

December 2018 News from TRICOM

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Table of Contents

Important Year End Updates as 2018 Comes to a Close

December Webinar
Personal Branding:
Your Secret to More
Applications and Better
Candidates

Did You Know?
TRICOM's Preferred
Partners Make the Grade



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Important Year End Updates as 2018 Comes to a Close



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It's hard to believe that 2018 is quickly coming to a close. That means new tax and minimum wage changes are on the horizon. In preparation for the new year, we've compiled a list of important changes that will help you prepare your staffing company for 2019.

[CLICK HERE](#) TO READ MORE ABOUT UPCOMING TAX AND WAGE CHANGES FOR 2019.

This Month's Webinar: Personal Branding: Your Secret to More Applications and Better Candidates



Thursday, December 13,
1 pm CST / 2 pm EST

[Register now! >>](#)

Upcoming Webinar:

Personal Branding: Your Secret to More Applications and Better Candidates

Date: Thursday, December 13,
1 pm CST / 2 pm EST

Duration: 1 hour
Cost: COMPLIMENTARY

[Register now! >>](#)

With the national unemployment rate at 3.9 percent, staffing professionals need every tool possible at their disposal when recruiting and sourcing candidates.

While digital marketing, direct marketing and advertising from an organizational level are more important than ever, often overlooked is the impact your personal brand on social media can have on a candidate's decision to work with your staffing agency instead of a local or national competitor.

Join TRICOM and our guest speaker Brad Bialy from Haley Marketing Group for our December webinar series as he discusses *Personal Branding: Your Secret to More Applications and Better Candidates*.

Throughout this presentation you'll learn:

- How to define the keys to a successful personal brand
- The three-step process to personal branding on social media
- 13 tactics to deploy on social media to generate more applications and source better candidates

Did You Know? TRICOM's Preferred Partners Make the Grade

As a staffing company owner or executive, it can sometimes be hard to know who to turn to when your company needs additional services such as insurance, paycards, sales training, drug testing, and more. That's why TRICOM has assembled a list of our Preferred Providers within the staffing industry. These are companies that share our values of superior service combined with top-notch industry knowledge and services.

TRICOM client Daralee Campoli, Director of Operations at ProStaff Solutions explains how TRICOM's partnership with one company made a big impact on their business. "TRICOM works together with Assurance, and they connected us with them. They worked on getting us the best possible workers comp insurance, because it's very difficult for staffing agencies to get good rates because workers comp rates can be pretty expensive. So TRICOM put us in touch with Assurance, who's been amazing as well."

Assurance is an independent insurance brokerage firm serving the staffing industry and delivers expertise in all lines of business and personal insurance, employee benefits programs, executive benefits, retirement advisory services, bond placement, claims management and safety consulting. They're just one in a long list of staffing industry service providers that TRICOM has identified as being a leader in their field.

YOU CAN FIND A FULL LIST OF OUR INDUSTRY PREFERRED PROVIDERS BY [CLICKING HERE](#).

Events:

December 25 — TRICOM offices closed for Christmas holiday.

January 1 — TRICOM offices closed for New Year holiday.

New On TRICOM.com!

The November *Industry Insider* webinar, *Technology is Driving an Unstoppable Shift to On-Demand Pay*, is now available online. Advances in technology have brought a new on-demand pay disbursement platform to the workforce payroll environment. This technology enables employers to empower their employees with the choice of how and when they can access accrued wages. This webinar is a discussion on the unstoppable shift to on-demand pay including today's job market, employee retention and engagement, next generation payments, and plug-n-play integrations. By the end of this session, you'll learn about the next generation technology made for today's workforce. [Click here](#) to view the webinar.

December Fun Fact:

How the Grinch Stole Christmas was released as a TV movie in 1966. Thurl Ravenscroft, who sang "You're a Mean One, Mr. Grinch," originally received no screen credit for his singing. Dr. Seuss felt so badly about this oversight that he sent letters to every major columnist in America identifying Ravenscroft as the singer. You may also recognize Ravenscroft's voice from another American classic — he's also the voice of Tony the Tiger in numerous Frosted Flakes commercials.

Source: [imdb.com/title/tt0060345/trivia?ref_=tt_trv_trv](https://www.imdb.com/title/tt0060345/trivia?ref_=tt_trv_trv)



Image Source: [christmas-specials.fandom.com/wiki/How_the_Grinch_Stole_Christmas!_\(1966\)?file=Grinch02.jpg](https://christmas-specials.fandom.com/wiki/How_the_Grinch_Stole_Christmas!_(1966)?file=Grinch02.jpg)