



## The Minnesota/Dakotas Chapter

Thursday, June 21, 2018

Doubletree Park Place Hotel  
1500 Park Place Blvd., Minneapolis, MN  
952-542-8600

### 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 - Courtyard Room 4 – 1<sup>st</sup> floor  
CFO Roundtable – Steve Eide, Facilitator - Courtyard Room 5 – 1<sup>st</sup> floor  
HR Roundtable – Chelsey Paulson, Facilitator - Courtyard Room 6 – 1<sup>st</sup> floor

8:30 – 10:00 Registration for Chapter meeting – 2<sup>nd</sup> floor

9:00 – 9:45 SOS for ESOP – Help! Help! I don't understand! Park 1

Do you need help understanding what an Employee Stock Ownership Plan is? This presentation will provide a very Simple, Open & Straightforward overview of ESOPs. **There will be no technical mumbo-jumbo.** You'll learn the definition of five **basic** words that will save you from drowning in the complexity of ESOP's. There will be time for interaction and questions. ***This session is specifically designed for ESOP committee members and those who don't even know what ESOP stands for!***

9:00 – 9:45 Beyond the Basics – Park 2

So you know what an ESOP is, are you ready for the next level? Join our panel of experts to have YOUR ESOP questions answered.

- Legal, Administration, Trustee, Appraisal, Accounting
- Andy Daly, Gray Plant Mooty; Dan Markowitz, Boulay; Jess Helvik, Bremer; Matt Schubring, Chartwell; Joel Davis, Principal  
Moderator: Zach Freeman, Christensen Group

### General Session – Park Ballroom

10:00 – 10:30 Company Profile – Plastic Products, Lindstrom, MN – MN/Dakotas Chapter 2018 Company of the Year!



Plastic Products Company is a premier custom injection molder and contract manufacturer with nine divisions in six states throughout the Midwest and Southeast. The company services a wide variety of customers and products including appliances, transportation, housing and other various consumer and industrial goods. Plastic Products Company has been an ESOP for 30 years, starting as a minority ESOP in 1988 with 30% ownership then becoming a 100% ESOP in 2013. The company has 850 employees with 700 participating in the ownership journey.

*Ben Holder is President of Plastic Products. Ben joined the company in 2013 as Executive Vice President and last May became President of Plastic Products. His previous work experience has been in plastics manufacturing for both domestic and international companies.*

**10:30 – 11:30 The Democratic ESOP – Victor Aspengren, Prairie Capital**

We live in a democracy so why not work in one too? ESOPs allow employees to share in the equity of ownership, but why do so few allow true democratic participation? This session will share concepts surrounding organizational behavior and processes that support democratic decision making that can drive performance.

**11:30 – 12:00 Chapter Business**

**12:10 – 1:00 Lunch – Lower Atrium**

**1:15 - 2:15 Technical - Roles and Responsibilities of Internal vs. External Trustees- Park 2**

Have you ever wondered what it is, exactly, that your trustee does? What are the benefits of having an external trustee? What role, if any, does the trustee have in plan and corporate activities? This session will provide an overview of the roles and responsibilities of ESOP trustees and delve into the trustee's relationship with company leadership. Come with your questions!

*Andy Daly, Gray Plant Mooty; Jess Helvik, Bremer*

**1:15 - 2:15 Communication – Metrics of Communication - Park I**

How do we measure culture programs and activities that are developed within your company? Are we really reaching the employee owners? Join this session to hear about employee owner training/education and how companies are measuring their results.

*Dan Marcue, The ESOP Association*

**2:15 - 2:30 Break**

**2:30 - 3:30 Technical – ESOP Repurchase Obligation Rapid Fire – Park 2**

So often ESOP practitioners use big fancy words like “redemption”, “recycle”, “releverage”, “segregation”, “distribution”, and “diversification” when talking about the different ways that purchase of shares of stock happens in the ESOP world. The purpose of this session is to define (in plain English) and illustrate the mechanics of the most common terms associated with repurchase obligation, and to briefly discuss how each might have an effect on participant balances and future stock price. Due to the amount of information to be covered, each topic will be discussed for no more than 10 minutes.

*Steve Storkan, Alerus; Tim Cleary, Chartwell*

**2:30 – 3:30 Communication – ESOP Month Rock Stars – Park I**

Join us to hear how a few of our rock star employee owned companies celebrate ESOP month in October. The group will discuss the planning process, picking a theme and how they make it all happen. It's not early to start your own planning, let us help you get started.

*Natasha Nodsle, SJE, Moderator; Tiffany Schomel, Plastic Products; Keith Jones/Dakota Supply Group; Belinda Bellow, Walman*

**3:30 – 5:00 Reception – complimentary refreshments – Park Ballroom Foyer**

Plan to stay and continue the conversation with your ESOP colleagues.

**Hotel Room Booking Link:** <http://group.doubletree.com/esopassoc> **Single or Double rate: \$130 Cut off date: May 29 , 2018**