

# Insperity Helps Boot Ranch Cut Costs, Attract Talent, and Improve the Member Experience

**Years in Business:** 7  
**Number of Employees:** 76  
**Location:** Fredericksburg, Texas

Founded by famed golfer Hal Sutton, Boot Ranch is a 2,000-acre master-planned golf and residential community. The club offers a broad range of facilities and recreational opportunities in addition to golf, including swimming, tennis, fishing, trap and skeet, and much more.



## THE CHALLENGE

### When Todd Huizinga joined Boot Ranch in 2012 as its Director of Club Operations, he inherited a problem.

After years of job security concerns in light of the club's well-known financial hardships, employee morale was low. That spelled disaster for the club's ability to provide first-class service.

Huizinga felt compelled to improve the work environment by providing the level of HR resources and employee benefits typically found only at the largest companies. He suspected that premium benefits and resources would boost morale and support his ability to attract and retain the best people. And of course, great employees would create a better member experience.

"In our industry, to provide the highest levels of service, it all starts with talent," says Huizinga. "And the best way to attract talent is to provide Fortune 500 benefits."

#### The solution

Boot Ranch wasn't in a position to hire an in-house HR staff, however, so Huizinga and club officials looked to a professional employer organization (PEO) for assistance. The club interviewed four companies to handle HR administration, including payroll processing and benefits, before choosing Insperity.

According to Huizinga, Insperity was selected for its reputation of providing small businesses, such as Boot Ranch, with HR services comparable to those of Fortune

500 companies. Insperity also stood out for its strong understanding of healthcare, which was especially important with the Affordable Care Act.

But Insperity's reputation for honesty and integrity—both core values to the club and the game of golf—made the choice an easy one.

"Insperity has a core vision ... and the honesty, integrity that is involved in the game of golf is very much carried over in their everyday business efforts," notes Huizinga. "In our dealings with Insperity, that's been very transparent."

#### The value

Boot Ranch has realized several critical benefits from partnering with Insperity, including:

##### Healthcare relief and guidance

One of the greatest benefits to Boot Ranch of joining Insperity was the price stability of its group health plan. Club employees now have access to a wider selection of benefits, including a broad range of health plan choices, at a more affordable price to both the club and its staff.

In addition, Boot Ranch no longer has to worry about negotiating carrier contracts, resolving employee coverage issues, offering COBRA, or any of the other headaches that

come with sponsoring a group health plan. The resulting savings of both time and money enabled Boot Ranch to focus on other areas of club operations.

Insperty's healthcare expertise also relieves stress surrounding compliance issues related to the Affordable Care Act. "To know that we have Insperty on the front line, on the leading edge of healthcare reform, is extremely comforting for an organization like ours," says Huizinga.

### Talent acquisition and retention with better benefits

With Insperty and its Fortune 500-level benefits, Boot Ranch can now attract and retain talent. According to Huizinga, "Insperty was really able to provide a lot of those benefits that typically smaller companies like ours aren't able to afford to provide."

Thanks in part to the quality of benefits provided by Insperty, and the overall savings Boot Ranch realized through their relationship with Insperty, the club was able to hire 14 new employees last year.

### Streamlined payroll processing

Since Boot Ranch often asks a full-time employee to work part-time in multiple departments, Insperty's payroll services has afforded the club the flexibility to easily allocate hours in multiple departments, at different pay rates.

### Training support

Insperty has also enhanced Boot Ranch's OSHA program and helped with both staff and department-level training.

### An improved member experience

Perhaps most importantly, however, freeing club staff from administrative HR work allows them to focus more on members. As Huizinga explains, "We're in a unique market where the expectation of service levels in the private club industry are extraordinarily high from the start. And we want to do everything we can to raise that service level bar even higher."

**"The staff, the personnel, the expertise, the professionalism...Insperty really helps us take care of the day-to-day human resource administrative duties and responsibilities, and allows us to focus on the most important person in our world: our member."**

**– Todd Huizinga  
Director of Club Operations, Boot Ranch**

Insperty has helped Boot Ranch accomplish precisely that. Huizinga observes "a direct correlation between the personal satisfaction of the staff and the service levels they are able to provide."

The service level was also lifted by a boost in morale due to improved employee benefits. By working with Insperty, Huizinga says, "We're able to provide all of our employees the types of benefits and resources they really look for. And they're important for all of us, including me, to have for our families."

In the end, Huizinga feels partnering with Insperty was the right decision. "Whether it's payroll services, whether it's healthcare reform, whether it's OSHA safety services, or legal issues, Insperty has just been exceptional across the board."

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