

REGISTRATION FORM - DEADLINE APRIL 9, 2015

TO REGISTER AND PAY BY CREDIT CARD ONLINE, go to www.esopassociation.org.

Under the "Chapters" menu, click on "Chapter Events" and scroll down to "Heart of America Chapter - Annual Spring St. Louis ESOP Seminar (Town & Country, MO)"
Members must login to website to receive member price.

Registration MUST BE RECEIVED by April 9, 2015, to qualify for discounted pricing.

ESOP Association Member ~ Each Attendee Pays:

Non-member ~ Each Attendee Pays:

If you are a non-member of The ESOP Association, do you have an ESOP? _____ Yes _____ No
If you are a non-member of The ESOP Association, are you an ESOP service provider? _____ Yes _____ No

On or Before 04/09/15
After 04/09/15
and Walk-ins

\$ 60.00 \$ 85.00

\$100.00 \$125.00

TO REGISTER AND PAY BY CHECK, COMPLETE THE FORM BELOW

Provide the name of each attendee AS IT SHOULD BE PRINTED ON THEIR NAME TAG. State the attendee's company position, i.e., CEO, VP, CFO, HR Generalist ("HR"), ESOP Committee Member ("ECM"), etc., beside the name.

Name(s) _____

Company _____

Address _____

City / State / Zip _____ Phone _____

Contact _____ E-Mail _____

(Required for a registration confirmation)

Make check payable to
The ESOP Association. Check must be
received by April 9, 2015. Mail to:

Heart of America Chapter
The ESOP Association
P.O. Box 407
Amherst, OH 44001-0407

(DO NOT mail registration and payment
to National Office in Washington, DC)

CANCELLATION POLICY: NO REFUNDS will
be given AFTER April 9, 2015. Substitutions
will be accepted. (Non-member fees apply if a
non-member professional replaces a member
professional.)

Questions? Contact:

Karrie Imbrogno
HOA Chapter Administrator
Tele: 440.989.1552
E-mail: karrie@esopchapters.com

The Heart of America
Chapter of
The ESOP Association
Presents its Annual Spring
St. Louis ESOP Seminar



Missouri Athletic Club West
1777 Des Peres Road
Town & Country, MO 63131

HOST COMPANIES

BUTCHER JOSEPH & CO.
INVESTMENT BANKERS

GREENSFELDER
ATTORNEYS AT LAW

Principal
Financial
Group



BLUE RIDGE
ESOP ASSOCIATES
The Leader in ESOP Administration

First Bankers
Trust Services

POLSINELLI

HUSCH BLACKWELL

SEMINAR PROGRAM

7:30 A.M. ~ REGISTRATION / HOT BUFFET BREAKFAST

8:00 A.M. ~ WELCOME / ANNOUNCEMENTS / RECOGNITION OF HOST COMPANIES

Thomas H. Mug, Greensfelder, Hemker & Gale, P.C., HOA Chapter Treasurer

8:15 A.M. ~ J. MICHAEL KEELING, PRESIDENT, THE ESOP ASSOCIATION, WASHINGTON, DC

The Senate Tax Committee Begins Major Tax Reform Process ~ Do We Care? You Betcha!

8:45 A.M. ~ REAL WORLD ISSUES FOR MATURE ESOPs

Douglas S. Neville, Greensfelder, Hemker & Gale, P.C., St. Louis, MO (Moderator)

Anthony Brunsvold, Blue Ridge ESOP Associates, St. Peters, MO

Dan Dillon, McCarthy Holdings, Inc., St. Louis, MO

Steven L. York, Stern Brothers Valuation Advisors, Kansas City, MO

Mature ESOPs face concerns not present when the ESOP was established. There will be an imbalance between "haves" and "have not's" where employees newer to the company may not have many, if any, shares of employer securities in their accounts. There will be adjustments necessary for some years to accommodate the cash flow demands of the repurchase obligation. There may be reasons to modify the diversification election for senior members of the ESOP. It is likely that one of the trusted ESOP advisors will have to be replaced. And, what happens when all, or part, of the company is sold, or the company acquires another business? Learn how an ESOP is not a "set it and forget it" type of benefit plan. The ESOP will require analysis and updates every year to assure that the plan continues to represent the best interests of the plan participants as it becomes a mature plan.

10:00 A.M. ~ BREAK

10:15 A.M. ~ GREATBANC / DOL SETTLEMENT: WHAT SHOULD YOU KNOW?

Brian A. Ippensen, First Bankers Trust Services, Inc., Quincy, IL

Jamie Zveitel Kwiatek, Polsinelli, St. Louis, MO

Thomas H. Mug, Greensfelder, Hemker & Gale, P.C., St. Louis, MO

Michael E. New, Evolve Bank & Trust, Memphis, TN

In 2014, GreatBanc Trust Company and the Department of Labor settled litigation relating to the fiduciary obligations of a trustee in an ESOP transaction. The settlement agreement included procedures to be followed by an ESOP trustee, focusing on the appraisal and valuation process. Learn about the scope of the settlement agreement, recommended practices to be followed in an ESOP transaction, the effect of the settlement on ESOP transactions, and the reaction of ESOP trustees and professionals to the settlement. This session will be invaluable for those considering or engaged in an ESOP transaction, including sellers, trustees, and professional advisors.

WHO SHOULD ATTEND?

- Senior leadership and ESOP Board members
- Internal and external ESOP trustees
- Managers with ESOP technical responsibilities
- ESOP Committee members
- Professionals who want to keep current on ESOP issues
- Companies considering an ESOP

HOST COMPANIES

The hot buffet breakfast is being provided by the following professional members of The ESOP Association:

Blue Ridge ESOP Associates

ButcherJoseph & Co.

First Bankers Trust Services, Inc.

Greensfelder, Hemker & Gale, P.C.

Husch Blackwell LLP

Polsinelli

Principal Financial Group

Stern Brothers Valuation Advisors

DIRECTIONS / PARKING

- The Missouri Athletic Club West is conveniently located off of I-270. Visit www.mac-stl.org and click on "About Us" for directions.
- Complimentary onsite parking is available.
- Dress code is dressy casual / sports jackets. Athletic wear, ball caps, tank tops, cut offs, shorts and jeans are not permitted.

Early Bird discount through April 9, 2015