



# The ESOP Association

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September 2011

Dear ESOP Association Member:

As in past years, enclosed in this year's Employee Ownership Month ("EOM") promotional tube is the attractive, member-designed EOM poster along with a form allowing you to have easy ordering of additional EOM posters.

EOM is an excellent time to raise visibility of the Association's government relations work, and the work of its affiliated Employee Ownership Foundation.

Having a member of Congress, or a local Congressional staff person, visit an ESOP company is the best way to persuade a member to be pro-ESOP when ESOP issues are under scrutiny in Congress. Our website, <http://www.esopassociation.org/>, has several tools to make the Congressional visit a positive one for the ongoing work of making this nation committed to improving and promoting employee ownership through ESOPs.

For example, on our website, <http://www.esopassociation.org/> review *The Congressional Company Visit Kit: Practical Steps for Unparalleled Results*, and the *Advocacy Kit*, as they provide general guidance for setting up a Congressional visit.

*The Congressional Company Visit Kit* can be found on our website at [http://www.esopassociation.org/pdfs/Congressional\\_Visit\\_Kit.pdf](http://www.esopassociation.org/pdfs/Congressional_Visit_Kit.pdf) and the *Advocacy Kit* can be found here: [http://www.esopassociation.org/pdfs/Advocacy\\_Kit.pdf](http://www.esopassociation.org/pdfs/Advocacy_Kit.pdf)

Don't forget our widely acclaimed *Press & Event Planning Kit* which has a Congressional visit chapter for your use. The *Press & Event Planning Kit* can be viewed on-line at [http://www.esopassociation.org/resources/resources\\_month.asp](http://www.esopassociation.org/resources/resources_month.asp).

*Serving The Entire ESOP Community*

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And, speaking of success, the Employee Ownership Foundation, over the past twelve years has provided the money to fund the research proving that ESOPs and employee ownership are good for America. Most important is the work to alter the view of ESOPs in academic and think tanks, particularly business schools by funding Kelso Scholars at major U.S. universities. (Ask [gwenn@esopassociation.org](mailto:gwenn@esopassociation.org) for the 2010 Foundation report.) To keep up the good work, the Foundation seeks more participation in its "Annual Campaign". Many companies give \$1 per employee, or have each employee give \$1 to fund the Foundation. Raffles and similar events on a company wide basis have also been used. So this 2011 EOM, join the community to help the "Annual Campaign" for the important Employee Ownership Foundation.

Any other questions relating to EOM: contact us via letter, telephone, fax (202 / 293-7568) or e-mail ([esop@esopassociation.org](mailto:esop@esopassociation.org)). We hope you and your employee co-owners consider taking part in both of these special EOM activities to promote your company's ESOP and the Employee Ownership Foundation.

Sincerely yours,



J. Michael Keeling, CAE  
President

JMK:ger  
Enclosure