



The Wisconsin Chapter of  
The ESOP Association  
Annual Conference  
**Monday, March 9, 2015**  
**Marriott Milwaukee West**  
W231 N1600 Corporate Court • Waukesha, WI 53186  
262-574-0888  
[www.marriott.com/mkemw](http://www.marriott.com/mkemw)

*Sponsors:*



## AGENDA

- 8:30 am** Registration, Breakfast
- 9:00 am** **General Session and Chapter Awards Presentation:** *Kimber Simos, Chapter President & Officers*  
Meet The 2015 Chapter Officers • Learn What's in Store for 2015 • Congratulate the 2015 Chapter Award Winners!  
(Awards applications available through February 6 at: [2015 WIESOP Awards Form](#))
- 9:30 am** **Be an All Star Employee/Owner!** *Brian Baker, Sentry Equipment; Dave Rolston, Hatco Corp.*  
What traits, attributes or competencies are demonstrated by an "All Star" employee/owner? How do you build and demonstrate those to make you more valuable as an employee/owner?
- 10:15 am** Break

**Two-Track Conference: Each time slot offers a choice of two sessions**

*Communications/Culture*

OR

*Technical/Administrative*

### **10:30 – 11:20 am** Concurrent Breakout Sessions

#### **Defining Ownership – Learning How to Play Ball!**

*Dan Marcue, The ESOP Association*

This motivating and participatory session will discuss how ownership is defined and what motivates you and others in the workplace. We will also discuss how your attitudes and actions impact how we react and change the ability to influence others.

#### **How the Target Employee Benefit Level Impacts the Company, the ESOP, Repurchase, etc.**

*Scott Freund, Blue Ridge ESOP Associates; Ryan Graham, Chartwell Capital Solutions, Inc.*

This session will provide an overview of the impacts a targeted benefit level may have on an ESOP Company, focusing on creating a sustainable path for the ESOP. The session will provide insight regarding implementing an ESOP with an appropriate level of benefit. This session will give you tools and best practices in controlling / regaining control of the benefit provided by the ESOP.

### **11:30 – 12:30 pm** Lunch & Networking

### **12:40 – 1:30 pm** Concurrent Breakout Sessions

#### **The ESOP Message: Tactics, Timing & Team**

*Kellee Krull, Principal Financial Group*

ESOP communication works best as a team effort – and with planning. Strategizing your approach with the right message at the right time can help you reach your communication goals. Hear what other ESOP companies share about the ESOP during orientation and beyond.

#### **Don't Get Called Out! Understand the DOL's Fiduciary Process Agreement**

*Mickey Maier, Professional Fiduciary Services LLC; Craig Olinger, ESI*

During recent years, the DOL has continually increased its scrutiny of ESOP fiduciaries and their valuation experts. The Fiduciary Process Agreement, released in mid-2014, illustrates what the DOL would like to see surrounding the ESOP transaction process in particular. This session will include a discussion on the key points of the agreement and its impact on the companies, fiduciaries and valuers.

### **1:40 – 2:30 pm** Concurrent Breakout Sessions

#### **Hitting a Home Run With Your Committees**

*ESOP Committee Members from IEWC Global Solutions, CC&N/NEXT Electric and Sentry Equipment*

Join us in an interactive session to learn how three ESOP companies have successfully implemented various types of committees within their organizations. We'll discuss:

- Committee Structures & Missions
- Engagement of Committee Team Members
- Committee Activities & Events
- Committee Rewards and Recognition

#### **"Rounding the Bases" Panel Discussion**

*Moderator: Renee Stadtmueller*

*Panelists: Aaron Juckett, ESOP Partners; Tim Stewart, DeWitt Ross & Stevens; Sandy Paavola, ESI*

Caught in a "pickle" or feel like you're running a "suicide squeeze" with your ESOP questions? Leg out a double and join a panel of ESOP consulting, administrative, valuation and legal experts for a quick round of "pepper" and get answers to all your technical questions. Hit your questions out of the park and see your confusion: *get up, get up, get outta here, gone!*

### **2:45 pm** **Where Do We Go From Here? Ask the Experts Roundtables, Refreshments, Raffle**

This final session gives you a chance to enjoy refreshments, ask questions and continue learning from the presenters and each other! Experts will be stationed at roundtables giving you the opportunity to engage in discussion on various ESOP topics. Questions do not need to be focused on today's session topics. Experts in the areas of ESOP Communications and Culture as well as Technical ESOP issues will be available. Don't worry if you can't decide which roundtable to attend. Every 15 minutes you will have the opportunity to switch to a new table. Choices include:

→ESOP Committees – *Lynnette Fritz & Dori Ross*

→Fiduciary Issues – *Mickey Maier*

→ESOP Culture – *Dan Marcue*

→Administration Issues – *Ryan Graham, Scott Freund*

→ESOP Communications – *Kellee Krull*

→Administration Basics – *Renee Stadtmueller*

→Government Relations – Getting Involved – *Craig Olinger, Paul Karch, Sandy Paavola*

### **3:30 pm** **Wrap Up & Close**

**“The Year of the All Star ESOP” Wisconsin Chapter Conference**  
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**Print & Mail Registration Form**

	<u>On or Before March 2, 2015</u>	<u>After March 2, 2015</u>
<b>Members:</b>	\$75 (1 <sup>st</sup> registrant)	\$90 (1 <sup>st</sup> registrant)
	\$75 (2 <sup>nd</sup> registrant)	\$90 (2 <sup>nd</sup> registrant)
	\$65 (3 <sup>rd</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> , or more registrants)	\$80 (3 <sup>rd</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> , or more registrants)
<b>Non-Members:</b>	\$120 (per registrant)	\$135 (per registrant)

**Cancellation Deadline: March 2, 2015.**

You may send a substitute from your company at no additional charge.

**To register and pay via credit card online, please select the link below:**

**<https://www.esopassociation.org/meetingregistration/?meetingID=68>**

**To register and pay via check please complete the form below and mail to:**  
**Donna Walseth • 906 97<sup>th</sup> Lane NE • Blaine, MN 55434 • [dwalseth@esopexec.org](mailto:dwalseth@esopexec.org)**  
**763-785-4122 (phone) • 763-785-4168 (fax)**

<b>Company</b>			
<b>Address</b>			
<b>Phone</b>			
	<b>Name(s)</b>	<b>Title</b>	<b>Email</b>

**Amount Enclosed: \$ \_\_\_\_\_ (check made payable to THE ESOP ASSOCIATION)**

**Hotel Room Reservations • \$129**  
**Milwaukee Marriott West Hotel • Request Wisconsin ESOP Rate**  
**Call: 877-651-7666 • Online Reservation Link: [Book your group rate: Wi Chapter ESOP >>](#)**  
**Reserve by February 16, 2015**