



PIAMS Weekly News

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Advertising is Important During Downturns

With retailers and car dealerships closing every day, consumers are rightly fearful that the store they might buy from won't be around to support their purchases. According to PIA-SD a recent survey shows that 48% of U.S. adults believe that a lack of advertising by a retailer is a sign that it's struggling while those with continued and strong ad presences appear to be committed to staying in business. Your clients need to think about which message they wish to send, and this message should be conveyed by your sales force.

Why Print Should Remain a Vital Part of Your Clients' Marketer's Mix?

Folio Magazine published a great [article](#) on May 26, 2009 by David Mammano, in which the author listed his top ten reasons why marketer's should keep print media in their mix. It's worth the read.

Social Security Changes

Employers and third parties acting on behalf of employers can now verify employee Social Security numbers (SSNs) over the telephone 24 hours a day, 7 days a week by using the Social Security Administration's automated "Telephone Number Employer Verification" (TNEV) service. Beginning this fall 2009, the Social Security Administration's telephone agents will no longer verify SSNs for employers. Employers and third parties acting on behalf of employers must use TNEV or the online Social Security Number Verification Service (SSNVS). Any Employer that verifies Social Security Numbers must be a registered SSNVS user to access these services. Both TNEV (telephone service) and SSNVS (online service) provide the same service of verifying SSNs.

If you are not a registered SSNVS user, register for SSNVS by [clicking here](#), then selecting the "Business Services Online" link. You must provide some personal information about yourself and your employer. This website also provides access to a fact sheet with more information about TNEV, as well as answers to questions you might have about this program. The Social Security Administration's Employer Reporting Service Center is also available at 1-800-772-6270.

Federal Minimum Wage to Increase

The current Federal Minimum Wage rate of \$6.55 per hour will increase to \$7.25 per hour on July 24th. In Colorado it is a moot point since in January of this year the minimum wage was already increased to \$7.28.

The Ethical Check List for Managers

Whenever you're faced with a tough decision, ask yourself three questions:

1. **Is it legal?** Will you be violating either company policy or the law?
2. **Is it fair and balanced?** Are all people involved in the decision being treated fairly -- in both the short and long term?
3. **How will I feel when it's done?** How will the decision make you feel about yourself? Will you be proud of what you did? If it was published in the newspaper, would you feel good about your friends and family reading it?

--Adopted from *The Power of Ethical Management*, by Kenneth Blanchard and Norman Vincent Peale (Fawcett Columbine)

The Environmental Leadership Program
is a state wide environmental recognition and rewards program that offers benefits and incentives to Colorado Businesses and organizations who are committed to continual environmental improvement.

LEARN HOW YOUR BUSINESS OR ORGANIZATION CAN SUPPORT THE ENVIRONMENT

Colorado Department of Public Health and Environment
4300 Cherry Creek Dr S, Denver, CO 80246 • 303-692-3477
www.cdph.state.co.us/el/elp/index.html

Photo: Beetha Covert/Courtesy of the Colorado Environmental Leadership Program

Many PIAMS Green Members are also Colorado Environment Leaders