan Group HR
<i>Braxton M. Cutchin</i>	Lone Star PEO, Inc./ Todd Newton	<i>Kristen Talamantez</i>
<i>Thomas Deen</i>	Julie Long	Johnathan Taylor
Jonathan Delgado	<i>Tiffany Luther</i>	<i>Teladoc Health</i>
Pete Delgado	James Mack	Andy Townley
Shane Edrington	Peggy Manuel	<i>Sarah Tupper</i>
Sharee Eriks	<i>Karen McCarthy-Hawn</i>	<i>Michael C. Vance</i>
Tim Finney	Jane McCoggins	Melissa Viscovich
<i>Jean Goldstein</i>	Hugh McDonald	Deanna Wietor
Tim B. Graham	Wendi McGlamery	Kimberly Wiswell
<i>Dale Hageman</i>	<i>Daniel S. McHenry</i>	Justin Young
Lori Hardwick	Andrea Mills	