

March 2021

News from TRICOM

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Unemployment Fraud Claims on the Rise – What does it mean to Employers and Employees?

If the pandemic wasn't enough for employers and U.S. citizens, adding fuel to the fire is the sharp rise in unemployment fraud. States are losing billions of dollars, and thousands of identities are being stolen across the country (including mine, which I share more details about). The U.S. Department of Labor estimates states paid as much as \$36 billion in improper benefits.

[CLICK HERE](#) TO READ THE DIFFERENCE BETWEEN FRAUD AND IMPOSTER CLAIMS, RED FLAGS TO LOOK FOR, AND WHAT YOU SHOULD DO IF IT HAPPENS TO YOU OR AN EMPLOYEE.

This Month's Webinar: Don't Gamble It All Away – Mitigating Risk and Maximizing the Valuation of Your Staffing Company



Thursday, March 25,
2:00 pm EDT / 1:00 pm CDT

Duration: 1 hour
Cost: Complimentary

[Click to Register! »](#)

At some point, all owners of staffing companies will want to retire or exit their business. Come learn the critical factors that CEOs have used when successfully selling their companies. Join us in this high energy, content rich *Industry Insider* webinar as industry M&A expert, Patrick Morin, will show participants the five requirements of an exceptional exit.

Learning Objectives:

- Understand the two levers by which valuations are driven
- Dial-in on the pre-sale moves that maximize the probability of a successful exit
- Learn to avoid the critical mistakes that drive down valuations
- Uncover the keys to managing and negotiating with your investment banker

By the end of this session, you'll know how to mitigate risk and maximize the valuation of your staffing company.

In Case You Missed It! February's Industry Insider Webinar: Winning the Staffing Sales Game in 2021

Let's all agree to put 2020 behind us, and instead focus on how we can come flying out of the gates in the new year. Join TRICOM for our February *Industry Insider* webinar as Tom Erb, author of the industry best-selling book *Winning the Staffing Sales Game*, will talk about how to create and execute a repeatable sales process that works in the post-covid era. Tom will discuss the philosophy behind and importance of a structured, multi-touch sales strategy, how to truly differentiate yourself from your competition, and ultimately how to land more, and better, new clients.



TALLANN RESOURCES

This will be an invaluable hour full of proven, actionable steps you can implement immediately, and can have a profoundly positive impact on your business or career.

[CLICK HERE](#) TO VIEW PRESENTATION.

Did You Know? TRICOM has the Latest COVID and Legislative Updates Online

It can be tough to keep up with all the latest national and state-level COVID and legislative updates that specifically impact the staffing industry. That's why TRICOM has dedicated Legislative Update and COVID-19 Resource pages on our website, as well as on our Twitter and Facebook feeds. We post the latest updates, so you have one spot to look for changes that may impact your staffing company. Visit [TRICOM.com](https://www.tricom.com) to link to our social media feeds, or to view the latest news.



Get the latest industry news, resources and updates right to your newsfeed by liking TRICOM on [Facebook](#) and following us on [Twitter](#)!

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Events:

No events are currently scheduled.

New On TRICOM.com!

January's *Industry Insider* webinar, ACA Reporting In-Depth: Staffing Industry, is now online! Join TRICOM and StaffACA for an in-depth discussion on ACA reporting, including employer compliance on Form 1094-C and Form 1095-C as it relates specifically for the staffing industry. During this session, StaffACA will address key areas including full-time status, self-funded plan requirements, 91st day rule and penalties in 2020.

By the end of this session, you'll know how to ensure compliance for ACA reporting.

[Click here](#) to view the webinar presentation.

PLUS.... Check out our new Podcast section on our homepage at [TRICOM.com](https://www.tricom.com)!

Watch for our new monthly podcast series, "Insights with Insiders," with new podcasts being added the second Thursday of each month. [You can also pop over to Spotify to follow us and listen to terrific conversations!](#)

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