

THE COSTCO CONNECTION

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A lifestyle magazine for Costco members

Kimmel bulks up ²⁴

Talk show host
Jimmy Kimmel
connects with Costco



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Spotlighting the hidden paycheck

DO YOU KNOW what a “hidden paycheck” is? More than 50 percent of small-business owners don't. That's one finding in a recent study by Costco member business George S. May International, a management-consulting firm founded in 1925 and located in Park Ridge, Illinois.

According to the study, based on more than 1,000 businesses surveyed, 77 percent of small businesses will not be giving raises in 2010. At a time when staffs are being thinned and the employees are being asked to do more to pick up the slack, small businesses may lose valuable workers to companies offering better wages. That's where the “hidden paycheck” comes in.

Simply stated, the “hidden paycheck” is made up of those benefits that may not show on a pay stub. They include:

- Health benefits
- Sick, personal and vacation days
- Education reimbursements
- Discount auto-purchase plans
- Accidental death and personal loss insurance
- Workers' compensation

- Social Security and Medicare

Paul Rauseo, George S. May's managing director, suggests distributing personalized benefits statements or setting up customized Web pages for each employee, saying, “It is hard for employees to value what they don't fully know or understand. A site that outlines paid days off as well as company-paid benefits such as medical, dental or tuition reimbursements makes it clear.”

Here are some other ways to show your employees they are valued.

Social media. Set up an online community where employees and management can engage.

Regular meetings with employees. Asking employees what they think goes a long way in gaining support for a company initiative. Whether you utilize an online focus group, a blog or spot polls, employees feel empowered.

Treating employees like clients. Consider offering occasional extras, such as health screenings, end-of-week parties and in-house contests.

Accessible managers. When owners pitch in and are visible, the employees feel connected and go that extra mile. 