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Retired Boomers Want to Go Back to Work, but Not Everyone Is Celebrating
March 03, 2024

“Retirement is becoming unrealistic for most Americans,” says Rob Wilson, President of Employco USA, a national employment solutions firm with locations across the country. “People used to have pensions and other retirement safety nets to fall back on, but now many of us do not. Between this and rising costs of healthcare, groceries, rent, and other necessities, people cannot afford to retire.”

Wilson says that this is why so many recently retired Boomers want to go back to work.

“They’re running low on money,” says the employment trends expert.

(Snippet from article featuring Rob Wilson, President)



Independent Contractor Rule Proposal Spurring Angst, Confusion
January 24, 2024

“An economic realities test puts a whole new host of requirements on American employers,” said Rob Wilson, President of Employco USA, a national employment solutions company. Wilson says that the term has a simple meaning: If a person is financially dependent on an employer for work, then they are an employee.

“Employers will have to look at their staff and ask questions like: ‘Can this person profit (or loss) based on their acumen and skill set?’ If they can’t, this points to the fact that they are an employee, not an independent contractor,” said Wilson. “Will they be able to apply what they do for your company to other ventures? That is a key question. Does their work for you allow them to expand their market reach and their ability to create other streams of revenue?”

(Snippet from article featuring Rob Wilson, President)



The Mendota Reporter

Starting Jan. 1, Illinois Employees Can Take Days off for Any Reason
December 27, 2023

“On Jan. 1, most employers in the state are going to be required to provide 40 hours of paid time off to their workers,” said Rob Wilson, President of Employco USA, an employment solutions firm based in Chicagoland. “Under the Act, employees can request their day(s) off with only seven days’ notice. If the absence is not foreseeable, they only need to request the day(s) off as soon as possible.”

Wilson says that employers cannot require or ask their staff to find someone to cover their shifts if they need to take time off. Additionally, he says, employers are prohibited from discriminating against employees who take their paid time off, such as by neglecting to put them on the schedule or giving them opportunities for advancement.

(Snippet from article featuring Rob Wilson, President)



The Power of Relationships in the Restaurant Industry
December 2023 issue

“In the restaurant industry, success isn’t just about the food but the relationships you cultivate with employees, customers, and vendors. These connections are often vital to your establishment’s prosperity.

Employees: The Heartbeat of Your Restaurant. Your staff is the lifeblood of your restaurant. Take Maria, a seasoned chef with years of service. Your investment in her professional growth fosters loyalty and innovation. Her proposal for a new pasta dish, born from her dedication, became a customer favorite, boosting revenue.

(Snippet from magazine article by Rick Fazio, Vice President of Sales)



Total Capacity is a Game-Changer in the Restaurant Industry
October 2023 issue

"Where employee performance can significantly impact customer satisfaction and overall profit, the Total Capacity formula can optimize your restaurant's profit and performance. In the restaurant context, Total Capacity refers to an employee's maximum ability to deliver exceptional service by combining their core responsibilities with discretionary efforts. This formula can be expressed as follows: Minimum Requirement + Discretionary Effort = Employee's Total Capacity.

The Minimum Requirement includes fundamental tasks that employees must fulfill to ensure smooth restaurant operations, such as taking orders, serving food, and maintaining cleanliness."

(Snippet from magazine article by Rick Fazio, Vice President of Sales)



Conservative Group Challenges Kellogg's Workplace Diversity Programs
August 21, 2023

"I think you're going to see more cases like this, where either someone like America First or employees who feel that they've been discriminated against," Rob Wilson, president and co-founder of human resources outsourcing company Employco USA, told FOX Business. "This case is going to be watched pretty closely by corporate America just to see what direction EEOC goes at this point."

Wilson explained that the parties are likely to go through a preliminary mediation process ahead of a potential hearing in the months ahead. He added that a resolution through mediation appears to be unlikely in this case and that he would "expect a hearing in the next six months."

If the case ultimately receives a hearing with the EEOC, it could end up in federal court if whichever party on the losing end of the EEOC's ruling chooses to appeal.

(Snippet from article featuring Rob Wilson, President)



What Should HR Know About Recent Child Labor Law Rollbacks?
August 07, 2023

One common justification for such laws is to ease what some have called a nationwide worker shortage, Rob Wilson, president at HR consulting firm Employco, said in an interview.

While state child labor rollbacks may revise regulations around work hours and age requirements that could make it easier to employ younger workers, the laws typically do not spell out specific additional training requirements for these workers, said Wilson.

(Snippet from article featuring Rob Wilson, President)



Unveiling the Power of Psychological Pricing Techniques in the Restaurant Industry
August 2023 issue

"In the competitive restaurant industry, pricing strategies are crucial in attracting customers and driving sales. Psychological pricing techniques can significantly impact consumer perception and decision-making, maximizing profitability. This article explores practices applicable to the restaurant industry that entice customers and boost sales.

Charm pricing, or "left-digit pricing," involves setting prices ending in "9" or "99" to create the perception of lower prices. Research shows that prices ending in "9" are more appealing, encouraging impulsive decisions. Bundle pricing combines multiple items or services into a discounted package, capitalizing on perceived value. Restaurants can offer meal combos or fixed-price menus to increase the average transaction value.

Decoy pricing introduces a higher-priced option to make other options seem more affordable. By positioning a premium item alongside other choices, restaurants can influence customers to opt for lower-priced items with higher profit margins."

(Snippet from magazine article by Rick Fazio, Vice President of Sales)



America's Work Force Union Podcast: States See Increased Youth Accidents After Child Labor Rollbacks
July 26, 2023

An employment trends expert, Rob Wilson, joined the America's Work Force Union to discuss the growing trend of child labor law violations. Wilson also talked about the 10 states that rolled back child labor protections and issues minors face in the workplace.

(Audio podcast with Rob Wilson, President)



People on the Move
July/Aug/Sept 2023 issue

Rob Wilson, President of Employco USA was named to the National Small Business Association (NSBA) Leadership Council. The nation's oldest small business advocacy organization, the NSBA Leadership Council provides networking between small-business advocates to address issues facing the small business community. This includes tax reform, government regulations, and health care costs.

"I am proud to have Rob Wilson as part of our Leadership Council," said NSBA President and CEO Todd McCracken. "I look forward to our coordinated efforts for years to come."

"As a small business owner, I see daily the importance of being involved and active when it comes to laws and regulation," said Wilson on Employco's blog page. "Joining NSBA's Leadership Council will enable me to take our collective small-business message to the people that need to hear it most: Congress."

(Snippet from article featuring Rob Wilson, President)



Storytelling on Social Media: Engaging Customers, Boosting Revenue
July 2023 issue

"In the digital age, social media storytelling has become a powerful tool for restaurants to connect with customers and drive revenue. Here are actionable steps to effectively leverage social media platforms:

Define Your Brand Narrative: Craft a compelling brand story that reflects your restaurant's unique identity, values, and culinary offerings. Showcase the passion, creativity, and expertise that sets your establishment apart.

Engaging Visual Content: Take photos to capture mouthwatering dishes, vibrant ambiance, and behind-the-scenes moments. Share visually appealing content that evokes emotions and entices customers to visit."

(Snippet from magazine article by Rick Fazio, Vice President of Sales)



Family Business Magazine: NextGens to Watch
June 30, 2023

We spotlight 22 next-generation members who are making stellar contributions to their family business, family enterprise or family governance system.

Griffen is the vice president at The Wilson Companies, which encompasses Employco USA Inc., Corporate Risk Management Inc. and Freemark HR LLC. Griffen spearheaded the creation of Employco's national broker program, an initiative that has propelled the firm into new industries such as the NFL, Nascar, wealth management and equestrian. He is a frequent speaker at industry conferences and has led webinars on topics such as employee engagement, the Payroll Protection Program and returning to in-person work environments post-COVID.

(Snippet from article featuring Griffen Wilson, Vice President)



LPGA icon and World Golf Hall of Famer Amy Alcott named Golf Ambassador at Employco USA May 31, 2023

World champion golfer Amy Alcott has just been welcomed by national human resources firm Employco USA as their new golf ambassador. In her new role with Employco's executive team, the golf icon will raise brand visibility for the firm and secure new business leads.

"I am excited to join Rob Wilson and the team at Employco USA as their golf ambassador," says Alcott, who earned 29 LPGA wins during her long and storied golf career. "It's an honor to partner with a successful people-first firm that has a demonstrated commitment to women in leadership positions and is built on the foundation of a family company with a time-tested reputation."

(Snippet from press release)

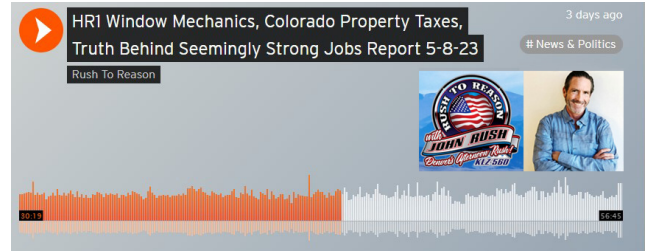


HR Matters: Pay Transparency and Equity at the Workplace June 2023 issue

"Pay Transparency is the practice of openly sharing pay-related information with current and potential employees. This information generally includes the pay scales or salary ranges for specific positions in job postings. The goal of pay transparency is to help ensure fairness and equity in the workplace by providing employees and applicants with a better understanding of how they're compensated compared to other positions and individuals. Employees value pay transparency because it can help them to avoid applying for jobs they wouldn't accept due to low pay, negotiate for better salaries, and build trust with their employers.

Despite many employers' reluctance to embrace pay transparency - because pay transparency can reveal unintended pay gaps and trigger questions from current employees - the practice has gained a stronger foothold in 2023.

(Snippet from magazine article by Jason Eisenhut, Vice President of Human Resources)



Truth Behind Seemingly Strong Jobs Report May 08, 2023

Rob Wilson was a guest on Rush to Reason with John Rush, a radio show on KLZ-560 in Denver discussing the bleak truth behind the seemingly strong jobs report.

(Radio interview)



Ways to Help Make Your Business March Madness Friendly During NCAA Tournament March 16, 2023

Rob Wilson, employment trends expert and president of Employco USA, provided some tips to help employers minimize lost productivity during the tourney.

He suggested employers send out a companywide reminder about in-office betting. Wilson advises that companies should have a no-gambling policy, including office pools.

Another suggestion from him is if you know employees will want to attend a game or watch it from their homes or favorite bars, now is a good time to issue a reminder about asking for personal days off. Remind employees that they must request such days in advance and that late call-ins could result in a penalty.

(Snippet from article quoting Rob Wilson, President)