



# THE NEW ENGLAND CHAPTER

## SPRING CONFERENCE

March 23, 2018

Marriott Burlington

Burlington, Massachusetts

Note: This conference has not been pre-certified for CPE/CLE Credit. Certificates of attendance are available at the conference, so you can apply for CPE/CLE credits where applicable.

### **Friday, March 23, 2018**

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

**8:15 – 8:45am**      **Chapter Meeting – All attendees are invited!**

Want to learn more about the Chapter? Are you interested in getting involved? Come to this session to meet the Chapter Officers and hear about what's coming up over the next year.

**9:00 – 9:20am**      **Welcome – Amy Huot, New England Chapter President**

**9:30 – 10:30am**      **Concurrent Sessions**

#### **Intro to ESOPs**

*Mike Lucas, Fred C. Church; Andy O'Neill, Prairie Capital Advisors*

Are you new to this whole ESOP thing? Are you a first time conference attendee? Do you want to learn more about the basics? If you answered yes to any of these, then this is the session for you!! You will leave this session with a better understanding of how an ESOP works, why ESOP companies are so great, and what you can do to make yours better!! No question is too basic!!

## **Advocating for ESOPs and Climbing Capitol Hill**

*Maria Prado, Rexcut Abrasives; Bruce Bumpus, Web Industries; Anthony Boi, Newport Harbor Corporation*

ESOPs provide a number of benefits to both employees and the selling shareholder. It is vital that our elected officials understand their benefits and why they should support them. Each year senators, house members, governors and other elected officials visit many of our ESOP companies to learn what they do, why they're different, and why they're so great. Annually, the ESOP Association holds a conference in Washington, DC and many of the attendants visit with their elected officials on Capitol Hill to make sure their message is heard. It is fun and empowering to know that you had an impact on the future success of ESOP companies, but understandably, it can make us nervous!! Join this session to learn what happens during these visits, why they aren't so scary after all, and why you should come!!

## **ESOP Refresher**

*Tabitha Croscut, Devine, Millimet & Branch; Jon Williams, Blue Ridge ESOP Associates*

This session is a great kick off to the conference!! Designed for those who have a good understanding of the basics and want a refresher, this interactive session will give you a brush up on all things ESOP. This is THE PLACE to ask about that issue you have always had or ask that question you felt was "too basic." We want this to be YOUR session.

## **10:30 – 10:45am Break**

## **10:45 – 11:45am Concurrent Sessions**

### **What's In It for Me?**

*Barbara Clough, Newport Group; Aaron Moberger, Harpoon Brewery*

Have you ever wondered how you become eligible to participate in the ESOP? How do you get shares and how does your account grow through the years? What on earth is vesting? And what is this thing called diversification? And what does my ESOP do for me, my family and my retirement? In addition to answer all of these questions, this session will present from a cultural viewpoint various factors about the company's ESOP, including company perspective and communication.

### **If I'd Only Known Then What I Know Now: Transitioning To and Embracing an ESOP**

*Kjersti Cory, GreatBanc Trust Company; Laurie Calvert, Meridian Associates, Inc.*

Workplace culture is critical to business success and employee engagement/retention. This is especially true when companies transition from private ownership to employee ownership. Join this session to hear lessons learned and what can be done to effectively engage and transition employees during early stages of transitioning to an ESOP. In particular, this session will examine educating your employees on what the transition means, effective communication to your employees, how to prepare for the employee concerns resulting from the change, and the opportunities for your company given the new ESOP status. We intend for this session to be lively and engaging with real stories from a two-year old ESOP.

## **Think Like an Owner**

*Ginny Vanderslice, Praxis Consulting Group – Moderator; TBD*

ESOP companies are statistically proven to outperform their competitors and this is not by chance. The most successful ESOPs support an environment of engaging employees through communications, encouraging thought leadership, and giving their employees a voice. Listen in as two companies discuss how they engage their workforce by encouraging their employees to think, act, eat, drink and sleep like they are the owners of the company.

**12:00 – 1:15pm      Lunch**

**1:30 – 2:30pm      Concurrent Sessions**

### **Company Spotlight**

*Amy Huot, Proponent; Jessica Kinsey, Cirtronics Corporation*

Listen in as two companies share their companies' journeys, tips for integrating a successful ESOP culture, overall best practices, employee-owner engagement programs, and tips for success for various ESOP committees. Bring your questions and feel free to share your own experiences!

### **Shout it Out: Marketing Employee Ownership for Recruitment and Branding**

*Lindsay Isaac, King Arthur Flour Company; Chris McLeod, King Arthur Flour Company; Melanie Matulonis, Hypertherm*

Employee ownership is a huge brand advantage. Customers value it. Job candidates desire it. So why don't more ESOPs talk about it? ESOPs are fantastic for retaining talented employees, but they are difficult to explain and "sell" to prospective candidates as part of your total compensation package because most job applicants have never heard of ESOPs. In this session, we'll discuss how to leverage employee ownership in marketing and recruitment – from the science behind "good company" messaging to an inside look at how two companies do this successfully.

### **Planning for your Repurchase Obligation**

*Joe Verri, Morgan Stanley – Moderator; Jeannine Pendergast, Spinnaker Trust; Brad Sprague, Systems Engineering*

This session will discuss the importance of planning for repurchase obligation, namely the first year the plan allows diversification. Systems Engineering will discuss the steps they took to work with their trustee and third-party administrator to be prepared, including a repurchase obligation study, establishment of an investment policy and monitoring of the investments in accordance with the policy. Learn how proper planning can lead to consistent benefit levels and avoid a cash flow crunch for the Company.

**2:45pm                      Adjourn**

**THANK YOU!!**

**Please take a moment to complete the evaluations.**