

# R REITMAN

## DID YOU KNOW???

1) Reitman has recently updated our website. We are excited to announce it's launching on February 1, 2016! More information to follow!

2) As of January 1, 2016 minimum wage in Connecticut went to \$9.60 an hour.

### 3) ACA Compliance

On December 28, 2015, the IRS issued Notice 2016-4 to delay the due dates for filing and furnishing forms under Section 6055 & 6056.

- Due date for furnishing forms to individuals has been extended from February 1st 2016 to March 31, 2016.
- Due date for filing forms with the IRS has been extended from February 29, 2016 to May 31, 2016 (or from March 31, 2016 to June 30, 2016, if filing electronically).

*Source Joe Bucci, CPA, CIC ACA Compliance Bulletin*

Return Service Requested

www.reitmanpersonnel.com

163 Cedar Street, Branford, CT 06405

# R REITMAN

STD PRESORT  
US POSTAGE  
PAID  
ABC MARKETING

## FROM THE PRESIDENT'S DESK



## PLANNING 2016

Planning is a huge part of being successful. Some experts believe if you fail to plan, you fail.

In Reitman's 28 years in business we've come to realize that taking the time to look at your business as a whole and set goals for how to move forward, motivates you and drives action.

Envision where you want to be a year from now. How do you see your business evolving? What can you do to move toward your goals?

And don't mistake having a plan as an inability to be responsive and reactive to change and opportunity. Strong business planning does not prevent you from changing and pivoting, as needed in order to be responsive.

Here are some planning strategies that may help guide your success in 2016:



1.) What are you doing to market your business?

Think about social media, newsletters, ads, speciality items etc. Without a consistent marketing plan you constrain your ability to meet your overall goals.

2.) What are your assets?

Evaluate your staff, your processes, and your technology. How much does each contribute to or constrain your success? You need to know what is worth continuing or retaining and what needs to be changed.

3.) What are your revenue goals and investment needs?

Budget to support your goals. Look at each of your assets as a category in your business and determine how much revenue you want to generate from each. Where do you need to invest...marketing, staff, technology?

4.) Consider your time.

You and your key staff are assets. Be clear about your role and the role of your key staff as they relate to what makes your business work and how you generate profit. What should you be delegating and what requires your direct investment in time and energy?

Writing a business plan will help you think objectively to evolve strategies for the future. It will create the road map for your business and help you determine what resources you will need to make a profit.



For more info on this topic, contact Anthony@reitmanpersonnel.com.

Anthony Avallone, *President*

# WORKFORCE AND HIRING TRENDS FOR 2016

BY KEVIN SPAGONE

As 2015 comes to an end businesses are forecasting what's in store for 2016. These plans include budgeting, recruitment, new opportunities and analysis of the corporate infrastructure. Organizations can reap the benefits of the new trends in 2016 by paying attention to the following trends and tips.

### 1. The War for Talent Increases

Companies are hiring in large quantities and at rapid paces. In July 2015, the U.S. Bureau of Labor reported 5.8 million job openings in the United States. It is also forecasted that in 2016 and beyond, employees

will control the job market, not employers. This means that even employees who are somewhat content with their current job conditions are beginning to go on job interviews, receive offers, and

request sizeable counter offers from current employers. This is a new era in talent acquisition. Organizations can maintain control and win the war for talent only by paying attention to employee incentives, work/life balance initiatives and maintaining a corporate culture that employees value and identify with.

2. Younger Workers are Entering the Workforce Recruiting and training Millennials and Generation X employees will be a top priority for many companies. To date, Millennials account for 35 percent of the workforce and are expected to be 46 percent of the working population by 2020. They are saturating the workplace with innovation and influence and are eager to become leaders within their organizations. In fact, Millennials already account for one in every four managers in major companies. They offer a fresh perspective regarding innovation and expertise in social media platforms that Baby Boomers, and some senior managers, are unfamiliar with.

Younger workers are driving the evolving workplace. And according to a recent study featured in Forbes, 88 percent of Millennials and Gen Xers prefer a collaborative work-culture rather than a competitive one; 79 percent want a boss that will serve as a coach and a mentor. These employees are more interested in thriving

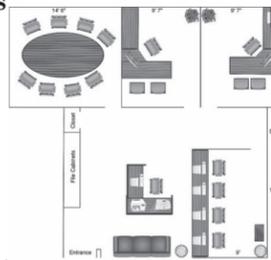
at a job they enjoy. They will not settle in a position, just for the paycheck. Millennials are also demanding a flexible work schedule and increasingly influencing employers to veer away from the traditional 9 to 5 workday.

Furthermore, Baby Boomers are working longer, just as Millennials and Gen Xers are advancing. This makes effective integration among these generations important for increased productivity and overall employee satisfaction. A workplace made of several generations allows for collaboration and transfer of knowledge between generations so that critical knowledge is not lost as older workers exit the workforce.

### 3. The Workplace Will Evolve

The workplace dynamic is changing drastically. Office spaces are veering away from the traditional layout of rows of cubicles and moving toward a more open workspace to facilitate the collaboration of cross-functional teams. These changes can help provide employees with a more flexible work schedule, and lower space and related expenses for companies.

Additionally, advancements in workplace technology are also ongoing, including but not limited to: video conferencing, digital white-boards that can be connected to mobile devices, and lighting adjustments. Technology continues to enable new ways to communicate, with visual communication predicted to be a major catalyst in the upcoming years, changing the way we interact. Leveraging video within the workplace allows for communication without barriers. These upgrades, in addition to the strong desire for collaboration, will give the workplace a new definition. Advancing employee accessibility to these tools will increase overall employee convenience and productivity.



In 2016, employers will see many changes in the workplace. To stay ahead of this evolution, companies must attract and retain the best talent, especially the younger generations. Toward this goal, companies are realizing how important it is to sustain a positive employment brand. According to a recent survey, 72 percent of respondents said that their company is increasingly focusing on promoting their employment

brand. The landscape is becoming even more competitive. Is your organization doing what's needed to stay ahead? How does your employment brand represent your company? Leverage your organization's

employment brand to create a culture of collaboration that attracts potential candidates and retains valuable current employees.



*\*Source: Angela Yee, iCIMS Hiring Expectations*

## SOME THOUGHTS ON 2015

Pope Francis's visit to the United States was a brief moment of hope and goodwill for all Americans regardless of religious affiliation. The Pope told reporters that the warmth he encountered in the United States surprised him, as well as the varying forms it took in the cities he visited.

But, not long after, our hearts were heavy again with our focus on several acts of terrorism. Most Americans are finding it difficult to get past fear. Many have changed travel plans and guns sales have accelerated. I think we are beginning to experience what others in the world have long lived with. In the wake of terrorist attacks in Paris and San Bernardino, California, nearly three in four Americans think mass shootings and other random acts of violence have become a fixture of American culture.



As we begin 2016 it is difficult to know that we may experience more terrorist acts; however America is strong and we will pursue this challenge and overcome it.

**Our best wishes for a safe and healthy 2016.**



### DONATIONS MADE IN 2015 ON BEHALF OF OUR CLIENTS

Action Against Hunger	March of Dimes
American Red Cross	MDA
Big Brother Big Sister	National Center for Missing Children
Boy's Town	Ronald McDonald House
Branford Food Bank	St Jude's Children Hospital
Camp Raising Sun	Salvation Army
The Children's Center of Hamden	Special Olympics
Covenant House	The Smile Train
CT Food Bank	Save the Children
Dana Farber Cancer Research	Toy for Tots
Easter Seals Goodwill	Unicef
Habitat for Humanity	Woman & Family Life
MADD	Yale NH Cancer Center
Make a Wish Foundation	