



**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)



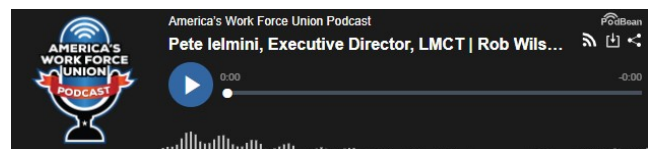
**Unveiling the Power of Psychological Pricing Techniques in the Restaurant Industry**  
August 2023 issue

"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)

**CRAIN'S LIST LARGEST EMPLOYERS**  
 Ranked by full-time local employment as of 12/31/2022. n = Crain's estimate (in gray).

RANK	EMPLOYER	EMPLOYMENT	2022 LOCAL EMPLOYMENT	2021 LOCAL EMPLOYMENT	% CHG. LOCAL EMPLOYMENT	2022 WORLDWIDE EMPLOYMENT	% CHG. WORLDWIDE EMPLOYMENT
15	HRI Window Mechanics, Colorado Property Taxes, Truth Behind Seemingly Strong Jobs Report 5-8-23	14,200	14,200	12,900	109%	14,200	109%
16	NORTHWESTERN UNIVERSITY	13,198	11,024	10,800	112%	13,198	112%
17	ADRIAN'S & LINDSAY LLC	10,870	10,870	10,870	100%	10,870	100%
18	UNIVERSITY OF ALABAMA CHICAGO	10,210	10,210	10,210	100%	10,210	100%
19	BAHNS UNIVERSITY MEDICAL CENTER	10,177	10,177	10,177	100%	10,177	100%
20	AMERICA'S AIRLINES GROUP INC.	10,000	10,000	10,000	100%	10,000	100%
21	ARBERG INC.	9,200	9,200	9,200	100%	9,200	100%
22	CHICAGO TRAVEL AUTHORITY	8,200	8,200	8,200	100%	8,200	100%
23	ARBERG LABORATORIES	8,200	8,200	8,200	100%	8,200	100%
24	EMPLOYCO USA INC.	8,269	14,711	14,711	56%	14,711	56%
25	WESTING	7,200	7,200	7,200	100%	7,200	100%

**Crain's List: Chicago's Largest Employers**  
**February 27, 2023**

Employco USA took the 24th spot on the Crain's List of Chicago's "Largest Employers" with 8,269 local employees and 14,711 worldwide employees for 2022, up 6% and 10% from 2021 (Crain's estimate).

(Magazine)



**Webinar: DISC and Sales Zoom Event  
October 26, 2022**

Rob Wilson (Employco USA) co-hosted a webinar with Ray Silverstein (Peer Advisory Board) and John Ruh (John M Ruh & Associates) on learning how to be more effective sales professionals.

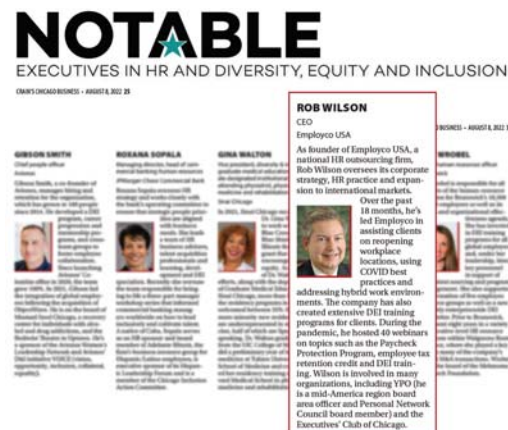
(Webinar)



**Webinar: The HR Side of Scaling Your Business  
September 27, 2022**

Rob Wilson (President and Co-Founder), Jason Eisenhut (Vice President of HR), and Griffen Wilson (Assistant Vice President) hosted a webinar on "The HR Side of Scaling Your Business."

(Webinar)



**Crain's Chicago Business: Notable Executives in  
HR and Diversity, Equity and Inclusion  
August 08, 2022**

Searching for an executive with a full plate? Look no

further than the human resources department. Pandemic-induced calls for hybrid and remote work, demands for social and racial justice in the workplace, and the need for more robust health and wellness plans have kept HR leaders busy and then some over the past few years.

"As founder of Employco USA, a national Human Resources outsourcing firm, Rob Wilson oversees its corporate strategy, HR practice, and expansion to international markets. Over the past 18 months, he's led Employco in assisting clients on reopening workplace locations, using COVID best practices and addressing hybrid work environments. The company has also created extensive DEI training programs for clients. During the pandemic, he hosted 40 webinars on topics such as the Paycheck Protection Program, employee tax retention credit and DEI training."

(Snippet from article featuring Rob Wilson, President)



**The Don and Mike Show: Live from EMPLOYCO  
USA in Chicago  
May 13, 2022**

"Mike was in EMPLOYCO USA's Podcast Studio this week and Don and Mike talk about all the latest shows, travel and work topics!"

(Audio podcast)



**Guidance on Handling Roe v. Wade Discussions  
in the Workplace  
May 10, 2022**

But some employers have banned workers from using internal social media outlets for political, racial or religious conversations. Rob Wilson, president of HR consulting firm Employco USA, said that organizations can ask employees to limit their communications to work-related matters when using company software.

(Snippet from article quoting Rob Wilson, President)