



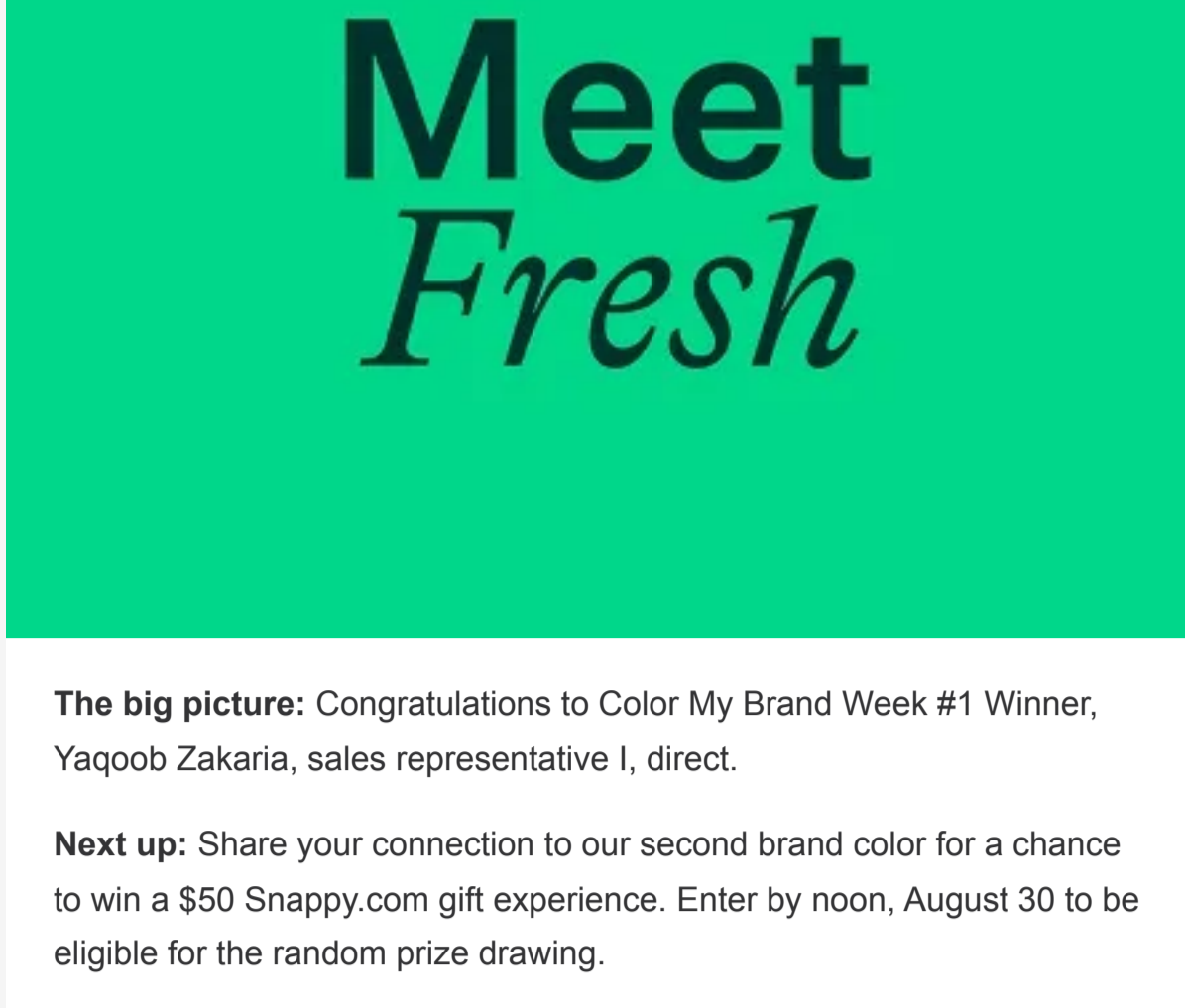
The Morning Minute

By Transformation & Communications Office • Aug 25, 2023

Smart Brevity® count: 2 mins...582 words

In this minute: Meet the second new brand color and get a chance to win a \$50 Snappy.com gift experience, see Arlene Goss at Nasdaq, spotlight on sales rep Yaqoob Zakaria, team members on the move and more ...

Color My Brand for a Chance to Win



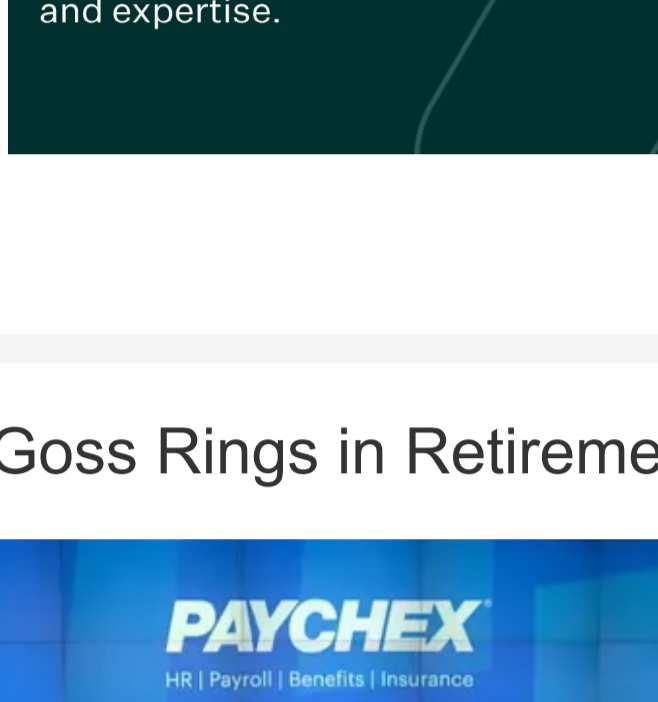
The big picture: Congratulations to Color My Brand Week #1 Winner, Yaqoob Zakaria, sales representative I, direct.

Next up: Share your connection to our second brand color for a chance to win a \$50 Snappy.com gift experience. Enter by noon, August 30 to be eligible for the random prize drawing.

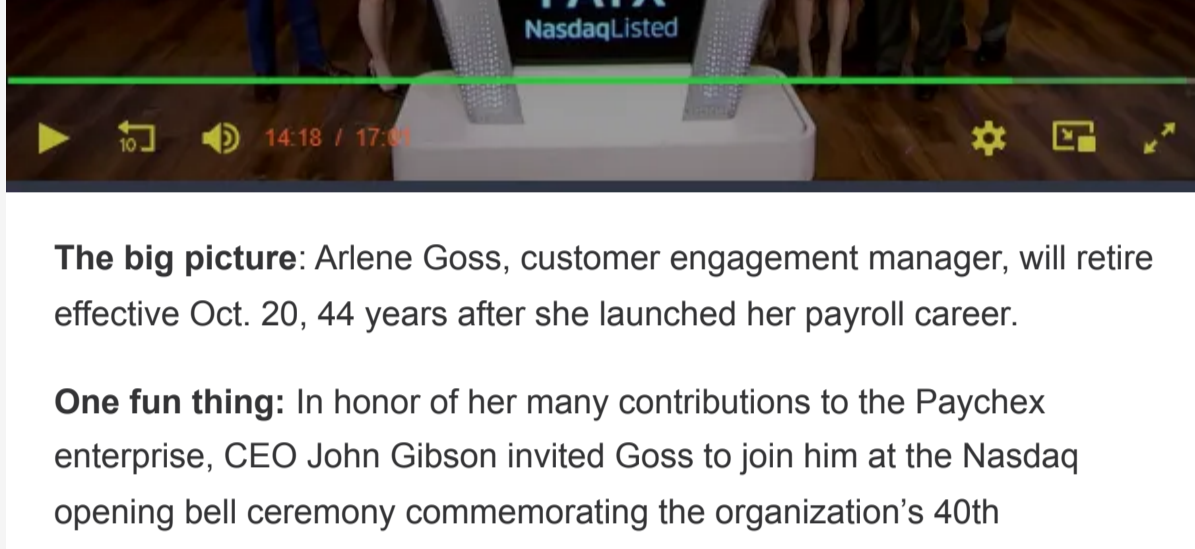
- **Meet Fresh:** What words would you use to describe, *Fresh*, one of our new brand colors? How does the color make you feel? How do you think the color connects to the customer experience we deliver? What's your overall reaction?

- [Enter today!](#)

Your thoughts on Myrtle: [Read more](#)—some favorable, some not—about what your colleagues say about Myrtle.



Arlene Goss Rings in Retirement



The big picture: Arlene Goss, customer engagement manager, will retire effective Oct. 20, 44 years after she launched her payroll career.

One fun thing: In honor of her many contributions to the Paychex enterprise, CEO John Gibson invited Goss to join him at the Nasdaq opening bell ceremony commemorating the organization's 40th anniversary on the exchange.

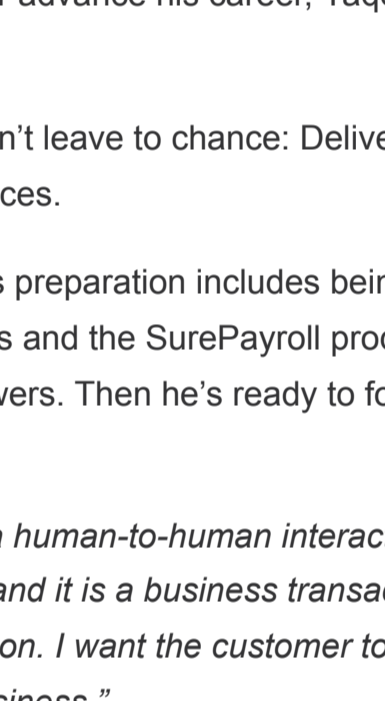
"It was the opportunity of a lifetime. If I didn't go, I knew I'd regret it," Goss said.

What's next: The position will be posted immediately. Goss has offered to stay on to train and transfer knowledge to her successor.

Go deeper:

- [Read the story and see the photos.](#)
- [Watch the video replay](#) (ceremony at 7:50 mark, Paychex team members join Gibson on stage at 13:50).

Profile: Sales Rep Direct Yaqoob Zakaria



What's the story: Whether it's skydiving, paragliding, or developing skills to help his customers or advance his career, Yaqoob Zakaria is always ready for a challenge.

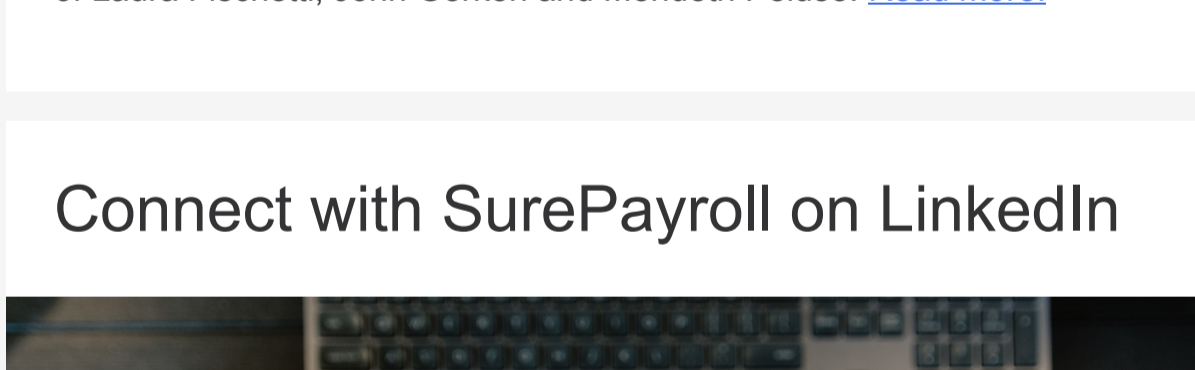
- One thing he doesn't leave to chance: Delivering superior customer experiences.

Secret to success: His preparation includes being knowledgeable about the customer's business and the SurePayroll product as well as knowing where to go to get answers. Then he's ready to focus on his primary goal:

"I want to deliver a human-to-human interaction," said Zakaria. "This is their business, and it is a business transaction, but it's not just a business transaction. I want the customer to know we care about them and their business."

Go deeper: [Read more about the team culture that Zakaria says leads to success.](#)

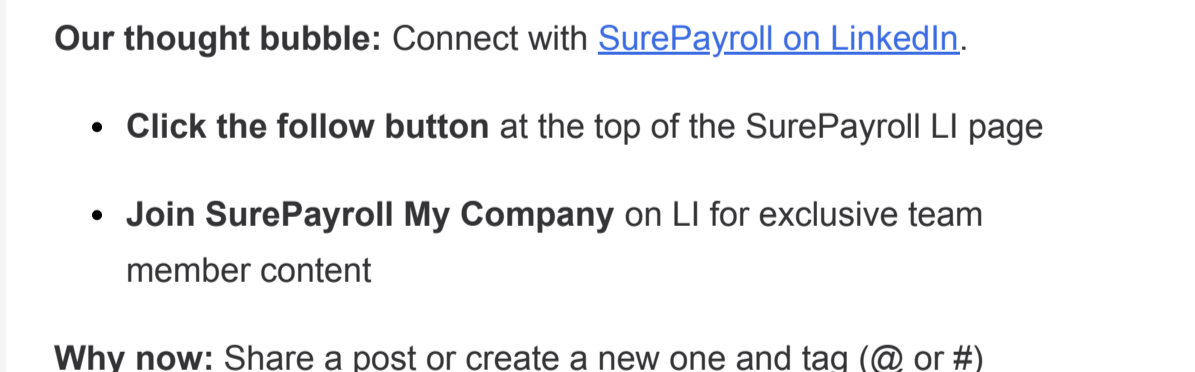
Leadership Team Shout Outs



What's going on: Each week, members of the SurePayroll digital leadership team share top contributions from their organization.

This week: The digital leadership team highlighted the accomplishments of Laura Fischetti, John Gerken and Merideth Peluse. [Read more.](#)

Connect with SurePayroll on LinkedIn



Our thought bubble: Connect with [SurePayroll on LinkedIn.](#)

- **Click the follow button** at the top of the SurePayroll LI page
- **Join SurePayroll My Company** on LI for exclusive team member content

Why now: Share a post or create a new one and tag (@ or #) SurePayroll before August 31 to be entered to win a Snappy gift experience.

Go deeper: [Details here.](#)

Tell Us What You Think

I would recommend SurePayroll as a great place to work.

Strongly Agree
 Agree
 Disagree
 Strongly Disagree

Your response is anonymous

What you said: Thanks to everyone who responded to last week's question, *I see a future for myself at SurePayroll* Here's what you told us:

- 76% Top Box (41% Strongly Agree + 35% Agree)
- 24% Bottom Box (12% Disagree + 12% Strongly Disagree)

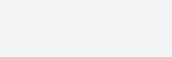
Closing Thoughts

Keep Up: [Team members on the move.](#)

Feedback

Anonymously tell us what you thought of this newsletter. Your responses will help us create better content for you!

Was this edition useful?



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