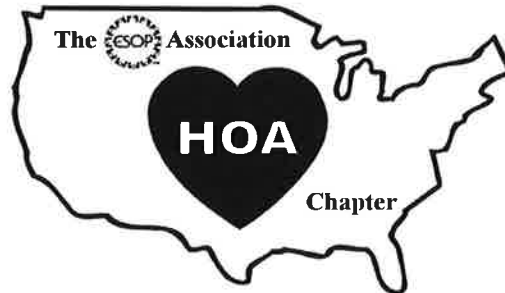


HEART OF AMERICA CHAPTER THE ESOP ASSOCIATION



ANNUAL SPRING KANSAS CITY ESOP SEMINAR

**THURSDAY, APRIL 26, 2018
8:00 A.M. to 11:45 A.M.**

**Registration and Continental
Breakfast begin at 7:30 A.M.**

HOSTED BY COMMERCE BANK AND HELD AT

**COMMERCE BANK BUILDING
6TH FLOOR CONFERENCE CENTER
1000 WALNUT STREET
KANSAS CITY, MO 64106**

**Parking will be provided by
Commerce Bank at select locations
(additional details inside brochure)**



Commerce BankTM
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**THE ESOP ASSOCIATION
SERVING THE ENTIRE ESOP COMMUNITY**

SEMINAR PROGRAM

7:30 A.M. to 8:00 A.M.	Registration / Continental Breakfast
8:00 A.M. to 8:15 A.M.	Welcome / Announcements
8:15 A.M. to 9:15 A.M.	The Great Debate: ESOP Sustainability
9:15 A.M. to 9:30 A.M.	Break
9:30 A.M. to 10:30 A.M.	Potential Impacts of Tax Reform on ESOP Companies
10:30 A.M. to 10:45 A.M.	Break
10:45 A.M. to 11:45 A.M.	Marketing Your ESOP Success

THE GREAT DEBATE: ESOP SUSTAINABILITY 8:15 A.M. to 9:15 A.M.

Robert D. Grossman, Lathrop & Gage LLP, Kansas City, MO (Moderator)
Tina M. DiCroce, ESOP Economics, Inc., Philadelphia, PA
Melissa Goetz, Prairie Capital Advisors, Inc., Overland Park, KS
Vicki D. Graft, Swerdlin & Company, Kansas City, MO

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 leveraging. Join us for a lively debate, and bring your questions for our panel participants!

POTENTIAL IMPACTS OF TAX REFORM ON ESOP COMPANIES 9:30 A.M. to 10:30 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**

MARKETING YOUR ESOP SUCCESS

10:45 A.M. to 11:45 A.M.

Dan Marcue, The ESOP Association, Washington, D.C. (Moderator)

Andrea Clinkscales, Eagle Communications, Inc., Hays, KS

Carl Morgan, Emery Sapp & Sons, Inc., Columbia, 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.

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

- The seminar will be held in the 6TH Floor Conference Center of the Commerce Bank Building, 1000 Walnut Street, Kansas City, MO 64106.
- Parking will be provided courtesy of Commerce Bank. Entrance to the parking garage is located at 1025 Main Street. If this garage is full, park in the 910 Walnut Parking Garage. If you park in any other parking lot, you will need to pay for your parking.
- Bring your parking ticket with you to the 6TH Floor Conference Center. Your ticket will be validated when you leave the seminar.
- A map showing the location of the Commerce Bank Building and applicable parking lots will be sent with your registration confirmation.

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