

ADVANCING THE SOCIAL CONTRACT FOR GIG ECONOMY WORKERS

FEBRUARY 28, 2017 – WASHINGTON, D.C.

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AGENDA

- 8:00 a.m. – 8:45 a.m. Continental Breakfast**
- 8:45 a.m. – 9:15 a.m. Welcome and Opening Keynote:** Carl Camden: President and CEO, Kelly Services
- 9:15 a.m. – 10:30 a.m. Panel 1: *The Emergence of Gig Economy Workforce & Its Impact on the Current Social Contract***
This panel will discuss the emergence of the gig economy workforce—including defining/sizing of worker segments, as well as worker psychographics and demographics. It will also address how it differs from the traditional workforce from an employer and worker perspective, as well as introduce the need for an enhanced social contract to bring some level of parity afforded to W2 employees.
Moderator: Gad Levanon: Chief Economist, The Conference Board
Panelists:
- Representative Tim Walberg (R-MI): Chairman of the Health, Employment, Labor, and Pensions Subcommittee on the Education and Workforce Committee
 - Susan Lund: Partner, McKinsey Global Institute
 - Jody Greenstone Miller: CEO, BTG
- 10:30 a.m. – 10:45 a.m. Break**
- 10:45 a.m. – 12:00 p.m. Panel 2: *Consolidating & Amplifying the Voice of the Gig Economy***
This panel will explore how we can consolidate and amplify the voice of the gig economy workforce through association, as well as through other channels, such as traditional/social media.
Moderator: Karen Dynan: Former Assistant Secretary for Economic Policy, U.S. Department of the Treasury Affiliate; Harvard University Department of Economics, Harvard University
Panelists:
- Sara Horowitz: Founder and Executive Director, Freelancers Union
 - Althea Erickson: Senior Director, Global Advocacy and Policy, Etsy
 - James Collings: Chairman, IPSE
 - Ike Brannon: President, Capital Policy Analytics
- 12:00 p.m. – 12:20 p.m. Senator Mark Warner (D-VA):** Finance, Banking, Budget, and Rules Committees; Vice Chairman, Select Committee on Intelligence
- 12:30 p.m. – 1:30 p.m. Lunch (atrium)**
- 1:30 p.m. – 3:00 p.m. Panel 3: *Advancing Work in the 21st Century: Barriers, Challenges, & Opportunities***
This panel will take a deeper look at the social aspects of the gig economy workforce—such as how these workers can gain access to enhanced benefits (including workers’ compensation, disability, and supplemental retirement income). It will examine the barriers and challenges that exist with the goal of ending bias in the U.S. toward this worker population, and will identify opportunities for these workers.
Moderator: Mark Iwry: Former Senior Advisor to the Secretary of the Treasury and Deputy Assistant Secretary for Retirement and Health Policy, U.S. Treasury Department
Panelists:
- Representative Dave Trott (R-MI): House Committee, Financial Services
 - Teresa Carroll: SVP, KellyOCG
 - Gene Zaino: President and CEO, MBO Partners
 - Randy Nornes: Executive VP, Aon Hewitt
- 3:00 p.m. – 3:15 p.m. Break**
- 3:15 p.m. – 4:00 p.m. Closing Discussion and Summary of Next Steps:** Carl Camden will facilitate a closing panel with individuals who represent the voice of free agents, and share their reaction to the information provided in this forum. Carl will also provide a perspective on go-forward actions.
- Chuck Berke: Executive Leadership Coach, Berke Associates
 - Hollie Heikkinen: CEO and Founder, MeKah Regulation and Benefits Consultants
 - Ashok Baron Kundanmal: Shiftgig Specialist, The Baron Associates

SPEAKER BIOS



Chuck Berke

A nationally recognized and highly acclaimed executive leadership coach and mentor, Chuck Berke, Ph.D., has worked with executive leaders in the C-suite of Fortune 100 companies such as GE, the National Institutes of Health, Johnson & Johnson, Dell/EMC, PepsiCo, and Merck-Millipore for more than two decades. His coaching approach is built on taking practical action to foster personal development and leadership skills. His disciples have consistently accelerated their career success as well as their personal and business goals.

A former CEO and successful business leader, Chuck possesses insights and broad global experience that have produced a series of highly achievable steps in his new book, *High Potentials' Boot Camp: The Ultimate Playbook for Winning at Work*. These are steps that can be quickly leveraged to enhance executive performance and leadership.

Owner and principal of Berke Associates for over 20 years, Chuck holds a Ph.D. and MA from Fielding Graduate University and MA in Marriage and Family Therapy from Fairfield University, as well as a BA from the University of Maryland where he was captain of the swim team. He is a member of the International Coaching Federation and the American Association of Marriage and Family Therapy. A native of Connecticut, he and his family currently live in Fairfield.



Ike Brannon

Ike Brannon is the president of Capital Policy Analytics. He is also a visiting senior fellow at the Cato Institute and the head of the Savings and Retirement Foundation. Ike is a former growth fellow of the George W. Bush Institute. He was previously director of economic policy as well as congressional relations for the American Action Forum.

Prior to that he spent nearly a decade in government, serving as the chief economist for the House Energy and Commerce Committee, chief economist for the Republican Policy Committee, senior adviser for tax policy at the U.S. Treasury, principal economic adviser for Senator Orrin Hatch on the Senate Finance Committee, chief economist for the Joint Economic Committee, and a senior economist for the Office of Management and Budget. He was also chief economist for the John McCain campaign in 2008. He has a Ph.D. in economics from Indiana University and a B.A. in math, Spanish, and economics from Augustana College.



Carl Camden

As president and chief executive officer of Kelly Services, Carl Camden is a recognized thought leader on talent management and how companies can adapt to succeed in the changing economic landscape.

In his role at Kelly Services—which serves 95 percent of the Fortune 100 companies—Carl regularly consults with leaders of many of the largest, best-known corporations in the world, providing insight into labor trends and advising on flexible workforce strategies. His company's solutions and his clients' needs span the Americas, Asia-Pacific, and EMEA, and Carl is a frequent speaker at international conferences on human resource strategies, leadership, and changing labor dynamics.

Carl is well known for being a passionate advocate for the free agent workforce. He has served on the American Staffing Association's board of directors, and received awards from international workforce agencies for his significant contributions to improving the workforce development system. He has been featured in *Business Week*, *The New York Times*, *Huffington Post*, *Bloomberg*, and numerous other media on topics ranging from labor force dynamics to health care reform to leadership in an increasingly global business climate.



Teresa Carroll

In her role, Teresa Carroll manages KellyOCG in addition to overseeing Kelly's global sales function and the company's centralized delivery team. During her 20-year tenure with Kelly, Teresa's experience has encompassed business development, operations management, service excellence, marketing, and solutions design.

Previously, she was senior vice president, Centers of Excellence (CoE) and general manager of KellyOCG. She directed product and solution strategy and managed the professional, technical, and outsourcing and consulting practices within the CoE across the Americas, EMEA, and APAC regions. Teresa was instrumental in the creation and implementation of a seamless and integrated approach to talent supply chain management to Kelly clients throughout the world. In 2014, Staffing Industry Analysts named Teresa to their annual Staffing 100 list. In addition, she is a notable speaker in the areas of service excellence and talent supply chain management.

Teresa has also been instrumental in supporting the rise of women colleagues at Kelly as a founding member of the company's internal business resource group, Leadership in Action (LIA). The group is dedicated to helping prepare and develop current and future leaders in the global marketplace.



James Collings

James Collings has had a varied career both before and since going freelance 1998. He has worked in sales, marketing, technical support, and now specializes in Capacity Management across Telecoms, Government, and Banking. This involves analysis of large amounts of information to predict future business' needs, concluding with the presentation of the results in a concise and simple way.

James served on the Consultative Council between 2007 – 2012 and then from 2013. He has also been a member of the Board between 2008 – 2012 and has been re-elected to repeat this role from 2014.

James is renowned for his work in revitalizing and repairing the governance of IPSE and supporting the events program across the South of England. He has experience of working on the Office of Tax Simplification Consultative Committee and HM Treasury's PAYE/NICS working group.



Karen Dynan

Karen Dynan was assistant secretary for Economic Policy and Chief Economist at the U.S. Department of the Treasury from 2014 to 2017. In that role, she led the Office of Economic Policy, which analyzed current and prospective economic developments and helped to evaluate and develop policies to address economic challenges. Prior to joining Treasury, Karen was vice president and co-director of the Economic Studies program at the Brookings Institution from 2009 to 2013.

Before that, she served on the staff of the Federal Reserve Board for 17 years, playing a leadership role in a number of areas, including macroeconomic forecasting, household finances, and the Fed's response to the financial crisis.

Karen also served as a senior economist at the White House Council of Economic Advisers from 2003 to 2004 and as a visiting assistant professor at Johns Hopkins University in 1998.

Karen is an expert on macroeconomic policy and household financial issues who has published widely in leading economics journals. She received her Ph.D. in economics from Harvard University and her A.B. from Brown University.



Althea Erickson

Althea Erickson is the senior director, global advocacy and policy at Etsy, the marketplace for creative people to buy and sell unique goods. Althea leads Etsy's government relations and advocacy efforts, focusing on educating and advising policymakers on the issues that micro-entrepreneurs and creative businesses face. She is also responsible for developing and advancing Etsy's position on issues ranging from taxes and regulation, open Internet and trade, to IP and privacy policies.

Prior to joining Etsy, Althea was the advocacy and policy director at Freelancers Union, where she helped build the membership into a powerful political constituency, leading its successful campaign to repeal unfair tax laws and promoting legislation to protect freelancers from unpaid wages.

Previously, Althea worked at the Rockefeller Foundation, where she focused on strategies to build economic security within the U.S. workforce. She has a B.A. in government and public policy from Wesleyan University.



Hollie Heikkinen

Hollie Heikkinen is founder/CEO of MeKah Regulation and Benefits Consultants and a thought leader for the advancement of gig economy worker equality. With over 20 years of experience as a business consultant and successful entrepreneur, including a decade within the insurance industry, Hollie has gained real life experience that has helped develop her keen understanding of the problems facing free agents in the new world of work.

Considered by many to be the "voice" of the gig economy worker, Hollie is a passionate and inspiring speaker. She has engaged with C-level executives and Fortune 500 companies throughout the United States and Europe speaking about the new world of work. Hollie has garnered greater attention to the free agents' lack of available benefits, the need for fair and equal government regulation, and the unrecognized discrimination they currently experience in the U.S. workplace.

Hollie also advises small to mid-size corporations as well as local and state governments on how to better utilize, protect, integrate, and manage their independent contractors. She is committed to cultivating a transformational change and the fight for workplace equality for free agents as they become a fast growing and vibrant part of the economy. Hollie's empathy for serving all people and passion for life is contagious and brightly shines through everything she does.



Sara Horowitz

As Freelancers Union's founder and executive director, Sara Horowitz has been helping the new workforce build solutions together for nearly two decades. A MacArthur Foundation "Genius" fellow and deputy chair of the Federal Reserve of New York, Sara has long been a leading voice for the emerging economy.

In 2008, Sara launched Freelancers Insurance Company, a social-purpose business wholly owned by the union providing independent workers with high-quality, affordable, and portable health insurance. The union's National Benefits Platform, launched in 2014, now helps freelancers across America access benefits like health insurance, 401(k), and life, liability, dental, and disability insurance. Sara has also built two integrated primary care clinics providing no-copay care to union members.

Sara was selected to 2015's "The POLITICO 50," the magazine's marquee annual list of thinkers, doers and visionaries transforming American politics. She has also been named one of Forbes' Top 30 Social Entrepreneurs, Businessweek's Top 25 Most Promising Social Entrepreneurs, and the World Economic Forum's 100 Global Leaders for Tomorrow. Her recent book, *The Freelancer's Bible*, was named one of Forbes' "Best Books to Boost Your Career."



J. Mark Iwry

J. Mark Iwry is former senior advisor to the Secretary of the Treasury and deputy assistant secretary for Retirement and Health Policy at the U.S. Treasury Department. He was previously Treasury's benefits tax counsel, nonresident senior fellow at the Brookings Institution, a partner in the law firm of Covington & Burling, of counsel to Sullivan & Cromwell, and research professor at Georgetown University.

He has often testified before Congress and State legislatures, and has provided policy advice to numerous senators, representatives, and congressional staff on both sides of the aisle, and various presidential campaigns. A principal architect of the Saver's Credit (claimed annually on 8 million tax returns), the "SIMPLE" IRA plan (covering 3 – 4 million workers), payroll deduction IRAs, and the "myRA," Mark coauthored President Obama's proposal to expand coverage through automatic enrollment in IRAs and played a lead role in initiating the nationwide effort to expand coverage and saving through State legislation.

He has been recognized as one of the world's 30 most influential financial players (Smart Money), one of the 20 individuals expected to have a major influence on the financial services industry (Investment News), no. 3 among the "100 most influential people in 401(k)" (401(k) Wire), one of the 40 most influential people in pensions (Institutional Investor), and "50 most influential people in aging" (Next Avenue). He is an honors graduate of Harvard College and Harvard Law School and earned a master's in public policy from Harvard's Kennedy School.



Ashok Baron Kundanmal

Ashok Baron Kundanmal started his career in the service industry as a bartender, quickly gaining experience in operational back and front of house skills and moving into leadership positions.

Ashok served as director of catering and marketing for the Harvard Club of NY where he boosted revenues and membership to build an additional wing for the club. Prior to this, he was a director for Marriott Hotels, including the opening of the New York Marriott Marquis Hotel in Times Square. He has used his skills in negotiating, sales, and leadership to train Fortune 500 companies in leadership and professional negotiating skills with clients in the U.S., Asia, and Europe.

A diverse background within the hospitality industry led to a new career path that has offered Ashok the opportunity to utilize his skills and provide services at will. As a contributor to and benefactor of the gig economy, Ashok has worked over eighty shifts in various positions since joining the Shiftgig team in September 2015 including captain, field manager, mixologist, fine dining server, cook, and more. A long time native resident of New York, Ashok was educated in India and England. He speaks several languages and holds a degree in business administration.



Gad Levanon

Gad Levanon serves as chief economist, North America at The Conference Board. He oversees the labor market program, the U.S. macroeconomic program, and the Help Wanted OnLine© program.

Levanon created The Conference Board Employment Trends Index, a widely used measure that fills the need for a leading index of employment. His research focuses on trends in U.S. and global labor markets, and forecasting using economic indicators. He also writes a popular blog on labor markets for Human Capital Exchange. In addition to writing reports for The Conference Board, he has published extensively in academic and professional journals.

Before coming to The Conference Board, Levanon worked at the Israeli Central Bank where he participated in the analysis of financial markets and monetary policy. Levanon received his Ph.D. in economics from Princeton University, and he holds undergraduate and master's degrees from Tel Aviv University in Israel.



Susan Lund

Susan Lund is a partner of McKinsey & Company and a leader of the McKinsey Global Institute. She is an expert on global financial markets, labor markets, and the global economic outlook.

Her latest research provides new evidence on the size and motivations of the independent workforce in the United States and Europe. Recent research has examined the potential economic and social impact of digital finance in emerging economies; how digital technologies and cross-border data flows are transforming globalization; the continuing accumulation of global debt and potential risks; and growth prospects for African economies in an era of lower commodity prices.

Susan has an active travel schedule discussing research findings with CEOs and other executives at global Fortune 500 companies and she is a frequent speaker at global conferences. She has authored numerous articles in leading business publications, including Harvard Business Review, The Financial Times, The Wall Street Journal, The Washington Post, and Foreign Affairs.

Susan is a member of the Council on Foreign Relations, the National Association of Business Economists, and the Conference of Business Economists. She holds a Ph.D. from Stanford University and a B.A. from Northwestern University. She has lived and worked in Africa and Asia and currently resides in Washington, D.C.



Jody Greenstone Miller

Jody Greenstone Miller is the cofounder and chief executive officer of Business Talent Group (BTG), the leading global platform for top independent consultants and executives doing project-based work. Fortune magazine named Miller one of its ten "Most Promising Women Entrepreneurs" in September 2015.

Ms. Miller also served in the White House as special assistant to President Bill Clinton, where she was deputy to David Gergen, counselor to the president. A lawyer by training, Ms. Miller was selected as a White House fellow and served in the Department of the Treasury under President George H. W. Bush and served as legal counsel to South Carolina Governor Richard Riley.

An outspoken thought leader on the future of work, Ms. Miller has been featured in outlets such as The Wall Street Journal, The New York Times, Fortune, Fast Company, Business Insider, The Economist, The Financial Times, CNN, Stanford University, Fox Business, and Bloomberg. Clay Christensen in the Harvard Business Review cited BTG as a "disrupter" of the traditional consulting model and Fast Company referred to Miller as a "workplace innovator." Along with her husband, Matt Miller, Ms. Miller wrote the "Big Idea" feature for the Harvard Business Review, "The Rise of the Supertemp" which observers cite as the definitive analysis of the independent professional talent trend.



Randy Nornes

Randy Nornes is executive vice president of Aon Risk Solutions where he leads a team of professionals serving large, multinational companies as well as the emerging technology industry. He also leads Aon's Global Sharing Economy Practice, developing unique solutions to serve this fast-growing segment.

Randy earned his bachelor of individual studies degree in finance and economics, magna cum laude, from the University of Minnesota. He also earned an MBA degree from the University of Minnesota's Carlson School of Management. Randy was recently named as one of the "Hot 100" insurance industry executives for his work in developing solutions for the sharing economy.



Dave Trott

Dave Trott is the U.S. Representative for Michigan's Eleventh Congressional District. A lifelong resident of Southeast Michigan, Dave is a leader in innovation, problem solving, and job creation. Since joining his parents in their family law firm in 1985, Dave has created and saved 1,800 jobs in southeast Michigan.

Dave's leadership in the business community in Michigan makes him uniquely prepared to help craft and provide input to job-creating measures in Congress. Dave spent a semester of teaching American government, and has also served on the University of Michigan Advisory Board, Detroit Country Day School Board of Trustees, The Community House Board, Karmanos Cancer Center Board, Michigan State Building Authority Board of Trustees, and the Michigan Chamber of Commerce Board of Trustees.

In Congress, Dave is focused on fighting for more jobs and better opportunities for the citizens of the Eleventh Congressional District. In the 115th Congress, Dave sits on the House Committee on Financial Services. Dave received his Bachelor of Arts from the University of Michigan and his Juris Doctor from Duke University. He, his wife Kappy of 25 years, and their three children live in Birmingham, Michigan.



Tim Walberg

Tim Walberg is currently serving his fifth term in Congress as the representative of south-central Michigan. The diverse constituency of Michigan's 7th District encompasses Branch, Eaton, Hillsdale, Jackson, Lenawee, and Monroe Counties, along with parts of Washtenaw County. Since first taking office, Tim has hosted hundreds of coffee and town hall meetings to better understand the thoughts and concerns of the district.

Prior to his time in public office, Tim served as a pastor in Michigan and Indiana, as president of the Warren Reuther Center for Education and Community Impact, and as a division manager for Moody Bible Institute. He also served in the Michigan House of Representatives from 1983 to 1999, and is proud to bring his reputation as a principled legislator, fiscal reformer, and defender of traditional values to Washington.

In the 115th Congress, Tim serves on the House Energy and Commerce Committee and the House Education and the Workforce Committee as Chairman of the Subcommittee on Health, Employment, Labor, and Pensions. He and his wife, Sue, have been married for over 40 years, and enjoy spending time outdoors and riding on their Harley. They live in Tipton, Michigan, where they raised their three children: Matthew, Heidi, and Caleb.



Mark Warner

The first in his family to graduate from college, Mark Warner spent 20 years as a successful technology entrepreneur and business leader in Virginia before he was elected governor in 2001. When he left the governor's office in 2006, Virginia was ranked as the best state for business, the best managed state, and the best state in which to receive a public education.

Governor Warner was elected to the United States Senate in 2008, where he serves on the Senate Finance, Banking, Budget, and Rules Committees as well as the Select Committee on Intelligence, where he is the vice chairman. He has been recognized as a national leader in fighting for our military men and women and veterans, and working to design a bipartisan, comprehensive plan to address our country's debt and deficit.

At a time when much in Washington seems to be stuck in a political standstill, Senator Warner stands out as a forward-thinking leader who's willing to cross partisan divides to bring people together and get things done. As an early investor in the cellular telephone business, he cofounded the company that became Nextel and invested in hundreds of start-up technology companies that created tens of thousands of jobs. Leaning on his background in technology and state government, Senator Warner uses his position in the Senate to promote policies that encourage innovation and entrepreneurship and bring the federal government into the 21st century.

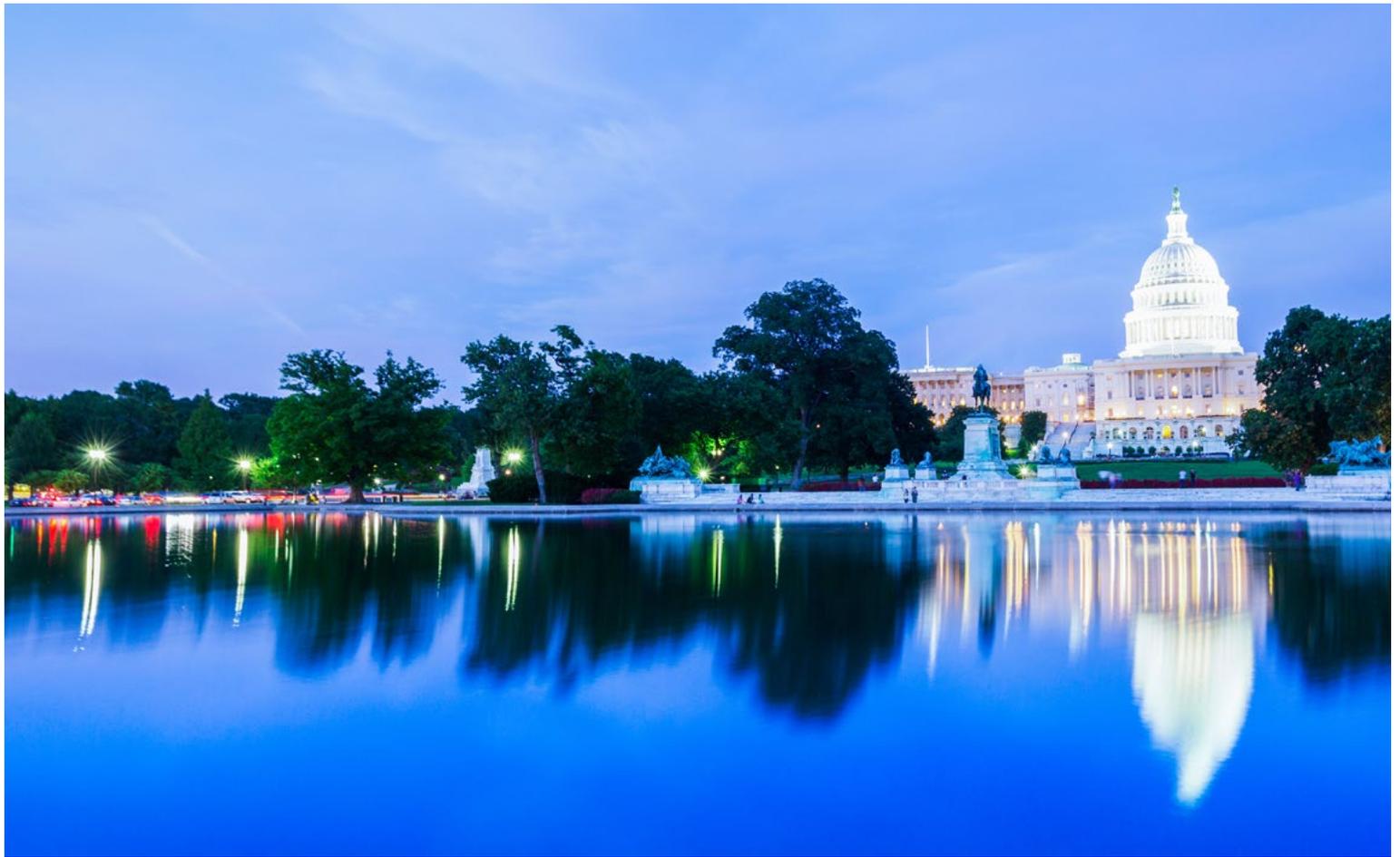


Gene Zaino

Gene Zaino, a nationally recognized expert in the contract workforce market, launched MBO Partners to reinvent the way independent consultants and organizations work together. Zaino is a major force in the independent workforce movement, committed to making it easier for self-employed professionals and their clients to work together.

Gene is an avid entrepreneur who graduated cum laude from the University of Pennsylvania's Wharton School of Business, receiving a Bachelor of Science in Economics (BSE). After four years with KPMG as a CPA and management consultant, he spent 20 years building various consulting companies, some funded by financial luminaries Kleiner Perkins Caufield & Byers, Austin Ventures, and Goldman Sachs.

He has served on the expert advisory board for the Human Capital Institute and collaborated with other industry leaders to create and develop the Contract Talent Research Practice Area at HCI, furthering education, ethics, and industry best practices. Zaino has led executive seminars at the Project Management Institute, Staffing Industry Analysts, and the Military Officers Association of America. He is a frequent speaker and has appeared in publications, radio, and television including CNN, CNBC, Forbes, Harvard Business Review, and The Wall Street Journal.



About Kelly Services®

As a global leader in providing workforce solutions, Kelly Services, Inc. (Nasdaq: KELYA, KELYB) and its subsidiaries, offer a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire, and direct-hire basis. Kelly® directly employs nearly 500,000 people around the world in addition to having a role in connecting thousands more with work through its global network of talent suppliers and partners. Revenue in 2016 was \$5.3 billion. Visit kellyservices.com and connect with us on Facebook, LinkedIn, & Twitter.

About The Conference Board

Founded in 1916, The Conference Board is a global, independent business membership and research association working in the public interest. Our agenda is simple: to help leaders navigate the biggest issues impacting business and better serve society. We believe in innovative approaches that make you think—and act—differently. And everything we do reflects the input of our members and their real-world challenges.

We do this by delivering business insights. We connect senior executives across industries and geographies to share ideas, and our experts create fact-based research and consensus-driven policy statements to help leaders address their most important business issues.

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