



# THE NEW SOUTH CHAPTER 2020 SPRING ESOP CONFERENCE

February 26-27, 2020

The Chattanooga Hotel

Chattanooga, TN

## About the conference tracks:

**Technical track:** Designed to give a detailed overview of technical aspects of ESOPs, including such items as repurchase obligations, legal matters, accounting, trustee responsibilities, and more. The targeted audience is generally management and professional members of the ESOP Association.

**Culture & Communications track:** These sessions focus on areas of interest primarily to ESOP participants and provide insights and best practices to maximize the ESOP as part of an organization's culture. They also delve into how various companies of all sizes can communicate better across all levels within the organization.

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.

## Wednesday, February 26, 2020

**12:00pm – 1:00pm**    **Pre-Conference Lunch for Round Table Attendees & Sponsors**

**1:00pm – 4:00pm**    **Round Tables**

**HR Round Table** – open to all ESOP company HR professionals

*Facilitated by Nelson Parrish, Praxis Consulting Group*

**CEO Round Table** – open to all ESOP company CEOs & Presidents

*Facilitated by Alex Moss, Praxis Consulting Group*

**CFO Round Table** – open to all ESOP company CFOs and high-level finance professionals

*Facilitated by Adrian Loud, Censeo Advisors*

**5:30 – 7:00pm**    **Welcome Reception**

*All conference attendees are invited to join us for cocktails, hors d'oeuvres and networking.*

## Thursday, February 27, 2020

**7:30 – 9:00am**    **Continental Breakfast & Registration**

**8:30 – 9:15am**    **Welcome - Sharon Karklins, New South Chapter President**

**Keynote Speaker: Jim Bonham, President & CEO, The ESOP Association**

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

### **Technical – Fundamentals of ESOP Repurchase Obligation**

*Tina Fisher, SES Plan Services, An Ascensus Company, Sofia Kumar-Camp, Southeast Power Systems, Inc.*

An overview of what ESOP repurchase obligation as well as planning for it and the advantages and disadvantages of the various funding methods. We will also discuss how plan design could impact your repurchase obligation.

## **Culture & Communications – ESOP Basics**

*Carla Klingler, Blue Ridge ESOP Associates, TBD*

Are you new to this whole ESOP thing? Are you a first-time conference attendee? Could you use a refresher course 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!!

**10:30-10:45am Break**

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

### **Technical – 15 Valuation “Glitches”**

*Tim Jamison, Prairie Capital Advisors*

This session outlines 15 core items that should be considered by Company management, as well as ESOP Trustee and valuation firms, when performing or evaluating an ESOP Valuation. Discussed will be how these items or potential issues impact the valuation conclusion, and what to do about them.

### **Culture & Communications – Innovation & Creativity in ESOPs**

*Nelson Parrish, Praxis Consulting Group, Alex Moss, Praxis Consulting Group*

The interactive presentation will highlight why ESOPs are uniquely positioned to foster and benefit from the innovation and creativity of employee-owners.

- We will discuss the differences and complementary nature of innovation and creativity
- We will explore the elements of ESOP Leadership that foster creativity and innovation
- Participants will share how their ownership culture and practices promote creativity and innovation
- We will review best practices in creating an environment that enables people to share questions, thoughts and ideas

**11:50 – 12:50pm Lunch & Chapter Awards Presentation**

## **1:00 – 2:00pm      Concurrent Sessions**

### **Technical – ESOP Sustainability – Developing a Long-Term Strategy**

*Lisa Durham, Kreig Devault; TBD*

This session will discuss best practices for ESOP companies to sustain their ESOP over the long-term. The session will discuss real-life examples and case studies for participants to see how other companies have achieved this objective.

### **Culture & Communications – Your ESOP Transaction is Complete – Now What?**

*Susan Longmire, Aegis Fiduciary Services; Steve Greenapple, Stevens & Lee*

New ESOP companies often receive volumes of professional advice up to the day the ESOP is created and the ESOP transaction is closed. This session will address the issues that ESOP companies need to address during the first year after the closing.

## **2:00 – 2:15pm      Break**

## **2:15 – 3:15pm      Concurrent Sessions**

### **Technical – How to Build a Better ESOP Company Board**

*Howard Kaplan, Kaplan Fiduciary Group; Sharon Karklins, Williams Company*

Fielding a highly competitive team takes the leadership of a diverse group of talented Board members setting the agenda for the firm. Do you have the right people on your board? Who might you be missing to round out the team? Do they have complimentary skill sets? This session will focus on what it takes to recruit the right board for your ESOP Company.

### **Culture & Communications – Behavioral Bias Considerations for ESOPs**

*Kyle Wishing, Willamette Management Associates; John Kirkland, Willamette Management Associates*

This will be a broad discussion that features the behavioral biases that can influence ESOP decision makers (trustees, financial advisors, company management, and participants). The goal of the session is to raise awareness of these biases to improve the decision-making process, resulting in better decisions. In the session, the behavioral bias concepts will be geared toward the ESOP audience; however, the behavioral bias has applications to every area of life.

## **3:15pm              Adjourn**