



## The Minnesota/Dakotas Chapter of The ESOP Association

Thursday, June 13, 2019

Doubletree Hotel Bloomington/Minneapolis South  
7800 Normandale Blvd., Minneapolis, MN

### PROGRAM AGENDA

*(If you are not attending a roundtable, or one of the Basics breakouts, you do not need to arrive until 9:30 am for the start of the General Session at 10:00 am)*

- 7:30 – 9:30      CEO Roundtable – Victor Aspengren, Facilitator  
                         CFO Roundtable – Steve Eide, Facilitator  
                         HR Roundtable – Chelsey Paulson, Facilitator
- 8:30 – 10:00     Registration for Chapter meeting –
- 9:00 – 9:45      Communication Roundtable

#### General Session –

10:00 – 10:30    **Company Profile – Inside Edge Commercial Interior Services LLC, St. Paul, MN**

Inside Edge is a Professional Services firm that focuses on Commercial Flooring Projects for large National multi-site Clients. The company provides site assessment, project management, material management, and installation services, and manages over 200 projects Nationally per week. The company was founded in 2004 and became a 100% employee owned company in 2014. Along with its leading National presence, Inside Edge is recognized as a compassionate organization that supports a number of community based and National non-profits.

#### **Presenters:**

##### **Pete Carlson, CEO**

Has been with the Company since 2016 and has held executive positions in both corporate and privately held companies. He is focused on transforming the organization towards a growth and innovation culture that supports the vision of creating an evergreen ESOP.

##### **Kevin Riley, CFO**

Kevin joined in 2012 to help with either transitioning the company to a private equity firm or implementing an ESOP. Thank goodness it was the latter. Kevin is a senior advisor to the ESOP Communication Committee and manages the administration of the plan including valuation, compliance, and acts as the primary resource for employee inquiries on the plan.

##### **Tarry Johnson, ESOP Communication Committee**

Tarry has been with Inside Edge for 3 years. She has been a member of the ESOP Communication Committee for 2 years and she currently Leads the Owner Experience sub-committee. Tarry's passion for positive employee engagement is infectious and she is a role model for Employee-Owner behaviors that drive a collaborative and innovative culture.

##### **Jason Booke, Account Manager**

Jason has been with Inside Edge for 7 years. He is a founding member of the ESOP Communication Committee and after serving as Past Chair, is currently leading the ESOP Education sub-committee. Jason has developed a deep understanding of the ESOP valuation model and is instrumental in educating on the Employee-Owner behaviors that drive consistent growth and create share value.

**10:30 – 11:30      General Session – “Using Culture to Drive Performance in Your Organization”**

*Culture eats strategy for lunch*

Wow, what powerful truth is contained in this short statement by business expert, Peter Drucker. In my years of experience, I've witnessed firsthand organizations with a strong, invaluable product or service struggle because they have an unhealthy culture. Conversely, I have seen organizations with less than stellar offerings excel because they have built a team of engaged people who all share a core set of beliefs, including who they are, what they believe and where they're going. In this presentation, learn how you can take action to strengthen your company's culture as well as hear stories of how a healthy, strong culture translates to higher overall performance from two peer organizations.

***Chad Haldeman, The Resultants; Eva Mach, CEO, ProTec Design Inc.***

*Chad Haldeman is a 25+ year sales and management professional with expertise in revenue development, strategic planning and execution, organizational leadership, structural innovation and the creation of high performing teams.*

**11:30 – 12:00      Chapter Business**

**12:10 – 1:00      Lunch – Lower Atrium**

**1:15 - 2:15      Technical Breakout - Fiduciary Duties throughout the ESOP Company Life Cycle**  
In this session, a panel of experienced ESOP professionals and board member will discuss the fiduciary issues and examples that trustees and boards of directors face throughout the ESOP company life cycle; including the formation of the ESOP, the annual update process, merger and acquisition activity, and in some cases ESOP company sales.

***Panel: Kevin Weise, Bremer Trust, Bob Hartman, Ballard Spahr, Bill Lundberg, ESOP Company Director. Moderator: Tom Murphy, Bremer Trust***

**1:15 - 2:15      Communication Breakout– A Case Study In ESOP Communications**  
Whether you have one location with 50 employees or 1,000 employees spread across 34 locations across the country (like we do) an engaged culture and effective communication takes intention and planning. From branding your committee, to creating and laying out an annual communications plan... from education to culture building activities, we'll share all our fails and successes.

***Panel: Belinda Bellows, Megan Borchardt, Autumn Ryan, Walman***

**2:15 - 2:30      Break**

**2:30 - 3:30      Technical Breakout – ESOP Re-leveraging Transactions**  
This session will discuss re-leveraging as a sustainability strategy for ESOP companies, the pros and cons of re-leveraging, other potential alternatives, and the fiduciary issues and mechanics involved in re-leveraging transactions.

***Roxanne N. Thorelli and Tom Walker, Winthrop & Weinstine***

**2:30 – 3:30      Communication Breakout – Rock Stars 2.0**  
Join us to hear how a few of our rock star employee owned companies celebrate Employee Ownership and other events at their organization. The group will discuss the planning process, choosing events and how to make it all happen. You'll come away with a number of amazing ESOP event ideas to get your employees participating and engaged in celebrating working for an employee owned company.

***Ron Johnson, Haldeman Homme; Drew Skwiers-Koballa, Inside Edge; Caitlin Stoecker, Arvig. Moderator: Belinda Bellows, Walman***

**3:30 – 5:00      Reception – complimentary refreshments –**  
Plan to stay and continue the conversation with your ESOP colleagues.

**Hotel Room Booking Link** [https://doubletree.hilton.com/en/dt/groups/personalized/M/MSPBSDT-OPA-20190612/index.jhtml?WT.mc\\_id=POG](https://doubletree.hilton.com/en/dt/groups/personalized/M/MSPBSDT-OPA-20190612/index.jhtml?WT.mc_id=POG)