

HEART OF AMERICA CHAPTER THE ESOP ASSOCIATION



ANNUAL SPRING ST. LOUIS ESOP SEMINAR

WEDNESDAY, APRIL 25, 2018

8:00 A.M. to 12:00 P.M.

(Registration & Breakfast Begin at 7:30 A.M.)

Missouri Athletic Club West

1777 Des Peres Road

Town & Country, MO 63131

HOST COMPANIES

HUSCH BLACKWELL



**THE ESOP ASSOCIATION
SERVING THE ENTIRE ESOP COMMUNITY**

SEMINAR PROGRAM

7:30 A.M. to 8:00 A.M.	Registration & Hot Buffet Breakfast
8:00 A.M. to 8:10 A.M.	Welcome, Announcements & Host Company Recognition
8:10 A.M. to 8:30 A.M.	Attendee Introductions
8:30 A.M. to 9:30 A.M.	Marketing Your ESOP Success
9:30 A.M. to 9:45 A.M.	Break
9:45 A.M. to 10:45 A.M.	Potential Impacts of Tax Reform on ESOP Companies
10:45 A.M. to 11:00 A.M.	Break
11:00 A.M. to 12:00 P.M.	The Great Debate: ESOP Sustainability

HOST COMPANIES

The hot buffet breakfast is being provided by the following professional members of the Heart of America Chapter of The ESOP Association:

Polsinelli	ButcherJoseph & Co.
Blue Ridge ESOP Associates	Husch Blackwell LLP
Greensfelder, Hemker & Gale, P.C.	Stern Brothers Valuation Advisors

MARKETING YOUR ESOP SUCCESS (8:30 A.M. to 9:30 A.M.)

Dan Marcue, The ESOP Association, Washington, D.C. (Moderator)
Carl Morgan, Emery Sapp & Sons, Inc., Columbia, MO
Lisa Sanders, McCarthy Holdings, Inc., St. Louis, MO

You have great employees, great management and a great ESOP. You may have even been recognized by your Chapter and/or won an AACE Award. How can you use this recognition to help with recruiting, advocacy, and community involvement? In this session, and with the help of Heart of America Chapter award and AACE winners, we will discuss some of the ways to gain this recognition and how to leverage it.

POTENTIAL IMPACTS OF TAX REFORM ON ESOP COMPANIES (9:45 A.M. to 10:45 A.M.)

Cara Benningfield, BKD, LLP, Bowling Green, KY
Steven L. York, Stern Brothers Valuation Advisors, Kansas City, MO

This session is a technical discussion geared to those individuals who are wrestling with the potential impact the recent Tax Reform Act has on ESOP companies. Topics will include a summary of tax reform changes for C and S Corporations and their impact on ESOP companies and those considering becoming ESOP companies. The discussion will include such topics as the impact lower tax rates will have on the company's valuation and its repurchase liabilities, as well as the impact the Tax Reform Act will have on the decision to become or remain a wholly-owned ESOP company.

**THE ESOP ASSOCIATION IS AMERICA'S LARGEST EMPLOYER-SPONSORED
ADVOCACY AND EDUCATION ASSOCIATION FOCUSED ON ESOPs**

THE GREAT DEBATE: ESOP SUSTAINABILITY (11:00 A.M. to 12:00 P.M.)

Jamie Zveitel Kwiatek, Polsinelli, St. Louis, MO (Moderator)
Anthony Brunsvold, Blue Ridge ESOP Associates, St. Peters, MO
David M. Diehl, Praire Capital Advisors, Inc., Oakbrook Terrace, IL

Management of an ESOP company poses unique challenges. How companies handle those challenges varies from company to company – there is no one size fits all way to proceed. Companies must weigh the benefits and consequences of their decisions, and sometimes a combination of strategies is best. We will discuss some hot topics to address both sides of the issues and where there may be room to compromise. Some of the topics are: distribution policy, repurchase methods, funding strategy and releveraging. Join us for a lively debate, and bring your questions for our panel participants!

WHO SHOULD ATTEND?

- ESOP Company Senior Leadership and Board Members
- Internal and External ESOP Trustees
- Managers with ESOP technical or human resource responsibilities
- ESOP Administration Committee Members
- ESOP Communication Committee Members
- Professionals and service providers who want to keep current on ESOP issues
- Companies considering an ESOP

DIRECTIONS / PARKING / DRESS CODE / CELL PHONE POLICY

- The Missouri Athletic Club West is conveniently located off of I-270. For more specific directions, visit www.mac-stl.org and click on “directions” at the bottom of the home page. Complimentary onsite parking is available.
- The Missouri Athletic Club West has a dress code. Dressy casual is permitted throughout the facility and includes (for men) sport coats or golf / collared shirts and or sweaters / vests, dress slacks or dress blue jeans; (for ladies) it includes pant suits, jackets or golf / dress shirts and or sweaters / vests, dress slacks or dress blue jeans, skirts or dresses.
- The use of cellular or other mobile telephones for receiving or calling purposes is not permitted in most areas of the clubhouse. You can receive a silent cellular call or page and may respond to it in a brief, quiet fashion, not exceeding 30 seconds. You may also use a cellular or other mobile telephone or electronic device to text message, search the internet, review e-mails and the like, provided that such device is silent, and in the use thereof, proper decorum is followed.
- Visit www.mac-stl.org/about/dress-code for the official dress and cell phone policies.

EARLY BIRD DISCOUNT THROUGH APRIL 17, 2018.
REGISTRATION FEE INCREASES \$35.00 AFTER DEADLINE

REGISTRATION FORM ~ Registration Deadline April 17, 2018

Heart of America Chapter
The ESOP Association
Annual Spring St. Louis ESOP Seminar

Wednesday, April 25, 2018
8:00 A.M. to 12:00 P.M.

Missouri Athletic Club West
1777 Des Peres Road
Town & Country, MO 63131

Registration <i>MUST BE RECEIVED</i> by April 17, 2018, to receive discounted pricing.	On or Before 4/17/18	After 4/17/18 and Walk-ins
ESOP Association Member ~ Each Attendee	\$ 80.00	\$115.00
Non-member ~ Each Attendee	\$125.00	\$160.00

CANCELLATION POLICY: **NO REFUNDS** will be given **AFTER** April 17, 2018. Substitutions will be accepted.

TO REGISTER AND PAY WITH A CREDIT CARD ONLINE, go to www.esopassociation.org. Under the “Chapters” menu, click on “Chapter Events” and scroll down to “Heart of America Chapter - 2018 Spring St. Louis ESOP Seminar” and click on the blue header. Members will need their Member ID and Password. Non-members will need to create a new account if they don’t already have an account.

MEMBERS: To log in to The ESOP Association’s website, click on the royal blue “Sign In” located on the right-hand side at the top of the home page. Your username is the e-mail address you provided to The ESOP Association. If you don’t know your username or if you don’t have or forgot your password, click the “Forgot my password or my username” to have it sent to you immediately by e-mail. If the person you are registering does not already have an account, an account will need to be created. ***IF YOU HAVE QUESTIONS OR RUN INTO ANY PROBLEM, CONTACT THE ESOP ASSOCIATION AT 866.366.3832 and your registration can be ran in-house.***

TO REGISTER AND PAY BY CHECK, COMPLETE THE FORM BELOW

List each attendee’s name ***AS IT SHOULD BE PRINTED ON THEIR NAME TAG.*** **Beside each attendee’s name, state their company position, i.e.,** CEO, President (P), VP, CFO, HR Department Personnel (HR), ESOP Committee Member (ECM), New Employee Owner (NEO), etc. **Please provide an e-mail address for each attendee.**

Name	Title	Email

Company _____
 Address _____
 City _____ State _____ Zip _____ Phone _____
 Contact Person _____ E-mail _____
(Required for Registration Confirmation)

Enclosed is a check, made payable to **The ESOP Association**, in the amount of \$_____

MAIL COMPLETED FORM WITH PAYMENT TO
Karrie Imbrogno, ESOP Chapter Administrator, PO Box 407, Amherst, OH 44001-0407
(DO NOT send registration and payment to The ESOP Association’s PO Box in Baltimore, MD)