

Directions to our Hotel

From Worcester: Route 9 East to Computer Drive/Research Drive Exit. Take a right at the first set of lights onto New Flanders Road; bear right onto Computer Drive, head straight through the third set of lights, drive 1/2 miles and the hotel is on the left at the top of the hill.

From Sturbridge: Mass Turnpike (I-90) East to Exit 11A, I-495 North to Exit 23B (Route 9 West) to Computer Drive/Research Drive Exit. Bear right at the end of the ramp, drive 1/2 mile and the hotel is on the left at the top of the hill.

From I-495 North or South: Exit 23B (Route 9 West) to Computer Drive Research Drive Exit, bear right at the end of the ramp. Drive 1/2 mile and the hotel is on the left at the top of the hill.

From Connecticut: Route 84 North to Mass Turnpike (I-90) East to Exit 11A (Route 495), Route 495 North to Exit 23B (Route 9 West) to Computer Drive/Research Drive Exit. Bear right at the end of the ramp, drive 1/2 mile and the hotel is on the left at the top of the hill.

New England Chapter of the ESOP Association

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Mark Your Calendars

March 25 & 26

New England Chapter CEO Conference
Castle Hill Inn, Newport RI

April 8 & 9

New England Chapter CFO Conference
Wentworth By the Sea, Portsmouth NH

April 30

New England Chapter Repurchase Liability Workshop
Three Stallion Inn, Randolph VT

July 23

Tour, Lunch and Learn-Transition Issues
Moody's Collision, Gorham ME

August 19

Eggs and ESOPs
Hypertherm Corporation, W. Lebanon, NH

September 10

New England Board of Directors Meeting
Radisson, Nashua, Nashua NH

October 21

- Company Tour
BL Companies, Meriden CT
- New England Chapter Executive Committee Meeting
Crowne Plaza Cromwell, Cromwell CT
- New England Chapter Reception and Event
Crowne Plaza Cromwell, Cromwell CT

October 22

New England Chapter Annual Conference

The New England Chapter of the ESOP Association



Presents



Comprehensible Communications And More

March 16, 2010

Doubletree Hotel

Boston/Westborough

5400 Computer Drive

Westborough, MA



Comprehensible Communications and More

<u>Time</u>	<u>Topic Registration</u>	<u>Description</u>
7:30 - 8:00 am		
8:00 - 8:15am	<u>Welcome</u> David Fitz-Gerald	President-New England Chapter of the ESOP Association
8:15-9:15 am	<u>Interaction Styles</u> Randy Rowland, Teamwork	As decision making gets pushed down the organization chart in an ESOP company, employee-owners are expected to be effective communicators with often limited background in this skill. This session introduces participants to Interaction Styles, an effective communication model developed by Linda Berens, Ph.D.
9:15-9:30 am	<u>Break</u>	Do you have employees stop you in the hall to ask, 'why did the value of my ESOP account change' or "how was the stock value determined". A realistic understanding of a company's worth is always important, and in the current economic condition, more critical than ever. You will learn the basics of how an appraisal is done, and leave with the ability to communicate valuation in layman's terms.
9:30-10:30 am	<u>Communicating Valuation</u> John Murphy, <i>Atlantic Management</i> Chuck Coyne, <i>Empire Valuation Consultants</i> Company representative to be announced	
10:30 -11:30 am	<u>Communicating the ESOP</u> Barbara Clough, <i>Blue Ridge ESOP Associates</i> Steve Magowan, <i>Steiker, Fischer, Edwards and Greenapple, P.C.</i> Sarah M. Smith, <i>King Arthur Flour</i> Cindy Turcot, <i>Gardeners Supply</i>	How do you talk with employees about your ESOP in general? This session will give you the tools to help you define the key ESOP "buzzwords", terms like "common stock", "vesting", and "distribution", to your employees and will give examples to explain in a fun and informative way how stock progresses from the former owner to the plan participants. How you communicate these terms to the employees will have a direct influence on the success of your ESOP and company. The goal of this presentation is to give concrete ideas you can use in your company.
11:30 -11:50 am	Legislative Update-Cecil Ursprung	
11:50 -12:50 pm	Lunch	
12:50 -2:00 pm	<u>ESOP Communications</u> Jim Bado, <i>Workplace Development, Inc.</i>	Do you struggle to find new ways to communicate about the ESOP? Are employees tired of hearing the same message given in the same way year after year? Are you wondering who should communicate about the plan, whether to form an ESOP Communications Committee, how to involve midlevel managers or whether to share performance-based information?. This session will provide you with practical answers, concrete communication tips and new ideas to rebuild and maintain excitement about your ESOP.
2:00 - 2:15 pm	Break	
2:15 - 3:15pm	<u>Communicating Culture</u> Dave Guadagnoli, <i>Sullivan & Worcester, LLP</i> Chris Mackin, <i>Ownership Associates</i> Nancy Lynch, <i>Cirtronics</i> Gina Long, <i>Daymon Worldwide</i>	To communicate your ESOP culture, you must first be able to define it. So just what makes up a company's ESOP culture, and how does it develop? And, if you already have one, how do you make it grow and thrive for the benefit of new and existing employee-owners?
3:15- 4:00pm	<u>Closing Remarks/Open Questions/Raffle</u> Dave Fitz-Gerald	President-New England Chapter of the ESOP Association
4:00- 5:30pm	Chapter Executive Committee Meeting	Open to all

Event Sponsorships Available