

# The Next 2 Years: Your People

Trends, Tools and Tech For Finding and Motivating Your  
People Through 2018



With

**GENE MARKS**

Of

**The Marks Group, P.C.**

The  
Washington  
Post

**Forbes**

THE HUFFINGTON POST



**Inc.**

**Entrepreneur**  
MAGAZINE

# Your Employees: 6 Biggest Trends in 2016-2018

## 1. Washington

**45 percent of employers are planning to raise their minimum wages in 2015 - 2016..**

**53 percent of those will increase it by at least \$2 per hour, with 32 percent raising it by at least \$3 an hour.**

**Paid time off legislation in more and more cities.**

## **Minimum Wage Increases**

**Nearly 30 percent of businesses with fewer than 250 employees are planning to add full-time, permanent employees this year, up from 22 percent in 2014..**

**Hiring up**

Source: Wall Street Journal

**Today, African-American, Asian American and Hispanic consumers account for more than 120 million people combined (38% of the total population). These groups are projected to increase by 2.3 million each year before becoming a numeric majority of the population by 2044, according to the U.S. Census.**

**The New America**

Source: Wall Street Journal, Nielsen

**One third of CEO's will be female in the next 10 years**

**The number of U.S. residents older than 65 will double in the next 30 years.**

**The LGBT community spent \$850 million in 2013**

**Demographics are changing**

Sources: U.S. Census, Fortune Magazine

**Nearly 25 percent of employers plan to hire part-time workers over the next 12 months, up 6 percentage points over last year.**

**The freelance population is now more than 42 million people.**

**Elance (now UpWork), an outsourcing site, has seen registered users grow from 4m in 2012 to 10m in 2014.**

**An increase in part-timers and independent contractors**

**Tele-working has grown 80% since 2005..**

**36% of employees surveyed would choose flex arrangements over a pay increase.**

**95% of employers surveyed say telework has a high impact on employee retention.**

**Fathers have tripled their time with their children since 1965.**

**An explosion in flexible and open working arrangements**

**Facebook has more than one billion users.**

**90% of all Internet traffic in 2017 will be video.**

**Mobile traffic is growing 1.5x per year.**

**The average U.S. adult spends 141 minutes a day using mobile devices.**

**A huge increase in tech expectations**

Sources: Mary Meeker, Brian Solis

# Washington's Impact

Immigration Reform.

Overtime.

Minimum Wage.

Paid time off.

Independent Contracting Rules.

“Quickie” Union Elections.

NLRB Joint Employer.

**Current National Minimum Wage: \$7.25 per hour.**

**New Federal Minimum Wage: \$10.10 per hour**

**Approved increases:**

- SF: \$15.00 by 2018**
- LA: \$15.00 by 2020**
- Chicago: \$13.00 by 2019**

**Pending increases:**

- NYC: \$15.00 by 2019**
- DC: \$15.00**
- San Diego: \$11.00**

**Minimum Wage - Public**

**45 percent of employers are planning to raise their minimum wages in 2015..**

**Facebook: Requires vendors and contractors to pay \$15.00 an hour and provide paid time off.**

**Microsoft: Requires contractors to provide paid time off.**

**Ikea raised to \$10.76**

**Walmart/Gap raised to \$10.00**

**Target/TJ Maxx raised to \$9.00**

**Minimum Wage - Private**

**Trend:**

**Minimum Wage is going up nationwide. Expect a rise in the national rate to \$10.10.**

**Action:**

**Consider price increases, technology, overhead review.**

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**Minimum Wage**

**Fair Labor Standards Act:**

**Exempt from OT pay: make >\$24K annually,  
supervise employees, work as a 'professional.'**

**FLSA rules have been updated twice in 40  
years, most recently 11 years ago.**

**New executive order planned: potential  
increase of exempt pay to \$56,680.**

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**Overtime Pay**

**Trend:**

**Exempt wages will increase. More people will be legally entitled to overtime.**

**Action:**

**Review your payroll and consider your potential exposures.**

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**Overtime Pay**

## **2014 State of the Union:**

**-“43 million workers have no paid sick leave”**

**-Sept 2015 – Federal contractors must now provide one hour of paid sick leave for every 30 hours worked, minimum 7 days per year. Effective 2017.**

**-President asks Congress to mandate 7 paid sick days per year for employers with more than 15 employees**

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# **Paid Time Off**

## **Cities and States respond since SOTU:**

**-Chicago, Philly, Pittsburgh, Seattle, Tacoma, DC all pass paid sick leave laws.**

**-California and Mass establish paid time off requirements.**

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# **Paid Time Off**

**Netflix –unlimited  
time off for new  
parents for 1 year**

**Hilton – hourly workers  
now get 10 weeks paid  
time off**

**Twitter - does not  
track the amount  
of vacation/PTO  
days its employees  
take.**

**CarMax - salaried  
associates granted  
as many paid days  
off as they feel  
they need for their  
health and well  
being.**

**Paid Time Off**

## **Trend:**

**Expect continued changes at regional level, not Federal.  
Outcome of Presidential election will decide if this goes  
national.**

## **Action:**

**Consider being proactive and establishing your own  
PTO policy..**

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# **Paid Time Off**

**April, 2015**

- Expedite union elections at non-union companies.**
- Employer must post a 'petition of election' within 2 business days of filing.**
- Disputes and Statement of Position must be heard within 8 days of filing.**
- Elections held 10-25 days after filing.**

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**NLRB “Quickie” Elections**

**Trend:**

**A much quicker way to unionize.**

**Action:**

**If you believe your company is exposed to unionization, hire a labor attorney and get your ducks in order.**

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**Quickie Unionization**

**August, 2015**

**NLRB said it will consider factors such as whether a company exercised control over employees "indirectly through an intermediary, or whether it has reserved the authority to do so" in determining whether companies are joint employers.**

**Before the ruling, companies had to have exercised "direct operational and supervisory control" over employees to be considered joint employers.**

**NLRB Joint Employer Ruling**

**Gives larger companies a say over your benefits, employment practices and pay and reduces your autonomy.**

**Franchise industry concerned: individually-owned franchises, which are often owned by small companies, could now be drawn into national labor disputes and increase the likelihood of union 'campaigns' against national businesses, while forcing small businesses to become engaged in protracted, unnecessary and costly legal battles.**

**NLRB Joint Employer Ruling**

**Trend:**

**Subcontractors, franchises businesses may be affected by joint employer rules with their larger customers.**

**Action:**

**Review this rule with your labor attorney and make sure you're not exposed.**

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**NLRB Joint Employer Ruling**

# Washington's Impact

Immigration Reform.

Overtime.

Minimum Wage.

Paid time off.

Independent Contracting Rules.

“Quickie” Union Elections.

NLRB Joint Employer.

# What Have We Learned?

**From minimum wage to overtime pay to 'quickie' unions, Washington is impacting your ability to attract and retain the best people.**

# Your Employees: 6 Biggest Trends in 2016-2018

1. Washington
2. Healthcare

# The Affordable Care Act

- |  |              |
|--|--------------|
| <b>1. Provide subsidies to low and moderate income Americans</b>   | <b>TRUE</b>  |
| <b>2. Prohibit insurers from denying coverage because of health status</b>                                     | <b>TRUE</b>  |
| <b>3. Provide tax credits to small biz that offer coverage to employees</b>                                    | <b>TRUE</b>  |
| <b>4. Allows a govt panel to make decisions about end-of-life care</b>   | <b>FALSE</b> |
| <b>5. Allows undocumented immigrants to receive financial help from the government to buy health insurance</b> | <b>FALSE</b> |

# The Affordable Care Act

- |   |        |
|---|--------|
| 6. Creates a new government run insurance plan to be offered with private plans | FALSE  |
| 7. Requires all businesses to provide health insurance to their employees       | FALSE  |
| 8. It's perfectly acceptable to take your daughter to a Miley Cyrus concert.    | FALSE! |

# The Affordable Care Act

## THE PROMISE –

Patient Protection and Affordable Care Act  
March 23, 2010

- **\$1.1 Trillion cost**
- **\$140 Billion reduction in the deficit**
- **Coverage for all: Cover 2/3 of the uninsured (the rest on Medicaid).**
- **A new market for 30–34 million uninsured.**
- **State exchanges provide consumer protection/risk pooling/lower costs**

# 5 Essential Terms

1. Individual Mandate
2. Employer Mandate
3. Essential Health Benefits
4. Small Business Healthcare Tax Credits
5. Healthcare Exchanges

..

# The Individual Mandate

- Beginning 2014 everyone must have coverage, either purchased individually or provided by an employer
- By 2019: Penalties for the individual is the higher of \$695 or 2.5% of Adjusted Gross Income.
- The Phase-In: \$95 or 1% of AGI in 2014, \$325 or 2% of AGI in 2015
- Exemptions: Can't afford coverage, Indian tribes, hardship, religious conscience

# 5 Essential Terms

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# The Employer Mandate

- **1/1/15: >100 FTEs**  
**1/1/16: >50 FTEs**
- **Penalties for companies are \$2,000 per employee with the first 30 FTE exempt**
- **No requirement to provide insurance for PT employees**

# Full Vs. Part Time Employees

**Full Time Employee: 30 hours/week or 130 hours per month.**

**Family members are excluded**

**“Common Control”**

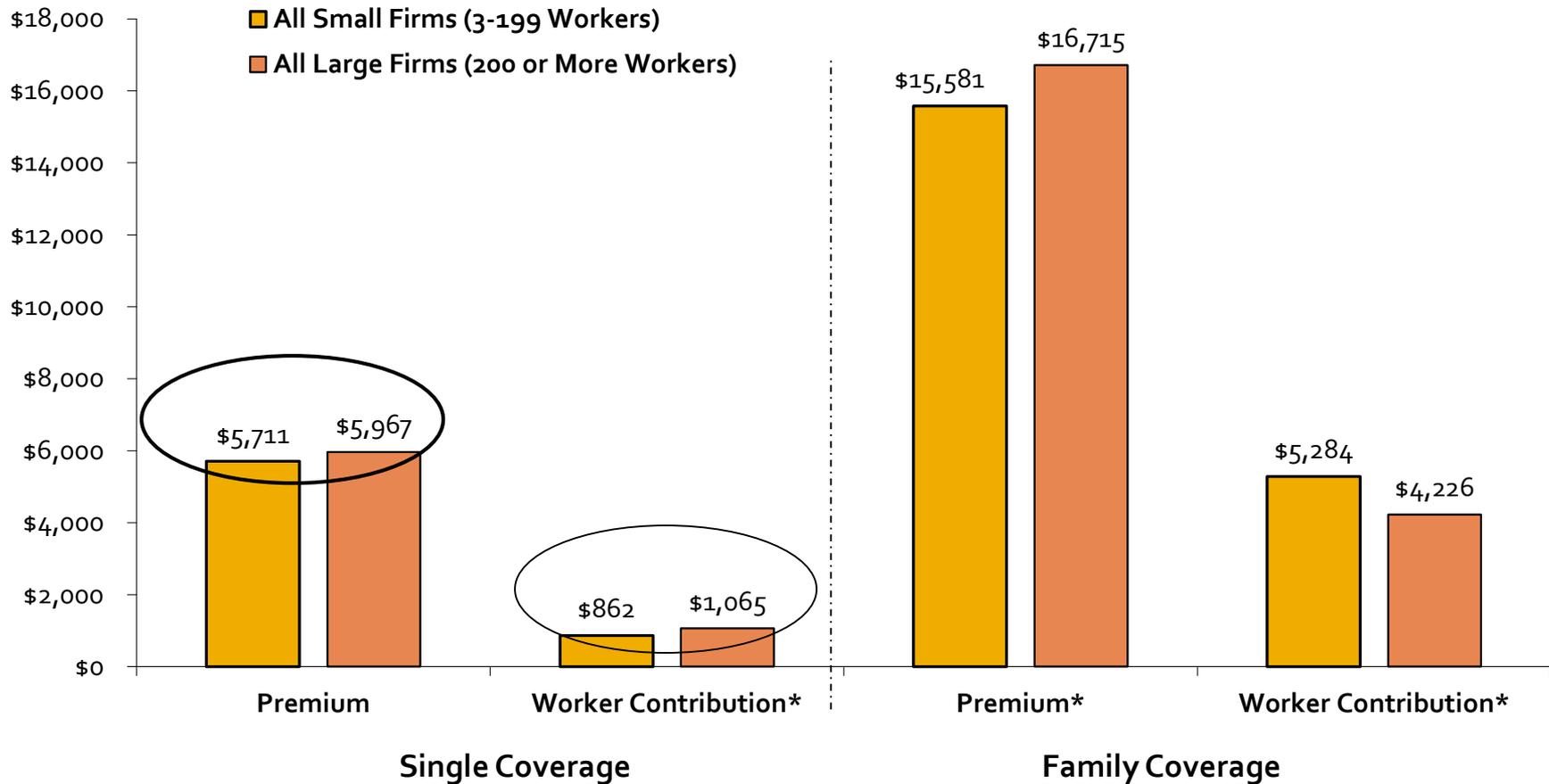
**You cover the Full Timers**

**You include the Part Timers in your FTE calculation**

# The Math

- Assume “common control”
- 97 employees who work more than 30 hours per week
- 200 hours of part-time work is performed per week by 12 other workers.  $200 \times 52 = 10,400$  hours that year
- Divide by 2080 (40 hour week for 52 weeks per year)
- you have 5 additional Full Time Equivalent Employees
- you have a total of 102 FTEs

# The Employer's Dilemma



\* Estimates are statistically different between All Small Firms and All Large Firms ( $p < .05$ ).

SOURCE: Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 2013.

# The Math

Number of FTE	55
Health care premiums	\$330,000*
Employer Covered	\$275,000**
Penalty	\$50,000
*55 x \$6,000 average per Kaiser study	
**55 x \$5,000 average per Kaiser study	

# **DO YOU HAVE >50 FTEs in 2016?**

## **NO?**

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- No health insurance requirement**
- No penalties**
- Tax credit available**
- Be careful about “group plans”**

**DO YOU HAVE >100 FTEs in 2015?**

**DO YOU HAVE >50 FTEs in 2016? YES?**

You must provide (and pay for) a health plan for your **FULL TIME WORKERS** that covers 60% (a "bronze" plan) of their costs.

**AND**

It must be affordable. The employee can't be paying more than 9.5% of his/her **HOUSEHOLD** income for healthcare premiums.

# THAT 9.5% THING?

1. You offer health insurance coverage that meets the minimum requirements
2. A FT employee is paying more than 9.5 percent of his household income for healthcare premium
3. AND he obtains health insurance through the public exchange
4. AND he receives a subsidy for coverage because he meets Fed Poverty Limitations (FPL)

**You pay a penalty of \$3,000 per employee receiving the subsidy.**

# Rule of Thumb

**Rule of thumb: Single people earning up to \$46,000**

# Watch Out For Cadillac Plans

## Cadillac Plan:

- benefits above the 'essential benefits'
- mostly paid for by employers
- little/no deductibles

**Argument: encourages over-use of the system**

## January 1, 2018:

- if employer cost is more than \$10,200 (individual) or \$27,500 (family)
- 40% excise tax on the employer/sponsor plan cost

# 5 Essential Terms

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..

**YOU WILL CHOOSE (AND PAY FOR)  
ANY (OR A COMBINATION) OF THESE  
PLANS:**

**Bronze: Covers 60% of total costs**

**Silver: Covers 70% of total costs**

**Gold: Covers 80% of total costs**

**Platinum: Covers 90% of total costs**

# Essential Health Benefits

Ambulatory patient services

Emergency services

Contraception

Hospitalization

Maternity and newborn care

Mental health and substance use disorder services,  
including behavioral health treatment

Prescription drugs

Rehabilitative services and devices

Laboratory services

Preventive and wellness services and chronic disease  
management

Pediatric services, including oral and vision care

# 5 Essential Terms

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..

# The Tax Credit

- <25 FTE
- <\$50,000 average salary
- 35%–50% credit for health insurance
- Starting in 2015 you'll need to buy your insurance from a state healthcare exchange—  
Small Business Health Options Program (SHOP)
- Must pay >50% of health insurance

# 5 Essential Terms

1. Individual Mandate
2. Employer Mandate
3. Essential Health Benefits
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# SHOP Exchanges (Small Business Health Options)

- Live on 11/15/14
- Employers can buy through SHOP or from private agents.
- Private insurance plans
- Multi State Health Plans (min 2 are required)

**WHAT  
DO YOU DO?**



# Your Options

1. **Drop All Coverage** →
2. **Work the loopholes**  
**“skinny plans”**  
**push to Medicaid**
3. **Shift Costs: Bronze + High**  
**Deductible Plans + HSA**



# HSA's Are Popular!

**At the end of 2013, HSAs have grown to an estimated \$19.3 billion in assets (25% increase) and 10.7 million accounts (30% increase).**

**The average HSA balance is up 10 percent year-over-year to about \$2,300.**

# HSA's: The Facts

**HSA's are savings accounts.**

**Must be paired with a high-deductible plan.**

**Employers of account holders make tax-free contributions to workers' accounts.**

**Provided the funds are used to pay for out-of-pocket health care expenses, the money deposited in an HSA is never subject to Federal income tax.**

**Amounts can rollover. Earnings are tax free.**

**Individuals can contribute \$3,300 this year (Families \$6,550) and those 55+ can contribute another \$1,000 (\$2,000 per family)**

# HSA's: The Facts

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**No OTC drugs.**

**Non-qualified expenses penalty increased from 10% to 20% .**

**In most cases, cannot be used to pay monthly insurance premiums.**

# Your Options

- 1. Drop All Coverage**
- 2. Work the loopholes:  
“skinny plans”  
push to Medicaid**
- 3. Shift costs: Bronze + High Deductible  
Plans + HSA**
- 4. Drop But Compensate**

# New IRS Ruling

**Begins July, 2015 for C Corps. Begins January 2016 for S Corps.**

**Targets employers who do not offer a plan, but reimburse (or pay directly) for health care coverage (an employer payment plan) which has to be compliant with ACA.**

**Fines of \$100/worker/day or \$36,500/worker/year, maximum \$500,000 per firm.**

**Applicable to any firms employing more than one person.**

# Your Options

- 1. Drop All Coverage**
- 2. Work the loopholes:  
“skinny plans”  
push to Medicaid**
- 3. Shift costs: Bronze + High Deductible  
Plans + HSA**
- 4. Drop But Compensate**
- 5. Private Exchanges**

# Private Exchanges

**Aon Hewitt, Mercer, Buck, Towers Watson.**

**Big Players**

**Walgreens, IBM, GE, Dupont, Conn. Business Industry Assoc....40 million people by 2018**

**Big Participation**

**Defined Contribution, Pre-Tax, Easier to Budget**

**Upsides**

**Smaller Network, Employees May Pay More**

**Downsides**

# The Benefits

- **Drop in Premiums!! Rise in Coverage!!**
- **Small businesses excluded and get a tax credit**
- **Business opportunities from growth in healthcare/bigger market**
- **Easier for workers to move from jobs**
- **Easier to budget**
- **Potential less admin for small companies**

# Issues to Watch

**“Risk Corridors” end after 2016.**

**2016 rate requests from insurance companies are at 30–50% increases in some states.**

# 2016 rates going up...\*

State	Rate Requested	Rate Approved
Tennessee	36.3%	36.3%
North Carolina	35%	Pending
Kentucky	25%	25%
Florida	5%	10%
Georgia	20%	Pending

\*as of August 27, 2015

**“Insurers now have data showing what the risk pool looks like. Initially in 2014 they were completely guessing.”**

**Larry Levitt  
Kaiser Family Foundation  
June, 2015**

# Issues to Watch

**“Risk Corridors” end after 2016.**

**2016 rate requests from insurance companies are at 30–50% increases.**

**Consolidations (Anthem/Cigna, CVS/Target Pharm, Aetna/Human, hospitals nationwide)**

“...the U.S. health-care system is heading down the same path with a record number of hospital mergers and acquisitions—95 last year—some creating regional monopolies that, as in all monopolies, will likely result in higher prices from decreased competition”

The Wall Street Journal  
April, 2015

# Issues to Watch

**“Risk Corridors” end after 2016.**

**2016 rate requests from insurance companies are at 30–50% increases.**

**Hospital consolidations**

**2016 Elections**

# Great Resources

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**Kaiser Foundation:**

**[kff.org](http://kff.org)**

**ACA:**

**[healthcare.gov](http://healthcare.gov)**

**Wonkblog:**

**[washingtonpost.com/blogs/wonkblog](http://washingtonpost.com/blogs/wonkblog)**

# What Have We Learned?

**From minimum wage to overtime pay to 'quickie' unions, Washington is impacting your ability to attract and retain the best people.**

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**From minimum wage to overtime pay to 'quickie' unions, Washington is impacting your ability to attract and retain the best people.**

**Choosing the right healthcare options is critical for recruiting and productivity.**

# Your Employees: 6 Biggest Trends in 2016-2018

1. Washington
2. Healthcare
3. Outsourcing

**The 20 Rules:**

**IRS Topic 762 – “Independent Contractor vs. Employee”**

**Publication 15-A – “Employer’s Supplemental Tax Guide”**

**Behavioral Control**

**When/Where**

**What Tools**

**Hiring Others**

**Financial Control**

**How Paid**

**Other Clients**

**Type of Relationship**

**Contract, 1099**

**Independent Contractor Relationship**

**Duties, terms and payment**

**Clear statement of contractor relationship**

**Hiring of others**

**Confidentiality, non-compete**

**Independent Contractor Agreement**

## **Where To Find**

**UpWork (Elance/oDesk), Guru, Freelancer,  
Craigslist**

# What Have We Learned?

From minimum wage to overtime pay to 'quickie' unions, Washington is impacting your ability to attract and retain the best people.

Choosing the right healthcare options is critical for recruiting and productivity.

Outsourcing has become a significant method for getting more work done with your existing workforce (and keeping them happy). But there are risks.

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1. Washington
2. Healthcare
3. Outsourcing
4. The New HR Manual

# 1 - Marijuana

Re-evaluate if you're in a legal state.

# 2 - Paid Time Off

Implement if required or consider adding as a benefit.

# 3 - Immigration

Proceed with caution if any worker is undocumented.  
Use an attorney.

The New HR Manual – The Top 12 of 2015

## **4 - Safe Driving**

**Policies needed for devices in cars.**

## **5 - E-Cigarettes**

**Review and amend your smoke-free workplace policies.**

## **6 - Pregnancy**

**Create strong policies against pregnancy discrimination.**

**The New HR Manual – The Top 12 of 2015**

## **7 - Wellness Programs**

**Provide incentives but be careful to make voluntary.**

## **8 - Workplace Bullying**

**Proactive policies with complaint procedures.**

## **9 - Domestic Violence**

**Statement against.  
Workplace rules in place to protect others. Need full disclosure.**

**The New HR Manual – The Top 12 of 2015**

## **10 - Overtime**

**Review worker classification and make sure all rules are posted.**

## **11 - Interns and Volunteers**

**Check with local laws. Policies against discrimination and harrassment.**

## **12 - LGBT Rights**

**Review policies based on local laws. Policies against discrimination and harassment.**

**The New HR Manual – The Top 12 of 2015**

# True/False: Gene Marks' latest book went to #1 on Amazon

FALSE

## THE MANUFACTURER'S BOOK *of* LISTS

Compiled and Edited by Gene Marks



**70+ LISTS**  
from dozens of  
**MANUFACTURING  
EXPERTS**  
to help you run your business  
**MORE PROFITABLY**

AUTHOR OF THE BEST SELLING STREETWISE SMALL BUSINESS BOOK OF LISTS

## GENE MARKS



**IN GOD WE TRUST**  
EVERYONE ELSE PAYS CASH

From his Forbes,  
Business Week  
& American City  
Business Journals columns

Simple Lessons  
from  
Smart  
Business  
People

# True/False: Gene Marks' monthly newsletter is read by over one million people

# FALSE

www.genemarks.com

A Quicker! Better! Wiser! Monthly Report **10**  
**THE PERFECT**

Gene Marks' Business Outlook, September 2011  
**September: A Big Month Ahead**  
Published the first Friday of every month

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August was quite a month in Washington DC — excessive hot air, earthquakes, hurricane. And Congress was barely in session.

For the economy, August was not a good month.

Not that there weren't some bright signs. Durable goods orders came in strong. Personal income and expenditures were both up. Consumer delinquency rates fell to pre-crisis levels. Commercial property prices rose. The Baltic Dry Index rallied. WalMart reported higher profits. Leading indicators were up and oil fell to \$81 a barrel.

But the fall in oil, for example, was due to a slowing economy. In fact the Fed revised its estimate of annual GDP growth from an anemic 1.3% to a feeble 1.0%. Inflation, though still low, rose this past month as did the price of gold. The Pulse of Commerce Index remained weak. Small business optimism dipped for the fifth month in a row. Regional Fed's in Philadelphia, New York and the Midwest reported contractions in activity. Weekly unemployment claims are holding steady, if not slightly increasing, and activity around the country was just...less. The latest auto traffic and truck tonnage indexes both decreased. The construction industry is on life support: architectural billings, housing starts, and existing home sales are down. Dell cut its forecast. HP got out of the computer business. Steve Jobs stepped down.

Oh, right, and Standard & Poor's downgraded our national debt, causing wild fluctuations in the stock market. This was after our government's debt "seal" at the beginning of the month, which basically kicked the problem to a politically charged debt "super" committee tasked with either reducing the debt or reducing our national defense. Meanwhile, China builds new ships and missiles and Russia lays claim to pieces of the arctic.

And the best is yet to come.

Because as Congress reconvenes after Labor Day, we're looking at a fun filled month of September. And I know at least four things that will impact us all well into 2012.

1. **The Debt Super Committee.** This bi-partisan (but VERY partisan) committee will be meeting to figure out ways to reduce our national deficit. They've been charged to either agree on a solution or there will be across the board cuts primarily in defense. The expectation is, like it always was, that this "super" committee will not achieve super results. Instead we can expect token gestures of deficit cutting with the rest coming out of our defense budget. Few think that these members will be able to step up to the problem of entitlements which

— Continued page 2

# What Have We Learned?

From minimum wage to overtime pay to 'quickie' unions, Washington is impacting your ability to attract and retain the best people.

Choosing the right healthcare options is critical for recruiting and productivity.

Outsourcing has become a significant method for getting more work done with your existing workforce (and keeping them happy). But there are risks.

# What Have We Learned?

**There are at least 12 HR issues that every employer needs to address this year to remain competitive and attractive to the best people.**

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3. Outsourcing
4. The New HR Manual
5. Pay and Perks

**Charity: \$25 per hour of non-profit work for a total cap of \$10,000 per employee.**

**Parental leave: Expectant mothers 4 weeks off before a delivery and 14 weeks after. Fathers (and other non-birth parents) can take 6 week parental leave.**

**Wellness center: on site doctors**



**Retention**

**Reimbursed training**

**Unlimited vacation**

**Discounts w/local merchants**

**Free food/lunch/drinks**

**Flu shots**

**Free stuff**

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**Retention**

**Amazing Clubs**

**CardCash (Plastic Jungle)**

**Citi – Thank You**

**Timeshares**

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**Free Stuff**

**Reimbursed training**

**Unlimited vacation**

**Discounts w/local merchants**

**Free food/lunch/drinks**

**Flu shots**

**Free stuff**

**Ping Pong/foosball table**

**Sports**

**Community service**

**Maternity/paternity leave**

**Childcare**

**Paid for  
housekeeping  
services (Evernote)**

**Quitting Bonus (Zappos)**

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**Retention**

# AnyPerk

Pre-negotiated perks for \$10/employee/month

## UpCounsel

The Elance for attorneys

## gNeil

All govt and employment forms for download

## HR Webforms

HR paperwork - from appraisals and reviews to terminations and more.

# HR Management

**ZipRecruiter – mashes up hundreds of recruiting sites and manages candidates**

**Work4 - drives quality candidates from Facebook, LinkedIn and Twitter (58% of employees are more likely to apply to a company via social media)**

**InstaWork – you tell position and they send list of qualified candidates and schedule interviews. Founded by 2 Google execs and venture backed.**

**Intelius or Checkr- will help you review the background of everyone you hire, minimizing the risk of unexpected “surprises” from disrupting your new employer-employee relationships.**

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## **New Tools To Find People**

Zenefits - 2,000+ companies, 50,000+ employees, \$84m funding  
@\$4.5 billion valuation - benefits, payroll, onboarding, time off,  
and more.

Gusto (formerly ZenPayroll) – online, “beautiful” payroll, \$26m  
funding

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New Tools To Manage People

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**There are at least 12 HR issues that every employer needs to address this year to remain competitive and attractive to the best people.**

**Smart employers are using a combination of pay, perks, tools and techs to keep their people happy.**

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5. Pay And Perks
6. The Mobile Worker

# Salesforce/Dynamics/Zoho

Customer relationship management

# FindMyShift/Toggle

Time and billing

# Skype/Oovoo

Video conversations

# Freeconferencecall

Conference service

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Working wherever...

# GoToMyPC/LogMeIn/Remote Desktop

Remote connectivity

## Join.me

Screen sharing

## Office365/Google Docs

Documents, Spreadsheets

## OneDrive/DropBox/Google Docs

Storage

# Collaboration, Connecting, Sharing

# Basecamp/Asana

Inexpensive cloud based project manager

# Slack

Internal messaging w/history and search

# EchoSign/DocuSign

Doc management, e-signatures and storage

# ZenDesk

Tracks issues/problems to resolution

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# Project/Problem Management and Communication

# What Have We Learned?

From minimum wage to overtime pay to 'quickie' unions, Washington is impacting your ability to attract and retain the best people.

Choosing the right healthcare options is critical for recruiting and productivity.

Outsourcing has become a significant method for getting more work done with your existing workforce (and keeping them happy). But there are risks.

# What Have We Learned?

**There are at least 12 HR issues that every employer needs to address this year to remain competitive and attractive to the best people.**

**Smart employers are using a combination of pay, perks, tools and techs to keep their people happy.**

**The cloud is enabling a great degree of collaboration and communication to help manage people well.**

# Your Employees: 6 Biggest Trends in 2016-2018

1. Washington
2. Healthcare
3. Outsourcing
4. The New HR Manual
5. Pay And Perks
6. The Mobile Worker

# CONNECT

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