



# The Big 5 Conference



**NEWSOUTH**  
CHAPTER OF THE  
**ESOP** ASSOCIATION

October 5-6, 2011

Marriott Atlanta Buckhead Conference Center

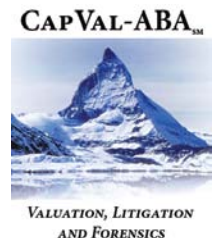
3405 Lenox Road, NE • Atlanta, GA

<http://www.atlanta-marriott-buckhead-hotel-and-conference-center/>

Conference Sponsors:



J.P.Morgan



Willamette Management Associates





*The Chapter has drafted an All-Conference Team of Speakers to bring you a winning event!*



**WEDNESDAY, OCTOBER 5, 2011**

**3:00 pm 2012 Draft - Suwannee Room on The Atrium Level**

*New South ESOP Chapter Planning Meeting*

Leaders of the New South ESOP Chapter are gathering to strategize and establish a game plan for the Chapter in 2012. Players, a coaches, and interested spectators are all invited to attend and get involved in The New South ESOP Chapter!

**5:30 pm Winners' Circle Tailgate Reception - Shula's 347 Lounge**

Conference fans are invited to meet, greet, network and congratulate the 2011 New South ESOP Chapter Award Winners at a complimentary opening reception. Cheers to Haskell Company, Jacksonville, Florida, and Neil Brittain, McCord Communications, Anniston, Alabama! Attire: Show your spirit and wear your favorite game day jersey. (Dinner is on your own.)

**THURSDAY, OCTOBER 6, 2011**

**8:00 - 8:30 am Registration & Continental Breakfast - Buckhead B Foyer, Conference Center Atrium Level**  
**We invite you to visit the conference sponsor display tables in the foyer area.**

**8:30 - 8:45 am TEAM HUDDLE**

Introductions, Chapter Business, and Agenda Overview

Meet The New South ESOP Chapter Officers • Learn What's in Store for 2012 • Share your ideas

*Sayward Masselter, Chapter President, and Chapter Officers*

**Conference Line Up** Each time slot offers a choice of two sessions:

**Offense - Buckhead B (Communication Track)**

This track offers a range of topics focused on the cultural and communication side of ESOP activities. Learn tips and techniques to coach your team to the ESOP Super Bowl!

OR

**Defense - Heritage A (Technical Track)**

This track delivers the technical, legal and legislative information you need to avoid penalties and costly mistakes on the ESOP field of play.

**8:50 - 9:45 am OPENING KICKOFF**

**HOW TO BUILD LEADERSHIP & EMPOWERMENT USING TEAMS**

*Jack Veale, PTCFO*

*Sayward Masselter, Atlanta West Carpets, Inc.*

*James Urbach, Urbach Law Group*

To have a championship team, you need leaders on and off the field. Empowering your players will lead to more "first downs" which then lead to games won. Learn how Champion ESOP's win their games by developing empowered leaders and teams.

**9:45 - 10:00 am TIME OUT**

**10:00 - 10:50 am FIRST QUARTER**

**ALL STAR TEAM TALK**

*WEB Industries Communication Committee*

Winning teams know how to support individuals and how to create an effective team. Veteran players from the All Star 2010 ESOP Company of the Year will share secrets to their success in creating a winning company ownership culture, and what it means to be an employee owner now compared to the day they were drafted. Learn how to spread the enthusiasm to owners in your company.

**FIDUCIARY ISSUES FOR INTERNAL TRUSTEES**

*Lance Studdard, Reliance Trust*

*Jay Maples, Sirote & Permutt*

This presentation will cover ERISA's fiduciary duties and their application to an ESOP's internal trustees. Best practices for internal trustees and ways internal trustees may prepare for the DOL's proposed fiduciary regulations will be covered.

**ECONOMIC AND MARKET IMPACT ON UPCOMING YEAR-END VALUATIONS**

*Adrian Loud, Bennett Thrasher*

*Chip Brown, Willamette*

Stock market volatility has increased, the country's debt rating was downgraded, unemployment remains high, transaction activity and multiples have increased, and there is encouraging news about corporate financial growth. What does all of this good and bad news mean for ESOP valuations as we approach year-end? This session will address market issues and touch on how evolving developments in valuation theory remove some of the old-fashion guess work.

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**11:00 - 11:50 pm      SECOND QUARTER****BEST PRACTICES IN CORPORATE GOVERNANCE: HOW TO RECRUIT AND RUN AN EFFECTIVE BOARD.**

*Stephen Smith, Krieg DeVault*

*David Peterson, North Highland Group*

Session will focus on Board recruitment and development in the North Highland Company, a 100% ESOP-owned consulting firm whose Board consists of 4 outside and 2 inside directors. It will include a discussion of the relationship between the ESOP trustee and the Board of Directors from a corporate governance standpoint.

**I HAVE MY VALUATION REPORT - NOW WHAT DO I DO WITH IT?**

*Mark Dayman, CapVal-American Business Appraisers*

*Stephen Martin, Reliance Trust*

*Chris Best, Best Business Appraisals*

The panel will discuss the process used by outside professional trustees to review and approve the ESOP valuation report. It will also discuss how an independent business appraisal firm can assist the ESOP fiduciary, whether an outside professional trustee or an internal trustee, in this process. This review process objectively examines the valuation report for completeness, adequacy, relevance, appropriateness, and reasonableness to ensure that the report is 'credible' and can be relied upon.

**12:00 - 1:00 pm      HALF TIME LUNCH - The Lenox Grill (Lobby Level of Hotel)****1:10 - 2:10 pm      HALF TIME PROGRAM: Economic Outlook Keynote Address - Buckhead B**

*Michael R. Paslawskyj, Regional Economist, FDIC Division of Insurance and Research*

*Ronald W. Sims II, CFA, Senior Financial Analyst, FDIC Division of Insurance and Research*

**Mr. Paslawskyj** is responsible for surveying economic conditions and highlighting economic risks to financial institutions within the seven state Atlanta region. Prior to joining the FDIC, Mike was a Senior Economist with the American Institute for Economic Research in Great Barrington, Massachusetts, where he managed the Institute's Statistical Indicators Project and performed research on business cycles. Mike also served as Vice President and Director of Economic Research at The CIT Group, a leading global finance company. As CIT's Chief Economist he was responsible for all research, forecasts and communication on economic issues. Mike has also worked at a number of banks, a brokerage firm, and taught economics at the college level.

**Mr. Sims** is the Senior Financial Analyst in the FDIC's Atlanta Region. In this capacity, he prepares analyses on banking and economic conditions and author's various FDIC publications. Mr. Sims brings a wealth of knowledge and experience to the FDIC having spent several years working in corporate and investment banking operations. Ronald is a seasoned professor of finance at the collegiate level and holds a BS in Economics from Florida A&M University and an MBA from Mercer University's Stetson School of Business in Atlanta, GA. In addition, Mr. Sims also holds the Charter of Financial Analyst designation.

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**2:10 - 3:00 pm      THIRD QUARTER****50 BEST EMPLOYEE COMMUNICATIONS, OWNERSHIP CULTURE IDEAS**

*Carla Klingler, PyraStar Pension Group, Inc.*

*Tania Cable, Haskell Company*

*Daphne Wilson, McCord Communications*

*Jamie Flynt, Avion Solutions, Inc.*

*Warren Brown, McAbee Construction*

A team of company members will pitch out rapid-fire winning and losing employee communication ideas. Pick up tips and ideas just in time for Employee Ownership Month. Fan participation welcome!

**3:00 - 3:15      TIME OUT**

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**3:15 - 4:05 pm      FOURTH QUARTER****THE PLAYBOOK FOR TODAY'S ECONOMY AND VALUATION METHODS**

*Marshall Bartlett, Independence Trust*

*Nick Heinz, Mercer Capital*

This session will review the current economic landscape and discuss how these factors impact valuation methods, including specific items companies can focus on to drive value.

**HOW ESOPS AND 401(k)s WORK TOGETHER AND THE PROS AND CONS OF A KSOP**

*Rita Harris, GreenbergFarrow*

*Lisa Durham, Krieg DeVault*

*Susan Petrirena, Swerdlin*

This session will cover nondiscrimination and top heavy testing of multiple plans, matching contribution options in an ESOP, 401(k) transfers to ESOPs and the pros and cons of merging plans into a KSOP.

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**STORIES FROM THE FRONT LINES**

*Eric Zaiman, J.P. Morgan Chase*

*Jeffrey Kahn, Greenberg Traurig, P.A.*

An ESOP Banker and his counsel discuss common or not-so-common mistakes ESOP companies have made and their potential impact on financing arrangements.

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**4:05 pm      WRAP UP & CLOSE Return your Evaluation Form and Name Badge for a Souvenir Game Ball**

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