



Client Testimonial

Aronson, Inc.

In the competitive arena of consumer product development and marketing, staying focused is critical. Aronson, Inc. President and CEO Bruce Aronson knew that. So, when increasingly more complex human resources matters began consuming too much of his time, he sought a solution.

Founded in 1978, Aronson, Inc. was enjoying steady growth and market share. By the early 80s, the organization was already succeeding as a leading resource to some of the nation's leading brands, including Campbell's, Crayola, Eggo, Goldfish, Kellogg's, Hostess and Wonder. Aronson knew that if his company was to continue down its path of success, he needed a new way to manage the HR function which he was handling internally and in his words, "with great difficulty."

"We were spending far too much time running payroll and benefits and keeping track of all the compliance," said Aronson. "It was becoming a burden and had the potential of causing us to start losing focus on our core business."

Aronson responded as many executives do when faced with an unwieldy internal operation. He considered a service provider to manage the function. In this instance, he was aware of a couple of firms that provided HR services. One of them was Alcott HR Group.

Alcott is a Professional Employer Organization (PEO) that provides a complete HR solution. From Alcott, Aronson was able to gain a resource capable of managing everything from payroll administration, employee benefits design and administration, tax administration and regulatory compliance to many value-added employee benefits beyond traditional medical and retirement benefits. They included an employee assistance program, college tuition assistance and discounts for transportation, shopping, travel, entertainment and fitness clubs. For Aronson's executive team, there were also the soft, but nonetheless valuable benefits. They gained more time to focus on new product development, sales and marketing, as well as enhanced employee relations stemming from a more competitive benefits package, and greater peace of mind knowing their company was in compliance with the myriad of regulations and laws governing the workplace.

Aronson, who vetted his decision to use Alcott with his accountant and attorney, also weighed other factors when making the decision to engage Alcott.

"Alcott's extensive offerings were important in our decision-making," said Aronson. "But, we also were persuaded by the fact that Alcott is a licensed PEO with ESAC certification. Those credentials made us even more confident that this was a business partner we could trust."

ESAC is to PEOs what FDIC is to banks and SIPC is to security firms. It is indicative of the company's high standards. To achieve ESAC certification, PEOs must meet stringent financial, professional and ethical standards. An accredited PEO is covered by a \$1 million bond held in trust by a major national bank which backs the PEO's performance in accordance with its contractual obligations. Accredited PEOs are also covered under the excess coverage held by ESAC in the amount of a \$10 million surety bond.

For other business executives who may be on the fence regarding reliance on another company to manage their HR operations, Aronson shares some additional insights.

"Having Alcott as our HR partner has given our company a thorough and seamless HR operation with full benefits for our staff," said Aronson.

"Equally important, it has allowed us to be adaptable in an environment where our employee base can fluctuate from five to twelve employees based on market demands."

Finding a solution to the administrative burdens associated with payroll, taxes and regulatory compliance isn't easy, but when you do, it can bring great relief. Just as Aronson, Inc. experienced, companies that turn to a qualified and high quality HR service provider such as the Alcott HR Group benefit on many levels, not the least of which is in gaining a relationship that supports both internal efficiencies and external growth.

"We were spending far too much time running payroll and benefits and keeping track of all the compliance. It was becoming a burden and had the potential of causing us to start losing focus on our core business."

— Bruce Aronson
President and CEO