

Become the Regulatory Compliance Solution for Small Business



Jim Beesley

For more than 25 years, the PEO industry has given business owners all over the United States the opportunity to focus on their passion and grow their bottom lines. PEOs have introduced small business owners to a nontraditional solution designed to more efficiently manage their employees and revolutionized the concept of human resources outsourcing. PEOs have grown to serve around 3 percent of the non-government employees in the U.S. While much has already been accomplished, imagine the possibilities of zeroing in on the other 97 percent that remains untapped. The current economic climate coupled with new complex government regulations warrant PEOs to answer the call of

small business owners and become the regulatory compliance solution.

Recent legislation expands the need for PEO services. How different would your PEO look if our industry served 20 percent of non-government employees rather than the current 3 percent? What will it take to get to that point? Today, I believe the answer is helping companies navigate their way through federal, state, and local regulations. Regulatory compliance should be the main focus of our industry and should be marketed as such.

In my opinion, the small business owner needs our industry more today than at any time in my memory. As federal and state agencies aggressively pursue regulatory employment violations to raise revenue, small businesses will come under increasing pressure to remain compliant. Benefits administration will see a huge expansion of regulatory requirements as the Patient Protection and Affordable Care Act (PPACA) is implemented over the next eight years and new challenges continue to surface. Given this scenario, the PEO industry is the perfect solution. As an industry, it is incumbent upon us to let the world know that no matter what happens, the PEO industry is prepared for the changes and will be there to protect small business from the unnecessary headaches caused by possible fees, regulatory changes, and lawsuits related to new legal requirements.

The conclusion I continue to reach is that as an industry, we must be seen as comprehensive solution providers helping small business owners cope with a myriad of government regulations. I expect NAPEO members to rise to this challenge as we have over the past 25 years. Partnering with small business owners and providing them solutions to stay compliant will propel us toward our goal of increasing our market share as we provide crucial services to small businesses worldwide. ●

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