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LEISURE AND BUSINESS -- THE NEED FOR BOTH

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ABSTRACT

This article investigates the benefits of allowing a support industry to provide services and programs to employees and customers.

LEISURE AND BUSINESS -- THE NEED FOR BOTH

In an era when computers and robots are referred to as the key to America's productivity problems, employee service and recreation programs may sometimes seem outdated.

Yet the need for these programs are more important in this age than ever before. Perhaps even to the point of being -- indispensable.

Companies offering various types of employee service programs are popping up all over the country, and perhaps at the time when they can provide the variety of services so badly needed in today's economy. The economic crunch being felt by so many working-class families across the country, not only affects the working individual, but the large corporations as well. When unemployment rises such as it now is, the budgets of these large corporations are drastically affected. Budgets planned for service award programs, recreation and fitness programs, leisure and educational programs are among some of the most commonly used programs to be affected.

During these declining economic times, organizations such as TIRES (Toledo Industrial Recreation and Employee Services Council) and NESRA (National Employee Services and Recreation Association) can provide invaluable services to these companies that are so drastically feeling the pinch put on by reduced budgets and cutbacks in their employee service programs and their administration.

These organizations operate on a non-profit status and exist solely to promote employee service and recreation programs for employees and families of their member companies.

There are several benefits provided by these organizations that could prove to be most beneficial to future morale and productivity problems that have plagued America's employers for decades. These councils endeavor to serve in establishing improved employee relations through services such as the following:

Employers and those administering their personnel functions and repressenting their management, will be exposed to a wide variety of employee services, education, and benefits that save many hours of individual research and effort.

Provide counseling to employee recreation associations and clubs.

Aid your employee club in the operation of employee service and benefit programs.

Community relations.

Company and employee relations.

Suggestion systems.

Retirement programs and services.

Discount and savings programs.

Management sponsored credit unions, banking, and learning programs and seminars.

Service award programs and techniques.

Continuing education programs for employees.

Physical and mental health programs.

Business training and leadership projects.

These councils were organized to serve as a means to provide industrial business managements more effective employee relations program.

The most important council objective is to serve as a catalyst for a variety of services that would aid management in all areas of non-negotiable employee benefits.

At American Photographic Services, Employee Service and Appreciation programs are designed to aid in the operation of their responsibilities.

American Photographics programs focus on the family as opposed to the employee alone. Often times employee programs are geared strictly toward the worker and the emphasis of the award is not placed on the support rendered by the family of that particular employee.

In the administration of employee related programs, whether in terms of service, safety related, or appreciation programs, the search for a reputable employee program could be futile, and there are several points to be considered when the need for such a program arises:

The cost of conducting such a program.

The effectiveness of the program based on references from past companies participating.

Degree of participation your company or club must provide to insure smooth operation of the program.

One point that should be strongly emphasized is the fact that your company, in offering an employee function such as an employee sale or appreciation program will be opening the door to an outside concern in dealing with each of your employees, and there are numerous outside sales agencies that would welcome the opportunity to capture the attention of large numbers of prospective customers with so-called discount offers, with little or no concern for customer satisfaction or the fact that you, the employer, will be the one that will reap the end result of a misrepresented program. Remember, you work with your people on a day today basis, and in some cases, the so-called employee program promoter is here today and gone tomorrow. (With a sour taste in a lot of your employees' mouths).

Even with this in mind, there are many legitimate sponsors of viable employee programs, and through associations such as TIRES and NESRA, these companies are close at hand. The research for successful programs and elimination of con-artists has been done in advance and member companies of these associations are more than willing to provide references and share experiences about the successful programs, as well as the unsuccessful projects encountered in their administration.

Employee related programs have proven to be a vital aspect of employee service and personnel departments of large and small companies alike, and research to provide your employees with the best possible programs, could be richly rewarding to the future productivity of your organization. REMEMBER--The happy employee is the productive employee.

For more information or assistance regarding the Industrial Recreation Council in your area, contact:

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