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Employers Resource, National PEO, Rebrands and Urges Business Leaders to "Stay Bold, Stay Free"

Boise, ID: Every company has a story. Sharing this story well, and creating a logo that is a visual representation of this story is a challenge that faces all companies. Over the last 30+ years, Employers Resource, a Professional Employer Organization (PEO), has been helping small business leaders find freedom from administrative HR and compliance headaches. In an effort to tackle this challenge, Employers Resource redesigned their logo and launched a new website. www.employersresource.com

What's the Employers Resource story? The short version is a band of four entrepreneurs believed the dreams of American business leaders are this country's most valuable resource. They dreamed of building a business that would protect these dreams. They asked themselves, how can we accomplish this? They found their answer in providing a service to small businesses to relieve their burden of crippling administrative HR tasks and the weight of regulatory compliance issues. This weight has only continued to mount over the decades.

Employers Resource opened their doors in 1985 to help business leaders stay free and bold, to realize their dreams, to help others reach their dreams, and to build greatness by doing more of what they love and do best. They were on a mission to help the spirit of entrepreneurship continue to run free, even after employees entered the scene.

Mary Gersema, COO, and a co-founder of the company says, "Business owners should not be forced to become professional employers. Our company exists to help them turn their dreams into something great and to keep details from distracting them from their calling."

Employers Resource became the first PEO to be licensed in all 50 states. They pioneered the concept of co-employment in an industry now consisting of over 700 PEOs nationwide.

George Gersema, CEO, and Mary Gersema, COO, sought a logo that would help them tell this story. In a letter to employees announcing the new logo they said, "We wanted a visual representation of the passion we have for keeping this bold spirit of entrepreneurship running free in this great country. We've found the wild horse fits the bill. There is a spirit about them...a drive...an urge and a tenacity that can't be fenced in. That is why we chose a wild horse to represent this spirit that we are so focused on protecting. It is as much looking forward to the future of our PEO solution as it is a reflection of our bold and free past. This logo is a tip of the hat to the entrepreneurial spirit in all of us here at Employers Resource."

The new website incorporates the new logo and branding while featuring new content areas like:

- [PEO services tour](#);
- what is a PEO [page](#) and [eBook](#);
- a [resource center](#) for employers;
- [ACA compliance help center](#);
- an [ACA interactive quiz](#); and

- a re-designed “[about us](#)” area that allows visitors to read their whole story.

With this new logo and website, Employers Resource is poised to continue sharing their story. To employers, their battle cry is “Stay bold. Stay free.”

You can learn more about Employers Resource, PEO companies and PEO services at www.employersresource.com.

About Employers Resource: Employers Resource provides business leaders relief from administrative burdens, business costs, and compliance risk in the four main areas of payroll and tax compliance, employee benefits, HR and compliance, along with worker’s compensation and safety.. Their mission is to protect and set free the spirit of entrepreneurship - one dream, one business, and one paycheck at a time.

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Attachments:

- Open letter from George and Mary PDF
- Image file of new logo
- “Founder's Portrait”
- www.employersresource.com
- <https://www.employersresource.com/small-business/business-leadership/created-new-logo-open-letter/>