**Sample National PEO Week Op-Ed**

*Below you’ll find a sample op-ed providing a foundation for you to customize to your business and community before submitting to a local publication. Please note that submission guidelines vary, so check with the publication’s website or opinion editor for requirements before submitting.*

Happy National PEO Week!

This week, we’re celebrating PEOs as the champion of small and mid-sized businesses across the country – here in (state/town) and across the country.

A PEO – professional employer organization – helps small businesses by taking back-office paperwork off their plate and letting them focus on their business. PEOs provide payroll, benefits, workers’ comp, regulatory compliance assistance, and scores of other HR services to more than 208,000 small and mid-sized businesses across the U.S., collectively employing more than 4.5 million people. We partner with businesses in software, construction, media, clothing, finance and dozens of other sectors spanning every pocket of the country, not to mention mom-and-pop businesses on Main Street. Put simply, we’re in the business of small business.

My PEO is part of a $350 billion industry that prides itself on being an ally and supporter of the little guy and gal. We provide small and mid-sized businesses access to essential services -- like cutting-edge technology and competitive health insurance – typically only available at larger firms. This allows them to punch above their weight, grow faster, and experience lower employee turnover. Businesses that work with a PEO grow 7%-9% faster and are 50% less likely to fail.

**TALK ABOUT THE TYPES OF CLIENTS YOU WORK WITH (INDUSTRIES, NOT NAMES) AND WHAT IT MEANS TO SHARE THAT RELATIONSHIP IN YOUR COMMUNITY**

During good times, we’re the invisible hand that takes the busy work off your hands. And during bad times, we’re the vociferous crusader fighting for what is right.

For more than three years, the PEO industry has led the charge to clear the IRS’s backlog of Employee Retention Tax Credit (ERTC) claims. We’ve delivered powerful testimony before Congress on the vitality of these deserved monies. We’ve sent hundreds of letters to lawmakers and regulators across the country advocating for the IRS to do its job. And we’ll keep pushing the issue until every small business gets the funds they are entitled to. Because that’s what PEOs do: support the backbone of our economy and help them navigate through government red tape.

During the darkest days of the COVID-19 pandemic, we were on the frontlines as a true partner, invested in helping our clients survive as they faced layoffs, decimated sales, closure, and increasing disconnect with their local communities. We helped clients navigate the loan forgiveness process, support their employees, and get to a place where they knew they could rebuild and emerge stronger than they were pre-pandemic.   
  
In the last 12 years, the PEO industry has quadrupled in size as more and more businesses turn to PEOs for back-office assistance. The total employment represented by the PEO industry is now roughly the same as the combined number of employees for the four largest employers in the U.S. We’re proud of our growth and the increased profitability and cost savings we provide to your neighborhood business.

So, as we ring in the second annual National PEO Week, we have one message for small and mid-size businesses across the country: Focus on what you do best. Leave the rest to us.