

PRESS RELEASE

# **Robin Mee, President of Mee Derby & Company, will be a panelist at Staffing World 2009, the annual convention of the American Staffing Association (ASA)**

[www.americanstaffing.net/convention/index.cfm](http://www.americanstaffing.net/convention/index.cfm).

ASA is the largest staffing trade association in the US and ASA's annual convention is the largest of all the staffing shows. Staffing World will be held from October 20 to October 23 in Orlando, FL at the Orlando World Center Marriott Resort. Robin's panel is titled "Technology Integration for Operational Efficiency - Back to the Future" and is moderated by Hope Bradford, Director and Systems Architect Kelly Services. Additional panelists include Joe Drouin, CIO, Kelly Services representing the large staffing firm and Jonathan Novich, Co-Founder and VP of The Code Works, a leading technology consulting firm to the staffing industry. Robin will represent the small staffing firm.

Here is a synopsis of the program from the Staffing World 2009 program:

Whether you consider technology a friend or a foe, it's here to stay - and grow - rapidly. Come along for a ride. Join Kelly Services technology guru moderate a panel of staffing company techies who will explore the ins and outs, and ups and downs of technology integration.

You'll learn how technology delivers return on investment for staffing companies and what role it plays in helping them keep up with their competition. You'll explore different applications and tools that staffing companies are using, how they are integrating them, and how that integration has positively affected productivity, workload, and the bottom line. Discover how technology integration can enhance the experience of your candidates and clients and learn innovative ways to use technology to benefit them, such as portals that provide quick answers to their questions or let them perform administrative tasks easily.

Fire up your infrastructure to be more efficient so you can spend more time where it counts - face-to-face with prospects, candidates, and clients.

For more information on the Staffing World 2009 or to register as an attendee, visit [staffingworld.org](http://staffingworld.org).

Mee Derby contacts:

Robin Mee