



“Tools and Take-Aways”
**Second Annual Spring Workshop and
Awards Dinner**



March 26, 2015 at Maggiano’s Little Italy

4400 Ashford Dunwoody Road, Atlanta, GA 30346 • 770-804-8898
<http://locations.maggianos.com/us/georgia/dunwoody/perimeter>

Chapter Awards will be presented. Apply by February 20. View details at: [NSESOP Awards Webpage](#)

Sponsors:



Willamette Management Associates

THURSDAY, March 26, 2015

12:30 pm Registration

1:00 pm Introductions, Agenda Overview *Jodi Lamb, Chapter President, and Chapter Officers*

1:15 – 2:15 pm

General Session: Aligning Cultural Goals and Fiduciary Duties

Dale Dunham and Carrie Green, Graphic Information Services, Inc.; Alex Moss, Praxis Consulting Group

According to conventional wisdom (and state law), the Board of Directors sets strategy, management runs the company, and the ESOP Fiduciaries run the ESOP and protect participants' retirement interests. Of course, ESOP value depends on company performance, and research has shown that employee-owned companies which have a "participative" culture are more valuable than their non-participatory counterparts. Who is responsible for developing this valuable, intangible asset known as a strong "Ownership Culture", which in turn is associated with stronger financial performance? What is the appropriate role of the ESOP fiduciaries, in relation to the other parties, and to what extent can ESOP fiduciaries advocate for a high-performance ownership culture without overstepping their duties?

Concurrent Breakout Sessions

ESOP Fiduciary Workshop

Internal trustees and other fiduciaries will benefit from sessions in this track by gaining a clearer understanding of their roles and responsibilities.

OR

ESOP Communications Workshop

Anyone tasked with helping employees embrace the ownership culture will have a chance to share ideas, ask questions and learn strategies and proven techniques. A great workshop for Communication Committee members.

2:20 – 3:10 pm

Get it on the Calendar!

Carla Klingler, PyraStar Pension Group

Eileen Wyatt, Atlanta West Carpets

Explore each step of the annual administration from the eyes of an ESOP TPA and a company executive as they share both technical and practical applications of administration compliance and requirements. Technical aspects will include timing and WHY each step is important from a compliance perspective including the role it may play in an IRS/DOL audit.

Take-Away Tool: Receive a template calendar to help you systematically plan and execute your ESOP administration process, document important decisions, and never miss a deadline.

Why ESOP?

Jodi Lamb, Big G Express, Inc.

As you prepare to communicate the ESOP with your current employees, potential employees, customers and government leaders, START WITH THE WHY. Our company stories are unique, but many share in the reasons "WHY" an ESOP was formed. In this session we will talk about "WHY" ESOPs are good for the selling owners, the employees, the customers and the communities in which they operate.

Take Away Tool: Whether you are a mature ESOP or looking to announce to your ESOP soon, you will always be challenged with communicating the ESOP to those who know very little about an ESOP. We will give you some of the basic WHYS to start that conversation.

3:10 – 3:20 pm Break

3:20 – 4:20 pm

Tools Internal Trustees Can Use for the Valuation

Appraisal

Adrian Loud, Censeo Advisors

Jim Blackburn, Thompson Company, Inc.

Internal trustees, participants, and others interested in understanding the mechanics of an ESOP appraisal will be treated to a plain English discussion of the rhyme and reason behind the valuation report. What is the report trying to tell the reader? What key components should the report address? What conclusions should be drawn from the report?"

Take-away Tool: Valuation report "cheat sheet"

Take-Away Tool: Receive a checklist for your next valuation.

ESOP Communications Workshop: Tools and Take-Aways

Sara Cantrell, Avion Solutions

Amy Gwiazdowski, The ESOP Association

Sharon Karklins, Williams Company

Katherine Louthan, White Electrical Contractors

Alex Moss, Praxis Consulting Group- Moderator

Attend this interactive and highly participative session exploring a variety of communication tools useful throughout the life-cycle of an employee owner. Bring back ideas to make your communication committee succeed! Topics will include:

- New Hires – What Do You Tell Them?
- How ESOP Benefits Compare to Other Benefits
- Communicating Financials
- Communication Committees – Engaging Employees and Maintaining the Enthusiasm
- The ESOP Association – Taking Advantage of Your Membership

- Newsletters, ESOP Month Activities, and more!
Take-Away Tool: Ideas and plans for your Communication Committee and employee owners at your company.

4:30 – 5:30 pm

Oh No! Now What? Surviving a DOL Audit

*Sayward Masselter, Eileen Wyatt, Atlanta West Carpets
Tom Stafford, Krieg DeVault*

This session will chronicle audit preparation, from receiving the notice letter to sending the auditor on their merry (or satisfied) way.

Take-Away Tool: Receive a checklist for audit prep.

ESOP Communications Workshop: Tools and Take-Aways - Continued

*Sara Cantrell, Avion Solutions
Amy Gwiazdowski, The ESOP Association
Sharon Karklins, Williams
Katherine Louthan, White Electrical Contractors
Alex Moss, Praxis Consulting Group- Moderator*

Silver Sponsors

**Blue Ridge ESOP Associates
Principal Financial Group**

5:30 – 6:00 pm NETWORKING RECEPTION

6:00 – 7:30 pm AWARDS PRESENTATION AND DINNER

Take-Away Tool: Great food!

NOTE: Speakers are confirmed at the time of publication. The roster may change due to unforeseen circumstances.

Hear what attendees of this workshop last year had to say about the experience:

- “The information from not just the presenters but the participants was very valuable.”
- “Great location, easy access, FREE parking, great topics and presenters!”
- “I enjoyed the interaction with other ESOP companies. All of the speakers were great.”
- “I enjoyed everything. The location, the networking, the range of topics, the speakers were all great.”

Registration Details





NEW SOUTH ESOP CHAPTER SPRING WORKSHOP AND AWARDS DINNER REGISTRATION FORM

March 26, 2015

Maggiano's Little Italy

4400 Ashford Dunwoody Road, Atlanta, GA 30346 • 770-804-8898

<http://locations.maggianos.com/us/georgia/dunwoody/perimeter>

**REGISTRATION FORM FOR MEMBERS CHOOSING TO PAY VIA CHECK
YOU DO NOT NEED TO SUBMIT THIS FORM IF YOU REGISTER USING THE ONLINE LINK POSTED
ON THE ESOP ASSOCIATION WEBSITE:**

On or Before March 16, 2015

After March 16, 2015

Members: \$65 per person

\$85 per person

Non-Members: \$95 per person

\$115 per person

Register Early. Space is limited.

Cancellation Policy: No refunds after March 14. You may send a substitute from your company at no additional charge.

Company	
Address	
City, State, Zip	
Phone	

Name	Title	Email

Name	Title	Email

Name	Title	Email

Name	Title	Email

Name	Title	Email

Amount Enclosed: \$_____ (checks made payable to THE ESOP ASSOCIATION)

Mail form with Payment to: Donna Walseth Phone: 763-785-4122
 906 97th Lane NE Email: dwalseth@esopexec.org
 Blaine, MN 55434 FAX: 763-785-4168

THANK YOU!

Hotel Accommodation Options (No room block has been reserved.)

- Atlanta Marriott Perimeter Center • 770 394-6500 • 246 Perimeter Center Parkway NE, Atlanta, 30346
<https://www.marriott.com/hotels/travel/atlpc-atlanta-marriott-perimeter-center/>
- Crowne Plaza Atlanta Perimeter at Ravina • 1-800-972-2404 • 4355 Ashford Dunwoody Rd., Atlanta, 30346
<http://www.cpravinia.com/accommodation.aspx>
- Courtyard Atlanta Perimeter Center • 770-393-1000 • 6250 Peachtree-Dunwoody Road, Atlanta, 30328
<https://www.marriott.com/hotels/travel/atlpe-courtyard-atlanta-perimeter-center/>