



Asure Celebrates 50 Small and Mid-Sized Business Honorees at 2026 Asure50 Awards

August 27, 2026

Second annual awards program spans 13 industries, 20 U.S. states, and one Canadian province ahead of September 3 ceremony in Austin

AUSTIN, Texas, Aug. 27, 2026 (GLOBE NEWSWIRE) -- Asure Software, Inc. (Nasdaq: ASUR), a provider of payroll and HR solutions for employers and enterprise payroll tax and treasury infrastructure, previewed the honoree class for its second annual Asure50 Awards, a program recognizing excellence among small and mid-sized businesses (SMBs) across North America. The 2026 class includes 50 companies spanning 13 industries, 20 U.S. states, and one Canadian province. Asure will present the awards at the Stephen F. Austin Royal Sonesta in Austin, Texas, on September 3, 2026.

This year's honorees are led by companies in healthcare, manufacturing, restaurant and hospitality, nonprofit, and government and public sector industries. California leads all states with 11 honoree companies, followed by Ohio and Oregon with four each. Honoree companies average 41 employees; while most — roughly 38 — fall into the SMB category of 1 to 49 employees, the class also includes mid-market (50 to 249 employees) and enterprise-scale (250 or more employees) organizations, reflecting the range of growth stages Asure serves.

"Our second annual Asure50 Awards spotlight organizations with strong leadership, high levels of community impact, and growth — the backbone of the North American small business economy," said Pat Goepel, Chairman and CEO of Asure Software. "This year's honoree class reflects the diversity and resilience of the SMB and mid-market segment that Asure serves every day."

The September 3 ceremony will also feature a keynote from Danny Goldberg, founder of Groundwork, titled "The Retention Advantage." Drawing on his experience building an eight-figure manufacturing company with brands including Peloton, Traeger, and Gravity Blankets, Goldberg will present a framework for building workplace cultures where employees stay, commit, and perform. Asure Chief Marketing Officer Mike Vannoy will debut the company's 2026 HR Benchmark Report, offering SMB and mid-market leaders new data on workforce trends, compensation, retention, and compliance heading into 2027. Asure SVP Jay Whitehead will lead a roundtable discussion with four Asure50 honorees on the challenges and opportunities facing growing businesses today, including AI adoption and the ongoing competition for talent.

"Small and mid-sized businesses are the engine of the North American economy, and the Asure50 honorees represent organizations from family-run local firms to fast-growing national enterprises," Goepel said. "We're proud to celebrate these organizations and the people who lead them at this year's ceremony in Austin."

Event Details

What: 2026 Asure50 Awards Ceremony

When: September 3, 2026

Where: Stephen F. Austin Royal Sonesta, Austin, Texas

Who: Leaders from the 50 honoree companies, joined by Asure leadership and partners

About Asure Software

Asure (Nasdaq: ASUR) provides payroll and HR solutions for employers and enterprise payroll tax and treasury infrastructure for large organizations. For employers, Asure's platform covers payroll, HR, recruiting, time and attendance, benefits, and compliance — delivered through AsureCentral, its connected platform, or through AsureWorks, its managed services offering for employers who prefer to outsource the work entirely. For large enterprises, Asure's payroll tax and treasury infrastructure handles multi-jurisdiction tax filing, funding, and money movement, integrating with platforms including Workday, Oracle, and SAP. For more information, visit www.asuresoftware.com.

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