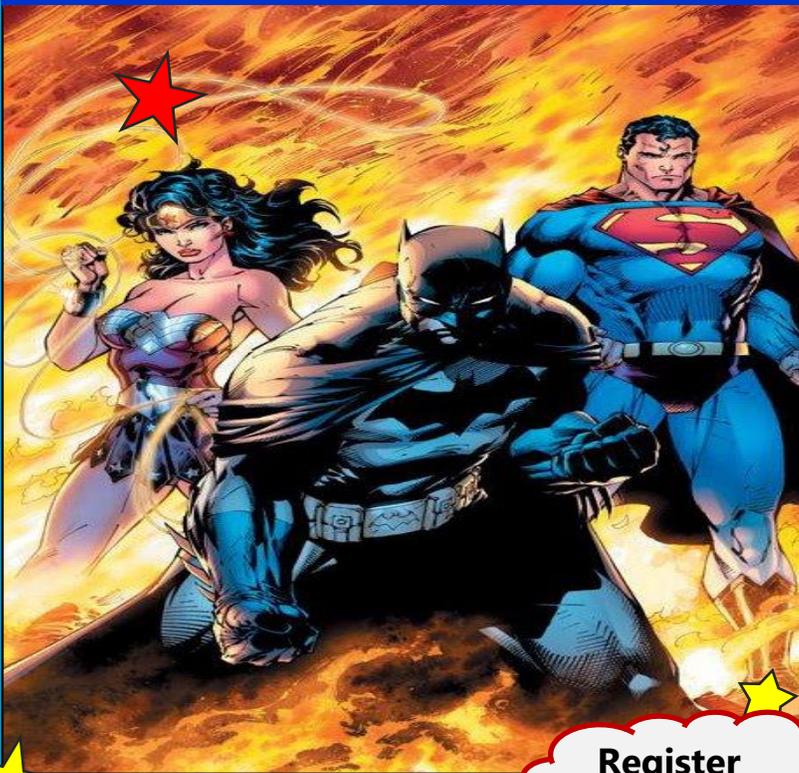


Calling All ESOP  
**SUPERHEROES!**

**Extra! Extra! Read All About it!**



## SW Chapter Awards Banquet & Spring Conference March 26 & 27, 2015



**Register  
NOW!**

The Awards Banquet & Spring  
Conference agenda and  
registration information are  
included in the following pages

The ESOP SW Chapter 2015 Spring  
Conference will be at the

**Hilton DFW Lakes  
Executive Conference Center**

1800 Highway 26 East  
Grapevine, Texas

**NOW WITH EVEN MORE ACTION THAN EVER!!**

# Awards Banquet

March 26, 2015

6:00 pm - Reception

7:00 pm - Dinner, Keynote Speaker and Awards Ceremony

Keynote Speaker

**Cindy Turcot**



*Cindy Turcot, Chief Operating Officer, has tended a crop of employee shareholders who have grown Gardener's Supply of Burlington and Williston into the nation's largest marketer of gardening products. Photo: Jan Doerler*

It's rare for anyone to stay at a job for 31 years. It's even more rare for that person to get up in the morning, feeling she cannot wait to get into the office. Gardener's Supply Company is that sort of workplace. And a big reason why, says Cindy Turcot, Chief Operations Officer (COO) of America's Gardening Resource, the parent company, is its employee stock ownership plan.

"I have been fortunate that throughout our evolution, I have been able to work for an amazing founder," she said, referring to Will Raap, now chairman of the board. Turcot first began in customer service and data entry; but Raap credits Turcot with committing to a new ownership model and making it happen.

The company decided to invest in its employees in 1987, says Turcot, and has relied on Vermont employees' inherent frugality, independence and creative thinking. "We adopted an Employee Stock Ownership Program (ESOP) that allows all employees to earn stock and share in company profits." As of December 2009, Gardener's Supply became 100 percent employee-owned.

Turcot has been integral to building the company from its humble beginnings in 1983 to its becoming the nation's largest catalog-and-web marketer of gardening products and accessories.

*Excerpt from April/May 2014 Edition of Vermont Woman Magazine article "Cindy Turcot Grows a Company and Profits for Employee's" by Allison Teague*

# Spring Conference Schedule

March 27, 2015

7:30 am

**Registration & Continental Breakfast**

8:15 am

**Introductions – Cindy “ESOP Woman” Lewis SWC President**

8:30 am

**General Session**

**Encouraging ownership through talent management:** Talent management is an integrated strategy to attract, develop, and retain talented employees who make strong contributions to business results. It's also an opportunity to communicate about and build ownership behaviors across an employee's organizational lifespan. This session provides a practical framework for linking talent management to building an ownership culture.

**Jon “Superman” Sweigart, Praxis Consulting Group**

9:45 am

**Track One**

**Communication Committee Conversation:** Join this session to discuss: 1) starting a committee; 2) keeping a committee active and engaged; 3) formal structures; 4) budgeting; and, 5) obtaining support. This will be an interactive session where participants will be asked to share their experiences and help define what makes an effective communications committee. Learn from your peers and walk away with ideas that you can apply to your committee structure.

**Dan “Batman” Marcue, Chapter Development Officer, The ESOP Association**

**Track Two**

**The ESOP Administration Timeline:** Take a walk through the annual cycle of an ESOP from the planning stages to paying distributions. Learn to develop an ESOP administration timeline. Share best practices for timeline management with other plan sponsors. The goal of this session is to explain the dominoes that need to fall during the administration process and provide tools to effectively manage the process.

**Dolores “Administration Woman” Lawrence: Blue Ridge ESOP Associates**

11:00 am

**Track One**

**Developing Culture:** Giving your current employees what they need and getting more in return (through engagement).

**Natalie “Supergirl” Hill, Principal Financial Group**

**Track Two**

**ESOPs: Everything and the Kitchen Sink:** This session will focus on those ESOP questions that everyone seems to have but that do not warrant their own presentation. Included discussions: (1) How to best maintain the ESOP plan document and how often should it be restated. (2) How often does an SPD have to be provided to participants? To terminated participants with benefits in the plan? (3) How often do I interact with the trustee? What about an inside trustee? (4) How long do I have to keep records?

**Allison “Wonder Woman” Wilkerson, K&L Gates and Jason “Captain Marvel” Ray, Morgan Lewis Bockius**

12:00 pm - Lunch

# Spring Conference Schedule (continued)

March 27, 2015

1:00 pm

**General Session**

**National ESOP Update**

**Michael “The ESOP Man” Keeling, President of The ESOP Association**

2:00 pm

**Track One**

**Engaging Employees:** Tips to motivate/communicate the ESOP Culture from our panel of speakers.

**Panel: Moderator – Dan “Batman” Marcue, Chapter Development Officer, The ESOP Association, John “The Flash” Foley, Austin Industries, Inc. and Uneeta “Batgirl” Palmer, Fritz Industries**

**Track Two**

**ESOPs: Repurchase Obligation Issues and Strategies From a Benefits Point of View:** Learn how to manage the repurchase obligation through distribution policies and repurchase strategies. The repurchase obligation is not kryptonite for your ESOP!

**Owen “Spider Man” Schmidt, Principal Financial Group**

3:15 pm

**General Session**

**Ask the Panel of Experts:** Take this opportunities to ask our panel ESOP related questions that are on your mind.

**Panel of Conference “Super Hero” Speakers**

4:15 pm

**Conference Adjourns**

**NOTE: THERE WILL BE A SHORT BREAK AT THE END OF EACH PRESENTATION**

# 2015 Awards Banquet & Spring Conference Registration

To register online ([click here](#))

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Registration Fees: *(fees below are valid through February 27, after which prices will increase 10%):*

Spring Conference:

Members - \$225 each for the first 2 registrants and \$200 for each additional

Non-Members - \$400 for each registrant

Awards Banquet - \$75 per ticket (includes reception and dinner)

Spring Conference Attendees:

Name	Email Address	Member Y/N	Amount
_____	_____	_____	\$ _____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Awards Banquet Tickets (Includes dinner and reception) \_\_\_\_\_ ticket(s) @ \$75 each = \_\_\_\_\_

Subtotal \_\_\_\_\_

Less Chapter Sponsor Discount (10% Gold Sponsor and 5% Silver Sponsor) (\_\_\_\_\_)

Total Fees (we will be unable to make refunds after March 5) \$ \_\_\_\_\_

\_\_\_ Check enclosed - *make checks payable to "The ESOP Association"*

\_\_\_ Charge to my \_\_\_ Amex \_\_\_ Visa \_\_\_ MC - Account #: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail to: Jim Schranz, 301 CR 2754, Naples, TX 75568

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## Overnight Accommodations

If you are attending the conference and need a room at the hotel, a limited number of rooms have been reserved at a rate of \$159 per night (plus tax). After March 5, 2015 rooms will be subject to availability and at regular hotel pricing.

To make a room reservation at the Hilton:

Please contact the Hilton DFW Lakes

Phone 800-984-1344

Be sure to mention the The ESOP Association to get conference pricing

For more information contact:

Jim Schranz, Chapter Executive

903-575-7345 or [jschranz7@gmail.com](mailto:jschranz7@gmail.com)