

# American Employer News

## Mark Your Calendars!

The American Group of Companies Invites You to Attend its Annual Fall Symposium. Experience

# The Driving Force



Featuring

## Peter Schutz

Former President & CEO of Porsche A.G.



**Race Ahead of the Competition**  
Extraordinary Results with Ordinary People  
Business Solutions to Give You the Winning Edge

**November 13, 2003**  
Fairlawn Country Club  
\$75 Per Attendee

Designed for CEOs & Sr. Management  
Registration begins at 8:15am  
Porsche Give Away During Lunch

First 50 to Attend Receive an Autographed  
Copy of Schutz's Book,  
*The Driving Force*

**\*Win a Porsche for 30 days!**



**\*Call 330.668.1845 for reservations & information.**

[www.theamericangroup.net](http://www.theamericangroup.net)

### Inside This Issue

- Page 1 Invitation: Fall Symposium
- Page 2 The Human Resources Initiative
- Page 2 Hiring for Success
- Page 3 The Client Spotlight: Hudson Dermatology, Neera Agarwal-Antal, M.D.
- Page 3 Ponderosa Steakhouse Catering
- Page 4 A Message From the President

Sponsored in part by



MEDICAL MUTUAL

FRED BAKER  
START AT THE TOP



PONDEROSA  
Steakhouse

# The HR Initiative...



**Kristen V. Mallardi**  
Human Resources Specialist  
The American Group

## Can Your Company Afford Not To Have Harassment Training?

Failure to prevent or address claims of sexual harassment can be very costly. For example, In September 2003, a Federal Jury in Virginia awarded \$4 million to a woman who claimed her former employer unlawfully retaliated against her. The jury awarded \$1,050,000 in compensatory damages and \$3 million in punitive damages to a former employee, Director of Operative Services, who claimed she was forced to resign from her position following her attempts to prevent sexual harassment in the hospital's operating rooms and facility. This was according to the Equal Employment Opportunity Commission, which filed the lawsuit on behalf of the employee.

One of the best tools for preventing and eliminating sexual harassment in the workplace is to have annual training and a written company policy expressing strong disapproval of harassing behavior expressing and stressing that the company will take appropriate disciplinary action against violators of the policy.

Do you do the following to ensure the thoroughness of your company's harassment policy?

Communicate the policy to all employees orally and in writing and make sure that employees understand how the complaint procedure works?

Post a copy of the policy on employee bulletin

boards and include it in employee handbooks or other appropriate employee publications?

- Provide all new employees with a copy of the policy as part of orientation?
- Provide prevention training annually and distribute the policy to all employees on a yearly basis and have them sign off that they have received a copy?

The American Group's Human Resources team works with our clients to develop sexual harassment policies and procedures. Prevention-training programs are also established to explain the company's policy against sexual harassment and to raise awareness. Supervisors are also provided with the skills necessary to ensure a harassment-free workplace. Our training programs are cost-effective and include instructions on other topics, such as discrimination on the basis of race, gender, age, and national origin. In the event of a lawsuit alleging discrimination, evidence of a mandatory diversity-training program is an excellent effort to establish an employer's good-faith effort to prevent discrimination in the workplace. The American Group can assist you today.

**For more information  
call Kristen at (330) 668-1845.**

## Introducing the Newest Member to The American Group, Kristen Mallardi!

*The American Group is proud to introduce a new member to our team, Kristen Mallardi. Kristen has recently joined us as our Human Resources Specialist. She will be handling and assisting our clients with any Human Resource questions or issues that may arise.*

*A graduate of The University of Akron, Kristen was previously with Westco Group, Inc. where she was the Coordinator of Human Resources at their corporate headquarters. She was also the Human Resources Trainer/Recruiter for Sea World Cleveland. Kristen has a broad range of experience in Human Resources including recruitment, training, employment law, employee relations and compliance.*

*We believe Kristen's experience and knowledge of Human Resources will provide the leadership role that will offer service and support to our customers. Her experience in a variety of Human Resource functions will provide our customers with quality service in all personnel operations with integrity, responsiveness, and sensitivity. We welcome Kristen to our team.*

*E-mail: [kmallardi@theamericangroup.net](mailto:kmallardi@theamericangroup.net)*



## Hiring for Success

**When conducted properly,  
background checks could mean the  
difference between profit and loss.**

By Gregory Newsome, Safety & Risk Director  
The American Group

### RUNNING YOUR BUSINESS

You need to staff your company with people who actually have the experience they claim, who will contribute ideas for your success, and who will get along well with your current employees.

### LIMITING YOUR RISK

If you are ever sued by a client, by another employee, or by a stranger complaining about your employee, you want to make sure that you have the documentation at the time of that trial to protect yourself. That means that you did check into the situation in a prudent way, and you used legal means to obtain your information. Part of "used legal means" implies that you have obeyed all Federal and State laws, and have used a licensed third party to obtain your information.

### MAXIMIZING YOUR GROWTH

Your company is all about your people. You want the best that you can hire. You want to know that they are intelligent, properly motivated, honest, not under the influence, and have no hidden agendas. Our Safety and Risk team at The American Group is able to provide our client's with extensive pre-hire screening procedures, such as in-depth background checks. For a free consultation and more information, contact Greg at (330) 668-1845 or e-mail him at [Gnewsome@theamericangroup.net](mailto:Gnewsome@theamericangroup.net).

One of The American Group's goals is to help our client's attract and retain the highest caliber team possible for long-term success and growth. After all, the cost of hiring a new employee is one and a half times that person's annual salary. If you have a high employee turnover, imagine how those dollars are eating away at your bottom-line. Call The American Group to learn more about background checks and other cost-saving opportunities and business solutions. We are here to help you grow and succeed!



# Beautifying the Business of Running a Dermatology Practice

How partnering with The American Group has helped a Hudson doctor have more time to focus on providing her patients with great service and care, while growing her business.

Dr. Neera Agarwal-Antal, Dermatologist and Dermatologic Surgeon, provides her patients and employees with genuine care, concern, and takes personal pride in providing great service with 'a personal touch.' With an aging population and increase in skin cancer, the demand for dermatological services continues to rise dramatically, and the number of practicing dermatologists is declining. **Luckily, Dr. Antal is able to keep up with the growing industry demands without having to worry about the headaches and hassles of employee administration that could rob her of valuable time. Through her partnership with The American Group, Dr. Antal is able to focus more on her patients and growing practice, while having peace of mind knowing her most valuable asset, her employees, are being taken care of by a team of experts.**

Dr. Antal is also a board certified Dermatologic Surgeon. Since completing her training in 2001, her life has been moving fast. She opened her practice, Hudson Dermatology (formerly known as Neera Agarwal-Antal, MD, Inc.), on April 29, 2002. Over the course of 16 months she has gone from seeing 2-3 patients a day with a staff of 3, to seeing over 40 per day, with a staff of 5. Dr. Antal is currently in the hiring process and plans to almost double her staff within the next 5 years. "It really is a lot of work; especially when you are trying to run a practice and take care of patients," says Dr. Antal.



**Dr. Neera Agarwal-Antal**  
Owner, Dermatologist, and  
Dermatologic Surgeon  
**Hudson Dermatology, Inc.**

1325 Corporate Drive  
Hudson, OH 44236  
(330) 650-4200

E-mail: [nantal@hudsonderm.com](mailto:nantal@hudsonderm.com)

Providing a broad and comprehensive dermatological service program from Neonatology to Geriatrics. Dr. Antal is trained in cosmetic procedures, such as laser surgery and injections of Botox, and provides Mohs Micrographic Surgery to remove certain types of skin cancer from the head and neck. Dr. Antal's office is one of the few in the area to provide this service. She plans on opening up a skin cancer center in the future to help educate, assist, and provide preventive measures for the public. For further information or to arrange for a consultation call (330) 650-4200.

[www.hudsondermatology.com](http://www.hudsondermatology.com)

## Outsourcing Human Resources, Building the Business

Similar to most physicians, Dr. Antal does not have the time or expertise to deal with the daily responsibilities of employee administration. Concerned about all of these time consuming duties and potential liabilities, Dr. Antal's attorney strongly recommended she look into the professional employer organization (PEO) industry. After having met with 7 PEOs, she decided to contract with The American Group (TAG). "Most other PEOs were not interested. The American Group was very reasonable financially, and showed a true concern and interest in what I was doing," says Dr. Antal.

## Adding Value, Maximizing Time, and Increasing Efficiencies

Dr. Antal said there is an endless list of how partnering with TAG has greatly improved her operations and the way she manages her employees. "Since last year when I was pregnant with my twins, who are now 11 months old, your team helped me with scheduling, changes in salary, creating organizational charts, labor compliance, payroll and taxes, Workers' Comp, and health benefits. Also, a lot of doctor's offices are not able to offer their employees affordable health benefits or disability because they are such a small office. **I am able to attract and keep such a great staff because of my great benefits. A lot of people ask me about my partnership with you because they are not familiar with PEOs. And I say I would not run a business without one.** As a physician who knows very little about compliance, I get a lot of value with my partnership with The American Group. I tell other people about your company all the time, and I tell them all they have to do is hire your company and you take care of all of these things. It really is great."

We are truly proud to be able to provide Dr. Antal with the peace of mind knowing that she has a team of human resource experts to assist her changing and unique business needs. Call today to learn about The American Group's tailor-made benefit programs and services specifically for physicians and the professional market. Raise your expectations and bottom-line with The American Group. Offering you **Stability, Choice, and Sophistication.**

~ By Hilarie Bologna ~

**PONDEROSA**  
*Steakhouse*

## At Your Service...

**Specialized Catering,  
Customized Service  
Delivered Directly to You!**

**For meetings, celebrations, special events or just for lunch!**

- \* Reasonable, competitive & complete pricing (No hidden charges!)
- \* Unlimited menu options for any party size
- \* Trained and courteous staff
- \* Grilled to order or delivered ready to serve. It's your choice
- \* Packages to meet every budget!

**Juicy Steaks, Tender Chicken and a Whole Lot More!**

**INDIVIDUAL MEALS OR CUSTOMIZED BUFFET**

Over 20 Ponderosa's in the greater Cleveland area, with a location near you!

**Got Your Tastebuds Sizzlin'?**

CALL WARD @ 330-220-6743

E-MAIL [WARDLAWSON@AOL.COM](mailto:WARDLAWSON@AOL.COM)



*You Are Invited to Attend  
The American Group's Fall Symposium*

Featuring

**Peter Schutz**

Former President & CEO of Porsche A.G.

**November 13, 2003  
Fairlawn Country Club**

**\*Win a Porsche for 30 days!**

Sponsored in part by



See Front Page for Details



## A Message from the President...

# Finding Cash in your Business!



Lou R. Bologna, RHU, CLU  
President The American Group

There are two cash hogs in your business that seem to be out of control: (1) the cost of your health care benefits and (2) the cost of your Workers' Compensation insurance. Both are for the protection of your employees. When you combine the two, the cost to you as a percentage of your employees' payroll ranges from 28%-40% per year. This means that each employee is actually earning 40% more than they realize. For this reason, this is a cost area that is highly discussed but rarely managed.

To a company of 25 employees, proper management of both of these costs can increase cash flow by as much as \$2,000-\$10,000 per month. These are real found dollars. For most companies, because of all the other challenges in the business, they are only addressed once a year, primarily during renewals when health rates have increased or when the State of Ohio advises what the new rates are for Workers' Comp.

The American Group has been very successful in aggressively managing these costs for our clients. **Over the past 8 years, in health care alone, our clients' increases have averaged less than double digits.** In the Workers' Comp area, most companies do not have staff to help reduce claims, and, therefore, costs increase within the organization. When both of these cost items are managed aggressively, the rewards are to both the owners of the company and the employees. By managing these costs, owners increase cash flow and, in turn are in a better position to reward their employees. It is a win-win for everyone. Call us for our free consultative evaluation.

[www.theamericangroup.net](http://www.theamericangroup.net)

**The American Group 127 N. Cleveland-Massillon Rd. Akron, OH 44333**

**(330) 668-1845 (800) 668-7720 Fax: (330) 665-5441 E-mail: [tape@theamericangroup.net](mailto:tape@theamericangroup.net)**

- "Fortune 500" Health Care Benefits  
- Comprehensive Human Resources

- Payroll Administration & Taxes  
- Workers' Compensation

- Retirement  
- ...and More!

OAPFO



The American Group is an active member of:

**Success Ideas Today...Tomorrow & Beyond**

*Join Us at Our Annual Fall Symposium with Peter Schutz, Former CEO of Porsche A.G.*

(330) 668-1845 (800) 668-7720

*Strength in Numbers*



**The American Group**

Permit No. 1374  
Akron, OH  
PAID  
U.S. Postage  
Presort STD