

**SOUTHWEST CHAPTER**  
**Spring Conference and Awards Luncheon**  
**March 6, 2020**

**Courtyard and TownePlace Suites by Marriott**  
**Dallas DFW Airport North/Grapevine**  
**2200 Bass Pro Court**  
**Grapevine, TX 76051**

**ESOPs Roaring into the**  
**20's**



## **Opening Reception**

March 5, 2020 - 6:00 – 8:00pm

## **Conference & Awards Luncheon**

March 6, 2020

### **7:30am – Registration**

### **7:50am- Welcome & Opening Remarks – Jim Hirsch, Air Tractor and SWC President**

### **8:00am - General Session**

***Five Keys to Building an Ownership Culture:*** Building a culture where employees think and act like owners taps into the benefits of employee ownership. Creating that culture requires more than just educating and informing people about employee ownership. Many additional elements are key to fully creating that culture. Come to this session to learn about the key components for building an ownership culture.

**Linshuang Lu, Praxis Consulting Group**

### **9:00am - Breakout Sessions**

#### **Track One (Communications)**

***Government Relations is Everybody's Job:*** This session will cover government relations at an ESOP Company and discuss why it is important that employee-owners be involved.

**Chris Thiel, Alterman**

#### **Track Two (Technical)**

***New and Notable ESOP Valuation Issues:*** This session will review current ESOP valuation issues related to control / minority, subordinated debts with warrants, financial statement adjustments, projections, etc. Attendees will leave this session better able to question and understand their own company's valuation process and conclusions.

**Steve Nelson, Chartwell Financial Advisory**

### **10:00am - Breakout Sessions**

#### **Track One (Communications)**

***ESOP and Recruiting – Are They Buying What We are Selling?*** This session will cover the use of the ESOP as recruiting tool. Learn what works and what doesn't when talking to prospective employees.

**Chris Hallman and James Detzel, Austin Industries**

#### **Track Two (Technical)**

***Legal & Regulatory Update:*** This session will provide an overview of certain legal changes and regulatory guidance observed over the past year. The discussion will include a review of recent legislation finalized with respect to hardships and claims procedures, proposed guidance on electronic disclosures, regulatory examinations of missing participants and uncashed checks, information on the impact of issued Executive Orders and DOL restructuring on audit activity, and certain other audit and investigation actions facing ESOP sponsors.

**Allison Wilkerson, McDermott Will & Emery**

### **11:00am - Breakout Sessions**

#### **Track One (Communications)**

***Teaching ESOP Participants the business side of the ESOP:*** This session will cover how Alterman approaches teaching its employee-owners the business side of the ESOP. The session will be participative and ask other ESOP Companies to share how they teach the business side of the ESOP to their employee-owners.

**Chris Thiel, Alterman**

## **Track Two (Technical)**

**409(p) Revisited:** This session will revisit IRC Section 409(p), the anti-abuse compliance test. The test is to ensure that S Corporation ESOPs provide broad-based coverage that benefit all participants. The test is extremely complex and penalty for failing is draconian. Learn what almost 20 years of 409(p) has taught us.

**Owen Schmidt and Linda Badilo, Principal Financial**

## **12:00pm – Awards Luncheon**

## **2:00pm - Breakout Sessions**

### **Track One (Communications)**

**Leading Across Differences:** One of the most powerful elements of employee ownership is its ability to create or sustain a sense of community and belonging for a company. This, however, can get complicated with all the differences present in our companies—departments, education background, age, language, race and gender. Come to this session to learn practical skills about how to work across our differences to build a successful company.

**Linshuang Lu, Praxis Consulting Group**

### **Track Two (Technical)**

**Challenges as Your ESOP Matures:** Dealing with have/have not issues, repurchase obligations, executive comp, releveraging and more.

**Dolores Lawrence, Blue Ridge ESOP Associates; Patrick DeCraene, GreatBanc Trust Company; and Jason Ray, Morgan Lewis & Bockius**

## **3:00pm - Breakout Sessions**

### **Track One (Communications)**

#### ***Culture and Communication Roundtables***

Join fellow ESOP employee-owners and discuss topics that interest you. Topics will be selected by roundtable participants.

**Facilitators: Linshuang Lu, Praxis Consulting Group**

### **Track Two (Technical)**

#### ***Technical Roundtables***

Join fellow ESOP employee-owners and discuss topics that interest you. Topics will be selected by roundtable participants.

**Facilitator: Owen Schmidt, Principal Financial Group**

## **4:00pm – Conference Adjourns**

### **AWARDS COMMITTEE**

**WENDY LANKES, CHAIR, FUTUREPLAN BY ASCENSUS**

**FRANK CINATL, ABATIX**

**IRMA CROTEAU, HISCO**

**RANDY WILLIAMS, CISCO-EAGLE**

**AMBER WIDENER, COMSTOCK ADVISORS**

### **SPRING CONFERENCE COMMITTEE**

**WENDY LANKES, CHAIR, FUTUREPLAN BY ASCENSUS**

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**AMANDA HARRIS, HOSSLEY LIGHTING ASSOCIATES**

**TIM MICKUNAS, D WILSON CONSTRUCTION COMPANY**

**KELLI MEYER, VERMEER TEXAS-LOUISIANA**

**OWEN SCHMIDT, PRINCIPAL FINANCIAL GROUP**

**CHRIS THIEL, ALTERMAN**

**ALLISON WILKERSON, McDERMOTT WILL & EMERY LLP**

**KEN WINSLOW, BENEFIT CAPITAL SOUTHWEST, INC.**

# Conference Registration

**Member** *(please login to the website to get member pricing)*

Early bird registration **\$325** if registered by February 13, 2020

Regular price is **\$360** after February 13, 2020

**Non-Member:**

Early bird registration **\$450** if registered by February 13, 2020

Regular price **\$500** after February 13, 2020

[Click Here to Register](#)

## 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 \$174 per night (plus tax). After February 13, 2020 rooms will be subject to availability and at regular hotel pricing.

**To make a room reservation at the hotel:**

Please contact the **Marriott Courtyard**

To make a Hotel Reservation ["Click Here"](#)

Or Phone 817-251-9095

(mention **The Southwest Chapter of The ESOP Association** for the group rate)

**For more information contact:**

Southwest Chapter Executive

[SW-Chapter@esopassociation.org](mailto:SW-Chapter@esopassociation.org)