

From: [REDACTED]
Sent: Wednesday, March 9, 2022 7:48 PM
To: [REDACTED] Distribution List
Cc: Thom Bees
Subject: Fwd: Why gas increase is good for hiring

Words of wisdom from wayne!!!

Sent from my iPhone

Begin forwarded message:

From: Wayne P. [REDACTED]
Date: March 9, 2022 at 7:35:12 PM CST
To: Mike [REDACTED]
Subject: Fwd: Why gas increase is good for hiring

Wayne P. [REDACTED]
Executive Director of Operations
[REDACTED]

Be GREAT at what matters

Begin forwarded message:

From: Springfield-8279 [REDACTED]
Date: March 9, 2022 at 5:19:30 PM CST
To: Wayne [REDACTED]
Subject: RE: Why gas increase is good for hiring

Great message Sir!

CW

From: Wayne [REDACTED]
Sent: Wednesday, March 9, 2022 3:52 PM
To: Wayne [REDACTED] Distribution List <[REDACTED]>
Cc: Mike [REDACTED]; Kayla [REDACTED]

Subject: Why gas increase is good for hiring

Team

Everyone has heard that gas prices continue to rise. The advantage this has for us is that it will increase application flow and has the potential to lower our average wage. How you ask?

Most of our employee base and potential employee base live paycheck to paycheck. Any increase in gas price cuts into their disposable income. As inflation continues to climb and gas prices continue to go up, that means more hours employees will need to work to maintain their current level of living.

We are no longer competing with the government when it comes to hiring. Stimulus money is no more, supplemental unemployment is no more. This benefits us as prices rise, people who are relying on unemployment money, simply will have less money to spend. It will force people back into the work force.

Furthermore, other competitors (especially mom and pop companies or smaller businesses) will have to either raise prices, cut employee hours, or pay employees less hourly to hit their profit margins. Some businesses will not be able to hold on. This is going to drive more potential employees into the hiring pool.

We all competed to hire out of the limited applicant pool and there was a wage war. We all saw businesses hiring team members at \$18-\$20 an hour. They will no longer be able to afford to do this. Trucking is the backbone of America and as fuel costs rise, so will the charges for shipping. If those costs cannot be passed on to the customer in terms of menu price, the only area they can cut sizable costs will be in labor.

The labor market is about to turn in our favor. What can you do?

Besides hiring employees in at a lower wage to decrease our labor (when able) make sure you have a pulse on the morale of your employees. Your employees that live paycheck to paycheck are impacted more than the people reading this email. Be conscious of that. Many will need to work more hours or get a second job. Do things to make sure you are the employer of choice. Get schedules completed early so they can plan their other jobs around yours. Most importantly, have the culture and environment that will attract people.