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**To:** Kester, Tonykester@aging.sc.gov  
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**Subject:** Celebrate the Season, Celebrate Success

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12/22/2015

### **Celebrate the Season, Celebrate Success**

Our tree is full of gifts this holiday season! Not the edible kind, like candy canes, but better. Our gifts are our team members, including the hardworking marketing, operations, customer service and technology professionals that help [BusinessUSA](#) function. (That's some of us in the photo at our annual holiday party celebrating a successful year with "money" chocolate bars and holiday regalia in front of a roaring digital fireplace.)

In this newsletter, we highlight a few ways that businesses can celebrate their employees. From revamping performance bonuses to establishing company traditions, the opportunities are endless! We will also discuss the importance of honoring and retaining employees.

Happy Holidays from everyone at BusinessUSA!

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### **Ideas for Employee Recognition**

One of your employees recently secured a new client or surpassed their sales goal. How do you plan to acknowledge him or her? Some organizations that have implemented creative ideas that go beyond annual merit increases include, Zappos.com, which [created a coworker bonus program](#) that allows employees to reward coworkers with \$50 for exceptional work. One New York City cake shop rewards with a bottle of champagne each employee who secures a new bridal contract.

Read about [other companies who found creative ways to reward employees](#).

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### **Retaining Strong Talent**

Hiring strong talent is good, but retaining high-performing employees is better! Offering unique, company-specific incentives and benefits is a great way to distinguish yourself from your competitors and retain talent. From funding professional development to free bagels, the opportunities are endless. Check out this [list of tactics](#) that may help retain employees.

That said, in addition to your company's [mandatory employee benefits](#), make sure the optional benefits you may be offering, [such as flex-time and work place wellness](#), meet marketplace expectations.

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### **Tips for Tackling Holiday Stress**

The holiday season doesn't have to be stressful! Simple tactics such as taking a [30-minute break](#) and prioritizing your tasks can help your staff and you effectively manage everything. To help ease the holiday stress in your office, consider taking your team out for lunch. This is a great time to thank them for their hard work

and simply bond with one another.

[Read more about embracing the holiday season](#), including taking the time to reconnect with family, friends and colleagues who support you throughout the year.

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### BusinessUSA Twitter Highlights and Digests

Here's a few of our top tweets from the past week:

1. Promoting #entrepreneurship and #innovation Across Every Community in America: [\[Tweet\]](#)
2. Are you an exceptional #entrepreneur? Submit your nomination for @SBAgov's #SmallBiz Week Award: [\[Tweet\]](#)
3. Every Wed at 2:30 ET, @BISgov answers your Qs on #exportcontrols and #exportcontrolreform via telecon: [\[Tweet\]](#)
4. .@BEA\_news released 2 new #data sets that can help #entrepreneurs make better decisions: [\[Tweet\]](#)

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