

# Alaska Employer

Alaska Department of Labor and Workforce Development

Employment Security Tax

First Quarter 2002

Tony Knowles, Governor

Ed Flanagan, Commissioner

Ronald E. Hull, Director

## JUNEAU CENTRAL OFFICE

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## ES TAX OFFICES

ES Tax Representative  
Toll Free 1-888-448-2937

Anchorage ES Tax  
3301 Eagle St., Rm. 103  
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Anchorage, AK 99524-1767  
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Fairbanks ES Tax  
675 Seventh Ave.  
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Kenai ES Tax  
11312 Kenai Spur Hwy.  
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Nome ES Tax  
197 Front St., Rm 319  
P.O. Box 1589  
Nome, AK 99762-1589  
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Wasilla ES Tax  
877 Commercial Drive  
Wasilla, AK 99654-6937  
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## Welcome to Alaska Biz Fair 2002



Saturday, May 4<sup>th</sup>, 9:00 AM – 4:00 PM  
University of Alaska Anchorage  
Business Education Building  
3211 Providence Drive

The Alaska Small Business Fair is a cooperative effort between various federal, state and non-profit training agencies with the goal to provide an energetic forum where any small business owner or aspiring entrepreneur can obtain information and resources appropriate to their business enterprise. Workshop presenters are members of the business, government and academic communities who have volunteered their time and expertise. Sponsors include the U.S. Small Business Administration, YWCA WOMEN\$fund, Internal Revenue Service, UAA Small Business Development Center, Alaska Departments of Labor and Workforce Development, Community and Economic Development, Anchorage Chamber of Commerce and Buy Alaska Program.

Keynote Speaker, Tom Egelhoff, author of "How to Market, Advertise and Promote Your Business or Services in a Small Town" will speak at 9:30 A.M.

The event is free of charge and will include the following schedule of workshops:

- Assess the Feasibility of Your Business Idea
- Advertising Your Business
- What Your Financial Statements Say About Your Business
- Identifying the Right Employee
- Choose the Right Legal Entity for Your Business
- Twenty Five Ways to Bring in New Business Fast
- Establishing a Relationship With a Commercial Bank
- How to Collect Debts Without Losing Your Customers
- Alternative or Nontraditional Financing
- Insurance for Your Business – What Kind and How Much? Insurance, Do I Need It?
- Using Display to Create an Image
- Securing Your Business Names and Trademarks
- What Employers Need to Know about the Law
- What Can a Web Site Do for my Business
- Creating Opportunity: Selling to the Government

*Mark  
your  
Calendar*

Pre-registration is encouraged, but walk-ins are welcome. To register or for more information, contact Jerry Anderson at 907-274-7232, or visit Job Fair Calendar online at [www.jobs.state.ak.us](http://www.jobs.state.ak.us).

## Worker Profiling and Reemployment Services: An Intelligent Re-Investment

Employers may not know about a program the Employment Security Division administers that saves employers thousands of tax dollars each and every time it accomplishes its mission. The program is called **Worker Profiling and Reemployment Services** and traces its roots back to 1993 when the Social Security Act, which authorizes the payment of unemployment insurance benefits, was amended. The amended law required states to identify workers most likely to exhaust their UI benefits and provide them intensive services to get back to work. In this way, the Unemployment Trust Fund, the reservoir of tax revenue collected from employers and employees in Alaska to fund temporary wage replacement for eligible unemployed workers, is not unduly depleted.

States are required to establish and utilize a system of Worker Profiling and Reemployment Services that identifies which claimants will likely exhaust regular UI benefits and need job search assistance services to make a successful transition to new employment. The law also states that profiled claimants must participate in these services as a condition of their weekly UI eligibility.

ESD's profiling program is staffed with specialists who take an assertive approach to developing plans tailored just for their caseload of clients, up to 100 at a time, to return to work. They assess strengths, weaknesses and help unemployed workers get ready to find a job, and if necessary, often in fields other than ones in which they may have been employed. They are prepared to help not only with resume writing, interviewing and filling out job applications — services offered to all job seekers who come to the job centers — they also study the job market and network for their clients. The goal is to place workers as quickly as possible at the best job with the best possible wages. Within the last year, the program profiled over 7,000 individuals. Of that, 4,345 were referred to

reemployment services, 603 were placed in job training, and 1450 were referred to jobs.

The program is an intelligent investment of FUTA dollars not only because of the impact it has on keeping down state UI taxes, but more importantly, because it continues to reduce the cost in both time and money of recruiting job ready, quality employees. Although mandatory, profiled applicants have come to appreciate the value of the personalized approach profiling offers and the expediency it has now become known for getting them back to work, often in better jobs.

## DO YOU HAVE QUESTIONS ABOUT HOW TO USE EMPLOYER OPTION FORMS?

Last quarter, you received an "Employer Option Form" enclosed with your 4<sup>th</sup> quarter "Contribution Report Form". Using this form may help you equalize any quarterly declines caused by various types of wage payments such as bonuses, bi-weekly payrolls, lump-sum payments or changes in your accounting methods. The forms enable you to either delete or apportion those types of wage payments in order to stabilize your payroll from one quarter to the next, thus obtaining a more favorable tax rate.

When filling out the Option Forms, be sure to include the above types of wage payments issued during any of the quarters reflected on your current year's rate notice. You have until June 30 of the current year to submit options to reduce your previous year's tax rate. For example, you have until June 30, 2002 to submit options reducing your tax rate for calendar year 2001 and you can include payments issued during the 3<sup>rd</sup> quarter of 1997 through 2<sup>nd</sup> quarter of 2000. To reduce your tax rate assigned for calendar year 2002, you have until June 30, 2003 to submit options for payments issued during 3<sup>rd</sup> quarter of 1998 through 2<sup>nd</sup> quarter of 2001. If you have any questions or need help in determining if it is in your best interest to submit Option Forms or what quarters to include, contact the Juneau Central Office at 907-465-2757 or call toll-free at 1-888-448-3527.