

**ASI Employer Solutions** is a full service Human Resources Outsourcing company offering an affordable and efficient solution for managing the lifeline of your business - your employees. Managing the administrative functions of a business such as payroll, human resources, and risk management are not only extremely time-consuming, but require a high level of experience and expertise necessary to avoid common legal pitfalls. Failure to adequately perform these functions leave you open to audits, fines, penalties, and lawsuits. Effectively managing these back-office items while growing and improving your core business is a near impossible feat for most business owners.

**Let ASI Employer Solutions do what we do extremely well -**

**payroll, human resources, safety and risk management, unemployment compensation - so you can get back to doing what you do best - running your business.**

ASI offers four distinct service levels which allow us to tailor a customized solution to meet your company's unique needs. At the heart of our business is Customer Service. We pride ourselves in providing all of our services with the utmost professionalism and care.

Call us today to discuss our service levels: Professional Employer Organization (PEO), Administrative Services Organization (ASO), Human Resources Outsourcing (HRO), or Payroll and Tax Services.

## Incorporating Referral Programs into the Sales Strategy

Is your business faced with the daily challenges of finding new leads or contacts to grow your sales or customer base? Recent studies have shown that the age of "cold-calling" and "door-to-door" sales are almost a thing of the past. Business owners have grown to be either too "hands-on" with their business to actually have time to discuss new services or they are in the business "bunker", embedded within the layers of Administrative Assistants, Managers and Vice Presidents. So where does that leave the aspiring salesperson trying to make a number for the month or satisfy a commission goal?

Here at ASI Employer Solutions (a Division of All Staffing, Inc.), we take pride in the Client to Client relationships that develop over the years. We have learned that some of the best advertising and referrals start within your own client base, common sense right? So what we have done is taken that "theory" and have developed two very effective programs from it.

The **Client Appreciation Program** gives our current clients the opportunity to share their personal experiences dealing with ASI Employer Solutions with other businesses that they may encounter. If they refer one or more of those businesses to us and, in turn, those other businesses become clients, the client who referred the business would receive a one-time credit on their next invoice, anywhere from \$200 - \$500 dollars depending

on the size of the business referred. This creates a direct, quality referral, which not only helps our sales strategy, but also creates the business to business connections within our client base. And not to mention a nice little credit on an invoice just for dropping a name!

The other program that was rolled out was the creation of the **Ambassador Program**. This program answered the question "So what if I'm not a client of ASI Employer Solutions, but know a few businesses that may benefit from your services?" or "What if I don't even own my own business but have some contacts?" In order to capitalize on some possible non-client sales leads, the **Ambassador Program** was developed, which works basically the same way as the Client Referral Program but pays the one-time fee out as a separate cash reward to the individual.

With both of these programs being utilized, we have stirred the interest of individuals and business owners, especially how the programs do not require any paperwork or fieldwork other than completing a single referral sheet. Our challenge at ASI Employer Solutions is continuing to give our clients and contacts the confidence to refer our services. Obviously we can't expect referrals if we're providing less than adequate service to our existing clients, so we make it a point to create a confidence and pride that we can back. Especially the people that are helping us grow! Contact ASI Employer Solutions today for your referral sheet!

## Safety Orientation Begins on Day One

The first few days on a new job are critical to a new employee's safety. During this phase, each worker develops the knowledge, skills, attitude and abilities necessary to work safely and successfully. This is why organizing an effective orientation

program is vital to accident prevention, particularly when a worker begins a new job or returns to work after an extended absence. Employers should pay special attention to workers who transfer to new jobs, work in unfamiliar areas, are returning from an extended period away from work, or are new to the workforce.

(continued on page2)

## Is Your Business I-9 Compliant?

1. Do you know if your business is subject to comply with I-9 regulations?
2. Do you know that the I-9 form was updated last year and that all employers were required to begin using the revised form effective December 26, 2007?
3. Were you told about the recent increase in penalties for immigration violations that became effective March 27, 2008?

If you answered **NO** to any of the questions below, you need to read on.....

Now more than ever, it's imperative that employers understand the requirements of the Immigration Reform & Control Act in addition to the significant legal and financial risks that may be incurred if they're not complying. Some of the key aspects include:

- Ensuring that **all** employees hired after November 6, 1986 complete Section 1 of the Form I-9;
- Ensuring that the employer representative completes Section 2 of the Form I-9 within three (3) business days from employee's date of hire;
- Retaining the Form I-9 on all employees for three (3) years from date of hire or one (1) year after termination of employment, whichever is **later**; and
- Tracking and following-up on expiration dates of employee authorization to work permits/visas.

In addition to the recent changes made to the Form I-9, the U.S. Citizenship and Immigration Services ("USCIS") has also issued a new Handbook for Employers that includes instructions on completion and updated examples with color photos of acceptable documents that can be downloaded free of charge from their website at [www.uscis.gov](http://www.uscis.gov).

However, if you have questions or concerns and would like professional, consultative advice on your I-9 compliance requirements or any HR-related issue, please feel free to contact the Human Resources Department of ASI Employer Solutions. We would be glad to help.

## Safety Orientation Begins on Day One (continued from page1)

Boring orientation can lead to wandering minds and poor information retention. Some simple things to remember for an employee's orientation:

- The room's atmosphere should be relaxed and informal
- The business objectives of the orientation should be clearly outlined at the beginning
- Several employees should be oriented at once so participants can learn from each other

## What's Making Your Head Ache Today?

Where does the time go? As a business owner, time can be your best friend or your worst enemy. And let's face it; we've all heard the old saying "time is money".

Business owners today are under so much pressure to produce/sell. And the pressure is not only to produce/sell more product but more product faster, better, less costly and often more technically advanced. As a business owner, you need to focus on the revenue bearing areas of your business. As an employer, you know just how difficult that can be.

Why not let ASI Employer Solutions help you "Focus on your Business". Call today and tell us about your headaches...yes...all of them. We might just have a solution. We've been in the business of finding solutions for employers just under two decades. ASI Employer Solutions has many resources for employers. We understand that your business has many levels of complexity. At most of those areas, **you** are the expert. Wouldn't you like to have that level of expertise in every area of your business?

Is there an area of your business that you just dread dealing with? We've often heard that benefits are one area that many employers just wish they didn't have to get involved in. This is one example of a headache that ASI Employer Solutions may be able to cure. Our relationship with a professional benefits consulting firm as well as our retirement specialists and financial advisors have made a tremendous difference for many of our clients.

If you're already an All Staffing, Inc. or ASI Employer Solution's client, you are already aware of many of the ways we can save you time which in turn as they say...is money. Please don't hesitate call us about that one problem that you just can't solve. ASI Employer Solutions is in the problem-solving business. Our CEO, Mr. Stanley Costello often says, "If employers didn't have problems for us to solve, we wouldn't have a business". We welcome the opportunity to face the challenges of employers today. If we're not the solution, chances are we know where you can find the solution.

In today's diverse, multilingual workforce, job orientation in languages other than English may be necessary:

- Hearing **11%** of humans are auditory learners
- Sight **83%** of humans are visual learners
- Touch **69%** of humans are kinesthetic learners

ASI Employer Solutions can provide you with prevention seminars, worksite consultations and other training customized to your industry. Take boring orientations out of the safety equation and give us a call today.



1-800-333-5085

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