



*"Helping ESOPs maximize organizational performance, human potential and justice through effective education, communication and participation."*

# Ownership Culture Speakers Bureau

*Updated: November 28, 2005*

This document lists speakers who have experience presenting about various issues related to ownership culture. All of these speakers have requested that their names be included in the speakers bureau, and all have proven their abilities to present effectively on these topics.

The term “ownership culture” includes a wide variety of topics, including: general training on ESOP mechanics, ESOP committees, the psychology of ownership, open-book management, participation systems, corporate vision statements, organizational behavior, methods of reducing cynicism, developing learning organizations, measurement of organizational culture, strategic planning, the psychology of communications, leadership skills, and linking individual behavior to corporate outcomes.

Inclusion on this list does not imply any guarantees about the terms on which speakers will be available. Many are professionals who support themselves with their ESOP-specific expertise. They may request that their travel expenses be covered or an honorarium.

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# 1. Victor Aspengren

**Victor Aspengren** is an ESOP consultant for RSM McGladrey, Retirement Resources. He was a CEO of an ESOP company where employee participation was taken to new heights, is a former board member of the National ESOP Association, advised and participated in the University of Pennsylvania's "Leadership Training for ESOP CEO's", and is the chair-elect for the ESOP Association's Ownership Culture Committee. He is also on the advisory board for the Iowa Small Business Development, Business Succession Program. Victor coaches and speaks to organizations on the power of ownership and what it can do for companies, communities, and individuals.

Victor holds a BA in Sociology from Iowa State University, a Master's Degree in Public Administration (MPA) from Drake University, and certifications in Management Development from the University of Nebraska.

## Topics

- Developing an Ownership Culture
- Leadership in an ESOP Company
- Creativity
- Corporate Governance
- ESOP Committees
- Management team development

## Contact Information

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## 2. Jim Bado

For more than fifteen years, Workplace Development's Jim Bado has provided field-tested communication, education and organizational-development solutions to ESOP firms working to: communicate ownership's benefits, build effective ESOP committees, improve customer service and company performance, communicate how employees can grow stock value, and connect the ESOP benefit with company and individual performance.

Past Chair of the Two-Day Conference and the ESOP Association's Ownership Culture Advisory Committee, Bado has served on TEA's Board of Governors and Strategic Plan Monitoring Committee. He shares his practical experience as a member of TEA's Ownership Culture Committee and the Executive Committee of the Ohio ESOP Chapter. He has written numerous articles on communicating ownership benefits, developing effective ESOP Committees, and building business people, including the practical handbook, *Open Book Management*.

A developer of many innovative, hands-on activities to educate employees about ESOPs, business finance, interpersonal relations, customer service and stock valuation, Bado is also the inventor of Planet Quest™, an educational board game from Learning Resources, Inc. ([learningresources.com](http://learningresources.com)) that teaches children about our solar system.

### Topics

- What is this Thing Called “ESOP”?
- ESOP -- WII-FM (what's in it for me?)
- Linking Employee Performance with Stock Value
- It's About Time to Put the “i” in Team
- Growing a customer service culture
- What's my role as an ESOP owner?
- $E=mc^2$ , the Science of Ownership
- Destroy the Frankenstein Monster Bonus
- Are you a Communications Criminal?
- Building a Great ESOP Company
- Selling Like You Own the Place
- Conquering Number Phobia

### Contact Information

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### 3. Richard ("Dick") Duffy

**Dick Duffy** is the President of Ownership Vision, Inc., a consulting firm providing communications and ownership culture services to ESOP companies.

#### Topics

- Making a Difference From Where You Are
- Employee Participation

#### Contact Information

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### 4. Janet Edmunson

**Janet Edmunson** is a member of the Board of Trustees of the Employee Ownership Foundation. She speaks about employee ownership and meaning in the workplace, and her talks have been enthusiastically received by audiences at numerous ESOP Association events.

She worked closely with her husband, the late Charles Edmunson, who authored the book *Paradoxes of Leadership*. Charles was also a primary visionary for the ESOP Association's vision and strategic planning process. Janet shares experiences not only from Charles' perspective, but from her own as a Product Manager of Prevention and Wellness at Blue Cross Blue Shield of Massachusetts. In addition to employee ownership, Janet speaks about health promotion throughout the United States.

#### Topics

- Paradoxes of Leadership
- Lessons from Charles
- Health Promotion

#### Contact Information

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## 5. Brad Hams

**Brad Hams** is Founder and President of Ownership Thinking, LLC, a consulting and training organization committed to unleashing the potential of individuals and organizations by providing the education and tools employees need to become active participants in business performance. For over 15 years, Brad has delivered engaging, educational, and interactive programs that take the mystery out of running highly successful and profitable businesses, and has worked with over 350 businesses to implement this process.

### Topics

- Overview of the Ownership Thinking process
- How to teach financial acumen
- How to identify Key Performance Indicators and build scoreboards
- How to create Rapid Improvement Plans
- How to design incentive plans that work (and why most don't)

### Contact Information

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## 6. J. Michael Keeling

**Michael Keeling** is the President and Chief Staff Officer of the ESOP Association, a national trade association promoting the growth of employee ownership in America through Employee Stock Ownership Plans. Michael served as the General Counsel of the ESOP Association starting in 1984, and in 1991 he became President of the Association. He now also serves as the President of the Employee Ownership Foundation.

Michael represents ESOPs in legislative and regulatory hearings, and frequently speaks at conferences and companies on a wide variety of topics concerning employee ownership and ESOPs.

### Topics

- Any subject related to employee ownership

### Contact Information

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## 7. Alex Moss

**Alexander P. Moss, MPPM**, is a founder and Principal of Praxis Consulting Group, Inc. Alex has fifteen years experience assisting employee-owned, corporate, and non-profit clients in achieving a broad range of performance improvement objectives. He is a recognized leader in designing ownership and business training, developing communications, participation, and incentive systems, and leveraging the power of ownership to motivate employees to solve production, quality, and client service challenges.

Alex currently serves as a Director of the National Center for Employee Ownership, as a Trustee of the Employee Ownership Foundation, and is the Chair of the ESOP Association's Advisory Committee on Ownership Culture. He holds a Master's Degree in Public and Private Management (MPPM) from the Yale School of Organization and Management and an AB from Brown University.

### Topics

- Ownership Culture
- Integrating Ownership Objectives into Strategic Planning: Using Shared Ownership to Improve Business Performance
- ESOP Committees
- Ownership Education
- Business Literacy & Open Book Management
- Employee Participation Systems
- Incentive Systems: Design and Alignment
- Online Training, Education, and Communications

### Contact Information

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## 8. Loren Rodgers

**LOREN RODGERS** is a project director at the National Center for Employee Ownership (NCEO). He has designed and delivered training programs on ESOPs and employee ownership for companies, conferences, and intensive workshops. He speaks extensively about best practices in employee-ownership companies, and is a frequent contributor to domestic and international publications relating to employee-ownership. Prior to his work at the NCEO, Loren was a senior principal at Ownership Associates, a consulting firm in Cambridge, Massachusetts, with a specialization in employee-ownership.

Loren currently serves on the board of the National Center for Employee Ownership, and as the immediate past chair of the ESOP Association's Advisory Committee on Ownership Culture. He is a researcher for the Shared Capitalism Research Project at the National Bureau of Economic Research.

### Topics

- Employee Participation
- Rights, Responsibilities, and Ownership Culture
- Measuring and Managing Ownership Culture
- Cynicism and Enthusiasm about Ownership
- Corporate Governance
- ESOP Committees
- Risk, Reward and Ownership
- Research Highlights on Employee Ownership
- ESOP Basics

### Contact Information

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## 9. Sid Scott

**Sid Scott** is Vice President of Human Resources for Woodward Communications, Inc., a multi-media corporation, operating in Iowa, Illinois, and Wisconsin, with headquarters in Dubuque, Iowa. The corporation is 61% employee-owned through an ESOP, and 39% owned by the Woodward family. WCI has six operating divisions—newspapers, weekly publications, commercial printing, specialty publications, broadcast and Woodward Internet Solutions. WCI became an ESOP in January 1992 when 30% of the company was sold to the trust.

As a member of the ESOP Association Ownership Culture Committee, he has presented at the ESOP Association Annual Communications Conference and contributes to the ESOP Ownership Advantage column in the monthly association newsletter. Sid helped write the book, *How to Market Your ESOP Company*. When Iowa formed a state chapter in 1996, he served as vice president and later as chapter president.

Holding an MBA from Bradley University and a BS in liberal arts from Illinois State University, he is an adjunct instructor for the University of Wisconsin-Platteville. Sid is a board member of the *Monroe Evening News*, a 100% employee-owned company located in Monroe, Michigan. He has served on the board of the National Center for Employee Ownership (NCEO), Oakland, California since 1994.

### Topics

- The Woodward Way---“Building our tomorrow, today!”
- “Customers Like Dealing with Owners” (Marketing Your ESOP)
- “The Pot of Gold at the End of the Rainbow”...(ESOP as a Retention Tool)

### Contact Information

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## 10. Fredrica Thode

**Fredrica Thode** is the President of HDOS Enterprises, which operates Hot Dog on a Stick and Muscle Beach. She speaks frequently on motivation, organizational culture, learning, and employee involvement. Most recently, she was the keynote speaker at the annual conference of the National Center for Employee Ownership and the Beyster Institute.

### Topics

- Ownership and Young People
- Employee Ownership in the Service Industries
- Leadership
- Organizations and Creativity

### Contact Information

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## 11. Delores Thomas

**Delores (“Dee”) Thomas, RPT**, is the President of Ewing and Thomas, Inc., a physical therapy company in New Port Richey, Florida, that is 100% ESOP-owned. Ewing and Thomas practices open-book management and a degree of participation admired by many. Dee was the first woman to Chair the ESOP Association (1999 to 2001). She was an attendee at President Clinton’s Corporate Citizens Conference held at the White House and has twice testified before Congress on ESOP legislation. Dee is passionate about protecting ESOP laws and supporting ESOP champions on Capitol Hill.

### Topics

- ESOP Voices on Capitol Hill
- ESOPs Can be their Best in the Toughest of Times
- Sustaining the Best of What We Preach in a Mature ESOP
- Corporate Governance Can Set the Style of Your ESOP

### Contact Information

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## 12. Carolyn Zimmerman

As Managing Director of Blue Ridge ESOP Associates, Inc., **Carolyn Zimmerman** is frequently called upon to explain the technical side of ESOPs to lay persons, be they company owners who are interested in selling to an ESOP or new employee owners whose company has just implemented an ESOP. No matter what the situation, the intricacies of ESOPs are best explained within the listener's existing frame of reference. It is up to the communicator to find that frame of reference and fit the relevant ESOP concepts into it.

Blue Ridge ESOP Associates provides the highest quality ESOP compliance and recordkeeping services available to its clients nationwide. In addition to providing employee communications, Carolyn is responsible for public relations, marketing and sales. She is a past member of the Board of Directors of The ESOP Association and past Chair of The ESOP Association's Advisory Committee Chairs Council. Before entering the ESOP world she spent ten years in the financial services industry, where she began dealing with ERISA plans in 1985. She holds a BA from Duke University and an MLS from Columbia University (NYC).

### Topics

- Communicating Technical Issues
- Basic ESOP Administration
- Creative ESOP Communications

### Contact Information

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