



## Client Success Story

# HELPING A SMALL BUSINESS TAKE OFF



Little Airplane Productions, Inc. makes award-winning independent films and television shows for young children. As the company put more and more productions on air, it had to add more and more employees to its workforce, which created more and more HR headaches. Alcott HR produced the solution.

### The challenge

Little Airplane's Head of Production, Tom Brown, notes that the model they were previously using for managing issues outside of their core creative business was not serving the growing company well.

"For a while, we were handling everything internally, including payroll," said Brown. "It was not efficient at all. When we started to offer people more long-term staff jobs, we needed to confront how to deal with staff benefits and payroll. The nature of TV/film production is one that doesn't necessarily handle benefits, HR and such," continued Brown. "When we started to expand and offer long-term contracts, we needed a partner to assist us in managing these issues."

"We also considered doing it on our own," said Brown. "We thought about bringing in a dedicated HR person, searching for the best benefits deal, and so forth. That approach, however, seemed not viable at all."



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### The Alcott HR solution

Little Airplane selected that Alcott HR for its ability to deliver an HR outsourcing solution that fulfilled all of the company's HR needs. This all-inclusive approach is known as a professional employer organization (PEO) model. The solution included payroll, tax administration, regulatory compliance, risk management and employee benefit design and administration.

For Little Airplane, a PEO made the most sense, and Alcott HR made the best partner. "After meeting a few of the larger PEO groups, we met Alcott," said Brown. "I felt that they could provide for us the personal touch that we may not receive from one of the larger firms.

Alcott HR made sure that the solution delivered HR best practices without altering the corporate culture that made Little Airplane unique and successful.

"Initially, we were concerned that Little Airplane's culture would be altered with the addition of Alcott," said Brown. "We worked very closely with Alcott to ensure that our preschool culture was maintained while complying with all the necessary laws and regulations. Alcott was very conscious of this and helped us navigate and manage the transition. Their attitude and goal was always to be there to help us, not to take over or force their way or culture on us."

### The benefits

Working with Alcott HR has allowed Little Airplane to expand without limits – and without worrying about back-office HR responsibilities. When the company originally engaged Alcott HR, it had just eight employees; today it has more than 80.

Little Airplane is now a strong proponent of HR outsourcing, and recommends partnering with Alcott HR to other companies going through an expansion.

"The entire area of HR can be confusing and overwhelming, especially to those who do not do that for a living. My advice is to leave that area of the business to those that are the experts. In doing so, you can focus on your core business. Alcott has been very supportive. It's as if we are part of one company. I had no idea it would be this seamless."

### How can Alcott HR help you overcome your challenges?

Alcott HR is a leading nationwide provider of HR outsourcing services. We help small businesses and nonprofit organizations – like Little Airplane – eliminate HR distractions, enhance compliance, control costs, improve recruiting and retention and grow. Let us help you, too.

Learn more at [www.alcotthr.com](http://www.alcotthr.com).

