



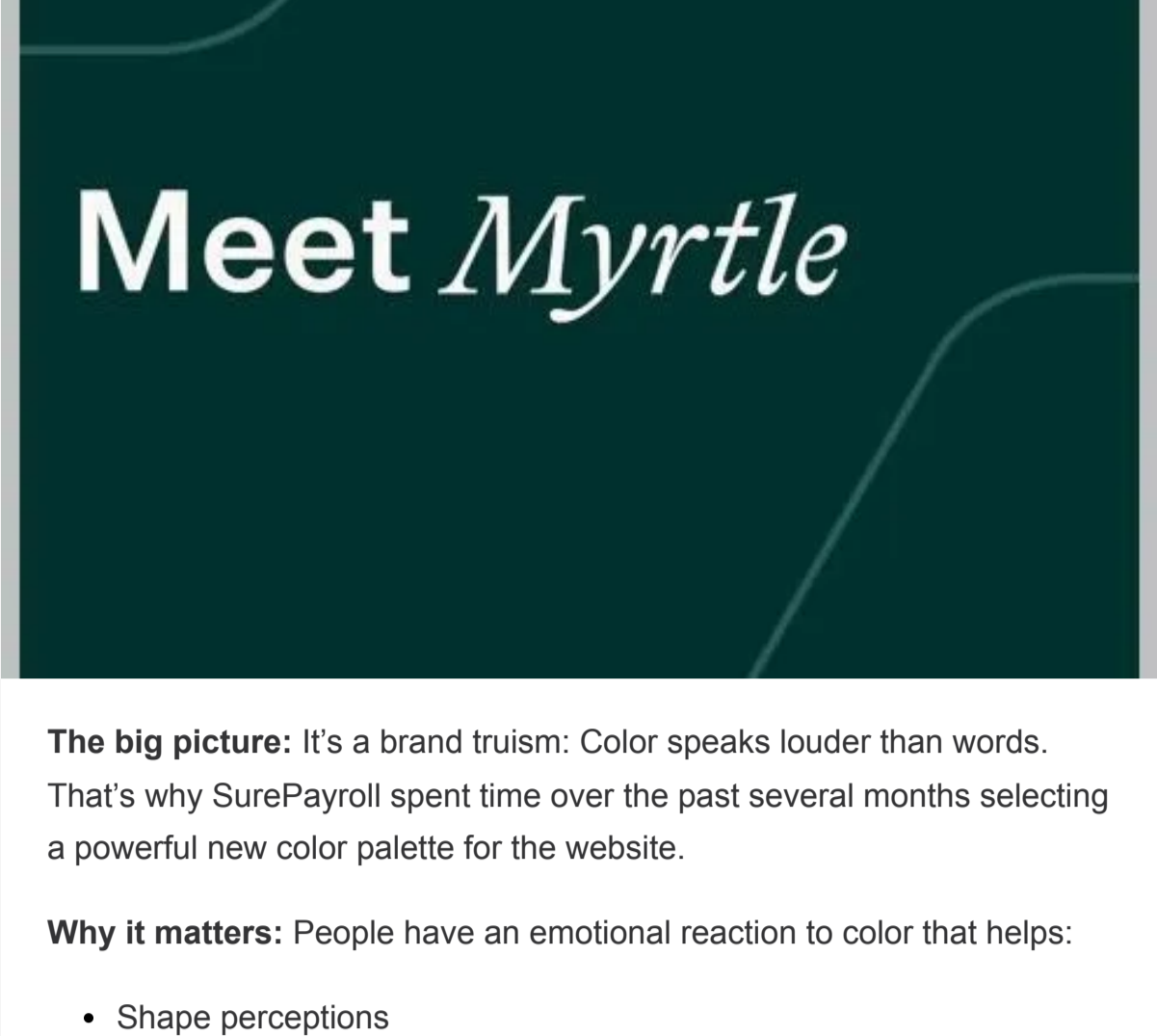
The Morning Minute

By Transformation & Communications Office • Aug 18, 2023

Smart Brevity® count: 2.5 mins...621 words

In this minute: Meet the new brand colors, a chance to win a \$50 Snappy.com gift experience, see who's on pace for ACE through July, spotlight on Jackie Domagala from NannyChex, and more ...

Color My Brand for a Chance to Win



The big picture: It's a brand truism: Color speaks louder than words. That's why SurePayroll spent time over the past several months selecting a powerful new color palette for the website.

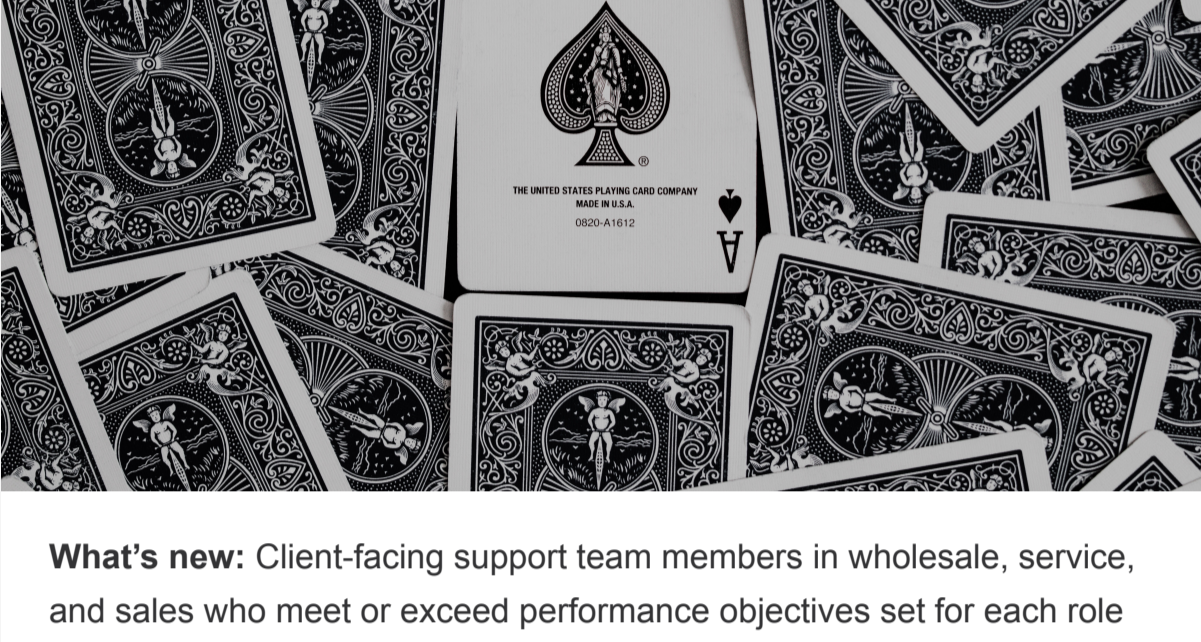
Why it matters: People have an emotional reaction to color that helps:

- Shape perceptions
- Form connections
- Drive purchase behaviors

Meet Myrtle: What words would you use to describe, *Myrtle*, 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 to win: [Share your connection to Myrtle](#) for a chance to win a \$50 Snappy.com gift experience. Be sure to enter by 5 p.m. CT, August 23 to be eligible for the *Myrtle* random prize drawing.

Shout Out: On Pace for ACE Recognition

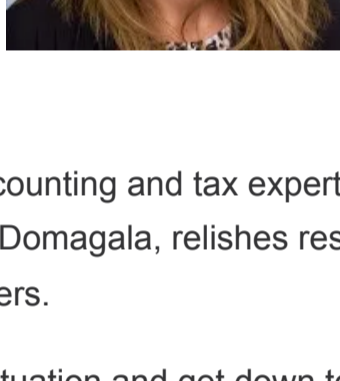


What's new: Client-facing support team members in wholesale, service, and sales who meet or exceed performance objectives set for each role by team leadership have a chance to earn quarterly rewards through the Accelerating Customer Experience (ACE) program.

What's the story: ACE runs through FY24. Qualifiers win dinner and a networking event to honor their accomplishments.

Shout out: [Check out these team members who](#) are on pace for ACE in Q1 through July.

Spotlight On: Jackie Domagala, Tax Administrator, NannyChex



What's the story: An accounting and tax expert as well as a paddleboard enthusiast, Jackie Domagala, relishes resolving issues for NannyChex B2C customers.

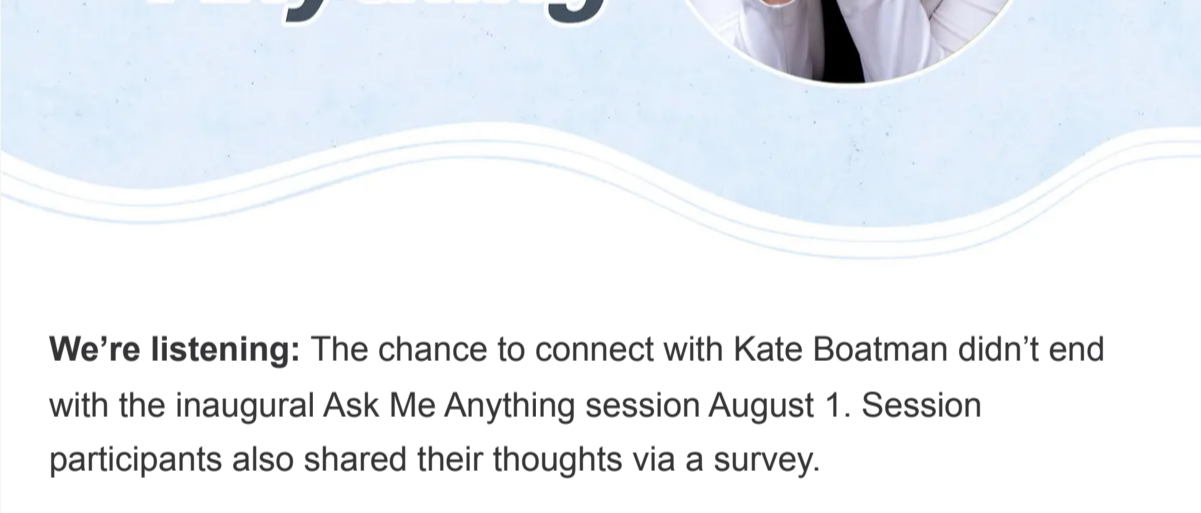
“I like to dig into a situation and get down to the real issue,” said Domagala. “If I can explain what they need to do, walk them through the process, and ease their mind, I'm satisfied.”

Why it matters: Most B2C customers are first-time employers with little experience in the intricacies of tax compliance when they hire their first household employee, like a nanny, housekeeper, or senior caregiver.

- Many find it confusing or intimidating to interact with or receive communication from the IRS or their local state agency.

Go deeper: [Read more about Domagala's experiences on and off the paddleboard.](#)

Survey Shows Participants Appreciated Q&A with Kate Boatman



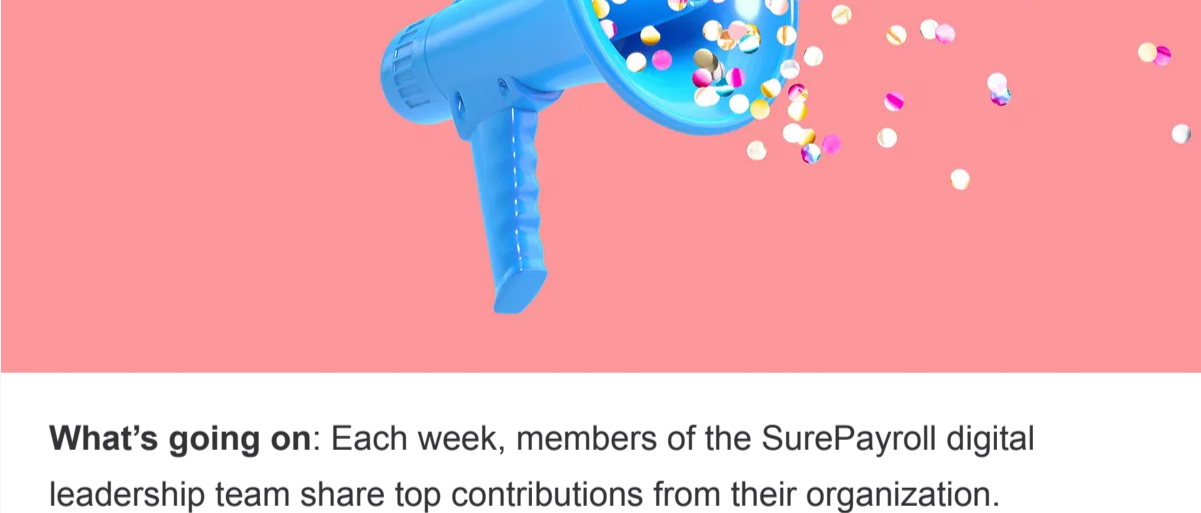
We're listening: The chance to connect with Kate Boatman didn't end with the inaugural Ask Me Anything session August 1. Session participants also shared their thoughts via a survey.

- Participants were comfortable asking Kate a question (100%) and report she responded with candor (100%).
- They also said the session was a good use of time (89%) and that they learned something new during the 30 minutes (78%).

Save the date: The next Ask Me Anything session is in October.

Catch up: Did you miss the session? [Read more or listen to the replay.](#)

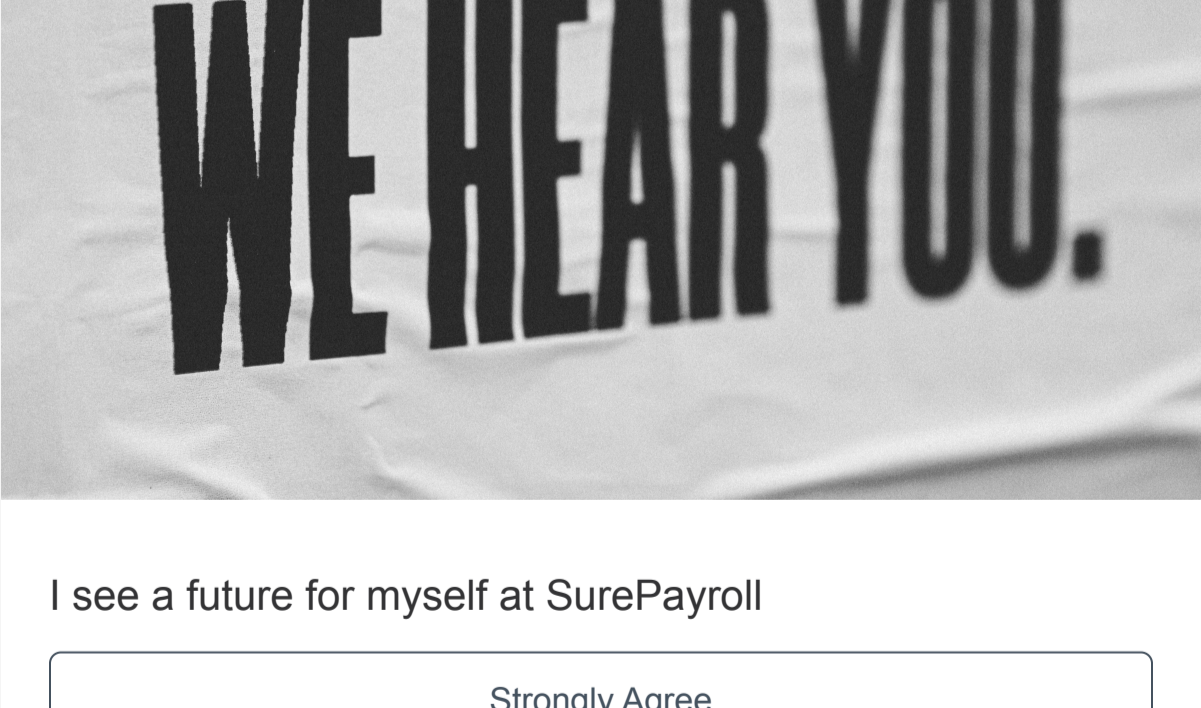
Leadership Team Shout Outs



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 Paul Samaritano. [Read more.](#)

Tell Us What You Think



I see a future for myself at SurePayroll

Strongly Agree

Agree

Disagree

Strongly Disagree

Your response is anonymous

What you said: Thanks to everyone who responded to last week's question, *I find meaning in my work*. Here's what you told us:

- 78% Top Box (22% Strongly Agree + 56% Agree)
- 22% Bottom Box (22% Disagree + 0% Strongly Disagree)

Closing Thoughts

Join SurePayroll My Company on LinkedIn. Share a SurePayroll post or create a new one to show your SurePayroll pride (be sure to @ or # SurePayroll in your post) between now and August 31 to be entered to win a Snappy gift experience. [Details here.](#)

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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