



The Big 5 Conference



NEW SOUTH
CHAPTER OF THE
ESOP ASSOCIATION

October 5-6, 2011

Marriott Atlanta Buckhead Conference Center

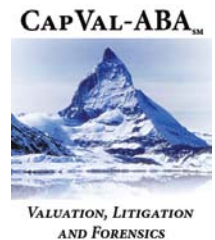
3405 Lenox Road, NE • Atlanta, GA

<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

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

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

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

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 ESOPs internal trustees. Best practices for internal trustees and ways internal trustees may prepare for the DOLs 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.

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 & EOF RAFFLE**1:10 - 2:10 pm HALF-TIME PROGRAM: Economic Outlook**

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.

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

Brian Wylie, Avion Solutions, Inc.

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

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.

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.

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

NOTE: Speakers are confirmed at the time of publication. The roster may change due to unforeseen circumstances.



**THE BIG 5 CONFERENCE
2011 NEW SOUTH ESOP CHAPTER REGISTRATION FORM
October 5-6, 2011**

**Marriott Atlanta Buckhead Hotel and Conference Center
3405 Lenox Road, NE • Atlanta, GA**

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

**REGISTRATION FORM FOR MEMBERS CHOOSING TO PAY VIA CHECK
YOU DO NOT NEED TO SUBMIT THIS FORM IF YOU REGISTER USING THE ONLINE LINK
POSTED ON THE ESOP ASSOCIATION WEBSITE:**

<https://secure.esopassociation.org/secure/confreg/register.asp?confid=97>

On or Before September 23, 2011

**Members: \$130 per person (1st registrant)
\$120 additional registrations per ESOP Company**
Non-Members: \$175 per person

After September 23, 2011

**\$155 per person (1st registrant)
\$145 per person (2nd registrant or more)
\$200 per person**

AT THE DOOR REGISTRATION FEE: \$250

Cancellation Policy: No refunds will be given after September 19, 2011. You may send a substitute from your company at no additional charge.

NAME _____

EMAIL _____

NAME _____

EMAIL _____

NAME _____

EMAIL _____

NAME _____

EMAIL _____

COMPANY _____

STREET _____ CITY, STATE, ZIP _____

PHONE _____

Amount Enclosed: \$ _____ (check made payable to **THE ESOP ASSOCIATION**)

Mail form with Payment to: Donna Walseth Phone: 763-785-4122
906 97th Lane NE Email: dwalseth@esopexec.org
Blaine, MN 55434 FAX: 763-785-4168

THANK YOU!

Marriott Atlanta Buckhead Room Reservations
Call 1-888-855-7741 and request rate code: ESOESOA
Special rate: \$139 (single or double). Reserve early to ensure availability. Guaranteed availability through September 14, 2011.
Group room rate includes full American breakfast buffet.
Rate applies October 4-5-6.