

## **Eighth Annual ESOP U**

### **Conference**

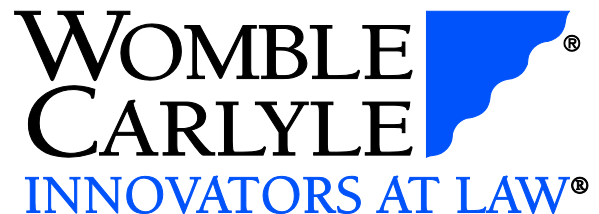
**August 13-14, 2015**

### **NASCAR Hall of Fame**

400 East Martin Luther King Boulevard • Charlotte, NC 28202  
704-654-4400 • [www.nascarhall.com](http://www.nascarhall.com)

#### **Gold Sponsors:**

# **Moore & Van Allen**



#### **Reception Sponsors:**



## THURSDAY, AUGUST 13: ESOP U Conference Schedule

### 2:30 – 5:30 pm CEO/CFO Roundtable Forum *Facilitator: Mike Willard, CEO, Salem Distributing Company, Inc.*

The roundtable is intended for CEOs, COOs, Presidents, CFOs, Finance VPs, and key leaders of ESOP companies. The forum will consist of facilitated open discussion on leading an effective ESOP company. Topics will be selected by those attending, and may include issues such as: internal vs. external trustees; proper ESOP governance, board composition; sustainability and repurchase liability; dealing with unsolicited offers; best practices; and fostering a culture of engagement and ownership. Attendees may submit topics in advance.

### 5:30 – 6:00 pm Conference Registration

### 6:00 – 7:30 pm Hosted Reception - Everyone Welcome

Everyone is invited to rev up your engines at the pre-conference rally reception. Test your racing and pit crew skills and vie for valuable prizes during the Employee Ownership Foundation NASCAR simulator race and pit crew challenge! Network and enjoy refreshments at the race awards reception. Dinner is on your own following the reception.



**Race and Pit Crew Challenge Sponsored by:**



## FRIDAY, AUGUST 14: ESOP U Conference Schedule

**8:30 – 9:00 am Registration & Continental Breakfast**

**9:00 – 9:15 am General Session**

Welcome, Introductions, Chapter News: *Mike Willard, Carolinas ESOP Chapter President*

**9:15 – 9:45 am Keynote Address: Beth Barksdale CEO, and Maria Munoz, Collections Team Leader, CCI**

Join us to hear the story of CCI, The Carolinas ESOP Chapter 2015 Company of the Year! Learn who they are, what they do, and the necessary changes the company has instituted since becoming an ESOP. Hear an overview about CCI's ESOP culture.

**9:45 – 10:00 am Break**

### Concurrent Breakout Sessions

**Race Track I: The Practical Side of ESOPs**

**OR**

**Race Track II: The Technical Side of ESOPs**

**10:00 – 11:00 am**

#### **Fast 50: ESOP Games Workshop**

*AACE Award Winner, Salem Distributing Company;*

*Mike Willard and Gale Maret*

*2014 Carolinas Company of the Year, GBS Building*

*Supply; Bob Baretto, and Lawanna Dendy*

Participate in an interactive workshop sharing 50 great ideas in rapid fire format. Take away games, event ideas and activities you can use to promote a winning ESOP company. Attendees are encouraged to bring samples to share.

#### **Benefits Implications of Contingent Workforces**

*Dolores Lawrence, Blue Ridge ESOP Associates*

*Craig Wheaton, Smith Anderson*

*Caryn Coppedge McNeill, Smith Anderson*

Increasingly employers are relying on a variety of contingent workers, including independent contractors, leased workers and part-time employees, to get the job done. But the existence of contingent workers can complicate the administration of benefit plans. We'll walk through the issues that these workers create for qualified plans, including ESOPs, and discuss ways employers can minimize related risks.

**11:10 – 12:10 am**

#### **Start Your Engines! Onboarding Employees**

*Betty Reynolds and Garret Turbyfill, Carris Reels*

*Linda Johnson, Cross Company*

*Carla Erickson, Withers & Ravenel*

Learn how to effectively onboard new employees into an organization's ESOP culture. Listen to a real-life demonstration of communicating the value of an ESOP

#### **Board of Directors – The Value of a Great Pit Crew**

*Marc Hansberger, Argent Trust Company*

*Fred Engelfried, Lewis Tree Service, Inc.*

*Mike Willard, Salem Distributing Company, Inc.*

Why hire an external board member? What characteristics are important? When is the right time to look?

to new employees in a way that immediately drives value. Explore how to leverage an ESOP as a recruitment tool.

**12:20 – 1:25 pm LUNCH & NETWORKING North Carolina Governor Pat McCrory has been invited!**

**Keynote Address: Overcoming Barriers to Innovation:** *David Phillips, Innovation Provocateur, Faster Glass Consulting*  
In today's climate of ever increasing complexity and fleeting competitive advantage, businesses are endeavoring to create more innovative cultures as a way to keep up. Although innovation can certainly happen by accident, the best results come from a combination of practices and environments that are intentionally crafted and nurtured over time. Yet far too many organizations find their innovation efforts stymied, despite the best intentions of leadership. Why is that? In a style that informs, inspires and entertains, David Phillips will share what he has learned, both as an internal innovation leader and an external consultant, on how to:

- Identify and overcome the barriers to innovation.
- Unleash the inherent creativity in an organization.
- Employ leadership practices that enable people at all levels to see, think, and act differently.

**1:25 - 1:35 pm Break**

**1:35 – 2:30 pm**

**You Are in the Driver's Seat Now**

*Rob Snowden, South Park Advisors, LLC;  
Ralph Owens, Expense Reduction Analysts*

As an employee-owner you have an important role to play in the performance of your company. There are three basic ways in which the value of a business can be enhanced: increase net cash flow, increase future growth, or decrease the risk profile. Understand how you can positively influence each of these factors and ultimately enhance your long-term stock performance.

**Keeping Your ESOP and Employee Benefits on Track**

*Larry Gwaltney, Moore & Van Allen;  
Bill Whitehurst, Womble Carlyle*

Your professional ESOP pit crew will bring you up to speed and share insights and advice on topics including: the effect of recent U.S. Supreme Court decisions on your ESOP and welfare benefit plans; government regulatory developments; and issues arising during recent IRS and DOL audit activity.

**2:35 – 3:30 pm**

**Ask the Experts: Practical ESOP Issues**

*Gale Maret, Salem Distributing Company, Inc.  
Rob Snowden, South Park Advisors, LLC  
Ralph Owens, Expense Reduction Analysts*

**Ask the Experts: Technical ESOP Issues**

*Brant Armentrout, ComStock Advisors  
Marc Hansberger, Argent Trust Company  
Bill Whitehurst, Womble Carlyle*

Wrap up the day with this valuable idea exchange guaranteed to put your company in the winner's circle.

**3:30 pm Close of Conference. Attendees show your badge for complimentary access to Hall of Fame exhibits.**

Breakfast Sponsor: Withers & Ravenel Inc.

Break Sponsor: The Cross Company

Lunch Sponsors: Blue Ridge ESOP Associates  
ComStock Advisors  
Penta Engineering, P.A.



## Eighth Annual ESOP U Conference Registration Form

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### REGISTRATION FORM FOR MEMBERS CHOOSING TO PAY VIA CHECK

(Payable to: The ESOP Association)

**YOU DO NOT NEED TO SUBMIT THIS FORM IF YOU REGISTER USING THE ONLINE LINKS:**

Conference: <https://www.esopassociation.org/meetingregistration/?meetingID=125>

CEO/CFO Roundtable: <https://www.esopassociation.org/meetingregesop/?meetingID=128>

Log in using your ESOP Association member log in and password to receive the member rates.

Cancellation Deadline: August 1, 2015. Substitute attendees acceptable.

Friday, August 14	On or Before August 1, 2015	After August 1
1 <sup>st</sup> Member per company	\$155.00	\$175.00
2 <sup>nd</sup> Member per company	\$155.00	\$175.00
3 <sup>rd</sup> or more member per company	\$135.00	\$155.00
Non-member Rate	\$275.00	\$295.00

#### CEO/CFO Roundtable Forum on Thursday Afternoon, August 13:

Member Rate	\$75.00	\$125.00
Non-member Rate	\$175.00	\$225.00

Company Name	Address	City	State	Zip
Attendee Name/Title	Email	CEO/CFO Roundtable	Conference	Total
(Sample) John Doe, CEO	<a href="mailto:jdoe@esopcompany.com">jdoe@esopcompany.com</a>	\$75.00	\$155.00	\$230.00

#### Mail form by August 1 with Payment to:

Donna Walseth, ESOP Chapter Executive • 906 97<sup>th</sup> Lane NE, Blaine, MN 55434  
[dwalseth@esopexec.org](mailto:dwalseth@esopexec.org) • 763-785-4122 (phone) • 763-785-4168 (fax)

A limited room block is reserved at The Hilton Garden Inn Charlotte Uptown  
 508 E. Martin Luther King Jr. Blvd. • 704-347-5972 • \$125.00 Double • Group Name: ESOP • Code: ESO.  
<http://hiltongardeninn.hilton.com/en/gi/groups/personalized/C/CLTUPGI-ESO-20150813/index.jhtml>  
 Reservation Deadline: July 29.  
 Reference the attached Map of Charlotte for a complete listing of area hotels.