



PEOs Gaining in Popularity Among Smaller Employers

**Payroll & Benefits Management Firms Eliminate Risk, Save Time,
And Offer Worker Benefits Often At A Cost Savings To Employer**

Does your business employ from 3 to 100 workers? If so you may be among the growing number of small businesses that have been finding their way to the doorsteps of PEOs.

A PEO (Professional Employer Organization) is a company which places your workers on its payroll for administrative purposes. You still have direct control of your employees, but when it comes to payroll, taxes, workers comp, disability and other state and federal compliance issues, the PEO does all the work.

Eliminate Risk of Audits, Penalties & Interest

PEOs such as Administaff, Ingram & Co. and Epix (the earlier versions of PEOs used to be called "staff leasing companies") take over many of the risks of hiring. It is the PEO, not the actual employer that will be subject to dealing with any potential government audits for items such as FICA, Medicare, federal and state withholding, worker comp, etc.

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Special Points Of Interest

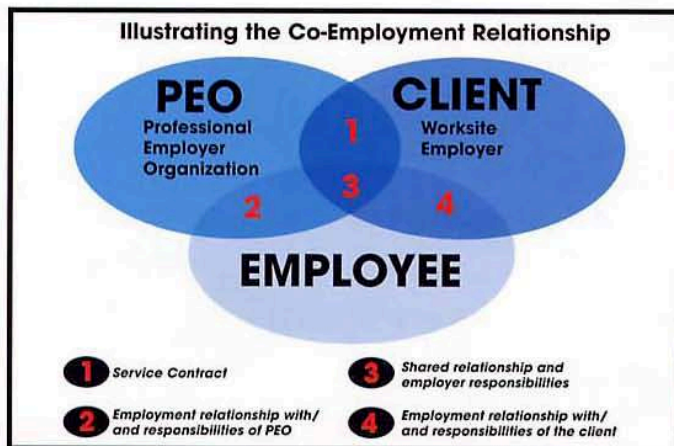
See how outsourcing your HR functions to a PEO can save you time & money as well as making your workers happy.

Be very careful of treating an employee as an independent contractor when they may not pass the Independence Tests.

Are you STILL doing your own payroll? Check out "The Growing Burden of Employment Law & Regulation" in the **Manager's Corner** on page 3.

LIST of the MONTH: The 8 Government Audits you'll NEVER worry about again. *See Page 4.*

GRAPH of the MONTH:
Total Annual Dollar Cost of Employment-Related Compliance. *See Page 4.*



When Is An Independent Contractor An Invitation To Disaster?

Has anyone ever offered to work for you as an "Independent Contractor" - that is, one who gets paid without any taxes deducted and who receives a 1099 rather than a W-2 at the end of the year?

What did you do? Hopefully you thought it through very carefully and contacted your accountant immediately.

Making the wrong choice on a matter of this severity can cost you and your business dearly.

At Least 4 Agencies Will Audit You

If you thought you'd just be possibly running afoul of the IRS, think again. The AZ Dept of Revenue (DOR) will be interested in the withholding taxes. The AZ Dept of Economic Security (DES) will be looking at Unemployment, and Workers Comp will

want to know all about this work relationship as well.

Know the Quick Tests

Nobody expects the business owner to know the entire IRS Code but there are certain things of which he or she should be aware.

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Greater Phoenix S.C.O.R.E. Announces New Marketing Workshop Conducted By Alan Tarr

An intriguing and educational new workshop entitled “How To Market Your Business One Word At A Time - Creating And Communicating Your Unique Message” will be offered to the public on Thursday, September 15th from one to four in the afternoon by Greater Phoenix S.C.O.R.E. at their downtown offices at 2828 N Central Avenue, Suite 800.

The workshop is for business managers and small business owners who wish to improve their marketing results without increasing their marketing budget. In this workshop you will learn:

- Why 7 out of 10 businesses lose sales because of the words they use
- Why you absolutely must be different from your competitors
- The Copywriter’s Secret – The AIDA Code
- How you might be ignoring 94% of your prospects...*and more*

Alan Tarr, marketing consultant and President of MoneyWords Marketing in Mesa, Arizona is a former Madison Avenue copywriter with extensive experience in branding national, international and local companies. He is the author of “The Seven Deadly Sins Of Marketing”, “Marketing Is...” and “WIN The Marketing Game And STOP Wasting Money” as well as over 50 articles on marketing and copywriting.

S.C.O.R.E. is a non-profit organization dedicated to helping local businesses succeed.

The cost of the workshop is \$25 and includes numerous helpful e-Gifts. You can reserve your seat now by going to:

<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07ecfnue73060a9e83>

For more information contact:

- S.C.O.R.E. (602) 745-7250 (www.greaterphoenixscore.org)
- Alan Tarr – at atarr@MoneyWordsMarketing.com.

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For Immediate Release

Ahwatukee Barber Designs Own Hair Scissors – Starts Internet Company

Michael Scott Witt, a barber and stylist in Ahwatukee for over thirty years, has spent the last three developing his own line of high quality haircutting shears. He is now banding with a longtime friend and customer to create TopEdge Shears, an online direct-to-the-consumer web store.

“I kept buying shears that I wasn’t satisfied with”, said Mike. “Either the price was out of sight (\$300 - \$1000 or more) - or, if the price was reasonable (\$100 - \$250) they didn’t stay sharp, had poor balance and alignment and didn’t cut as well as they should.”

“So I started doing some research and after about a year and a half, I found the right steel and a few manufacturers that could deliver the quality I needed.”

The TopEdge concept is to offer stylist-designed shears that incorporate the very best in materials and workmanship – and sell them direct at a reasonable price. What makes a professional hair scissor superior? According to Mike it is:

- Hand-forged from VG-10 Gold steel for a soft, silky, precise cut
- Hand-sharpened convex (or “Japanese”) blades that start out sharper and stay sharp longer
- Ergonomically designed handles to ward off fatigue and injury

Comparative shears currently sell for \$320 - \$850. TopEdge Shears will bring out eight to ten styles, all in the \$150 - \$200 range, with free shipping and a 100% money-back guarantee.

The company plans to begin operations in June 2016 with the Grand Opening of their web store, TopEdgeShears.com.

For more information, contact Alan Tarr at 480.854.7374 or by e-mail at atarr@TopEdgeShears.com

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