

# LEAP

into ESOP education



*Presented by:*

**WEDNESDAY, February 29, 2012 • Marriott Cornhusker Hotel**  
333 South 13th Street • Lincoln, NE 68508 • 402-474-7474

Gold Conference Sponsors:



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**Blue Ridge ESOP Associates**

## WEDNESDAY, FEBRUARY 29, 2012

8:30 - 9:00 am REGISTRATION & CONTINENTAL BREAKFAST - MARRIOTT CORNHUSKER HOTEL

### 9:00 - 9:30 am GENERAL SESSION and CHAPTER AWARDS PRESENTATION

**Introductions, Chapter Business, and Agenda Overview:** *Rod Reinertson, Chapter President & Chapter Officers*

Meet The 2012 Iowa-Nebraska ESOP Chapter Officers • Learn What's in Store for 2012 • Get an Update on the Tuesday Morning Visit to the Capitol • Congratulate the 2012 Iowa-Nebraska ESOP Chapter Award Winners!

### 9:30 - 9:45 am BREAK

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

#### **Culture and Communications**

This track offers a range of topics focused on the cultural and communication side of ESOP activities. Learn tips and techniques, share your ideas and get your questions answered.



#### **Technical**

OR This track delivers the technical, legal and legislative information important to managing your ESOP.



### 9:45 - 10:45 am BREAKOUT SESSIONS

#### **When to Educate During the "ESOP Life Cycle"**

*Trisha Cornwell, CarePro Health Services*

This session will identify educational opportunities for the ESOP among participants. Attendees will receive an outline identifying the various times and topics of communication throughout an employee's life cycle.

#### **An Outline of Best Practices from Recent Court Decisions**

*Michelle Ueding, Kutak Rock*

Recently, fiduciary committee action or inaction has become the subject of court decisions. Often, plan policies and fiduciary committee meeting minutes form the basis for a court decision to dismiss or not dismiss allegations of breach of fiduciary duty. This session will draw from recent court decisions to provide an outline of best practices for defining the duties of the committee developing a meeting calendar and agenda, developing administrative policies and documenting committee action.

### 10:50 - 11:50 am BREAKOUT SESSIONS

#### **Strategies for Helping Employees Feel Like Owners**

*Dan Marcue, Woodward Communications (Moderator)*

This session will discuss how a feeling of ownership can be created within your organization. Participatory management, leadership objectives, training initiatives, and ESOP plan communications are all factors that help to create an ESOP culture and ownership feeling. Join this session and learn what strategies you can use to enhance your organization.

#### **ESOP Policy Decisions - Effect on Benefits & Valuation**

*David Diehl, Prairie Capital Advisors; Nancy Dittmer, Verisight*

While ESOP policy decisions are often established at the inception of an ESOP, the effects of these choices are not often felt until the ESOP structure begins to mature. This session will discuss the impact of these policy decisions on employee benefits, cash flow and valuation and will review ways to address problems should they arise.

### 11:50 - 1:00 pm LUNCH & NETWORKING

### 1:00 - 2:00 pm BREAKOUT SESSIONS

#### **Every Month is ESOP Month**

*Tiffany Bunting, CarePro Health Services; Mark Henke, Owner Revolution; Mindy Casterton-Humpal, VGM*

In this session you will hear from panelists discussing everyday opportunities that may arise for companies to celebrate and educate employee owners about the tremendous benefits of ESOPs. We will give our audience a 12 month template of ideas offered in the following 4 areas: ESOP education, political discussions, bridging the manager/employee gap and employee recognition. This interactive discussion is designed for you to learn from other ESOP company representatives and to share your own experiences. Make your list of questions and bring your ideas for a step in the right direction for your company's success.

#### **Surviving a DOL Audit: Preparation Then ... and Now:**

*Mike Mueller, Cline, Williams, Wright, Johnson & Oldfather*

What is the best way to handle an audit from the United States Department of Labor? Start now. We will discuss the DOL document request and on-site investigation and what you can do now.

### 2:00 - 2:15 pm Break

**2:15 - 3:15 pm      GENERAL SESSION**

**What Worked Well - Or Not So Well - On Our Journey to a Mature ESOP:**    *Scot Storjohann, BTC ESOP Services (Moderator); Kathy Clark, FBG Services; Terri Piccolo, Farmers National; Jim Winterscheid, Travel & Transport*

Three company executives of mature ESOPs will share their experiences as they put together and manage their ESOP. You will learn what worked well and maybe not so well on their journey. Learn from the experiences of these companies and take away ideas to enhance your ESOP and avoid certain traps that may slow your progress. There will be time to ask questions.

**3:15 - 3:30 pm      WRAP UP & CLOSE**

**NOTE:** *Speakers listed are confirmed at the time of publication. Updates to the roster will be printed in the conference program distributed at the event.*

**A FEW NOTES ABOUT THE CONFERENCE:**

Join Chapter Officers for *Breakfast at the State Capitol* in Lincoln the morning BEFORE the conference, Tuesday, February 28. Greet your government representatives and share your ESOP stories. See the [State Capitol Breakfast flyer](#) for details.



Cornhusker Hotel Room Reservations

\$99 Double or King for the evening of 2/28 or 2/29

Phone ~~1-866-706-7706~~ 402-474-7474 • Request "ESOP Conference" rate

Rate Deadline: February ~~14~~ 19, 2012



Iowa-Nebraska Winter Conference  
 February 29, 2012  
 Cornhusker Hotel in Lincoln, Nebraska  
**REGISTRATION FORM**

	<u>On or Before February 21, 2012</u>	<u>After February 21, 2012</u>
<b>Members:</b>	\$75 per person (1 <sup>st</sup> & 2 <sup>nd</sup> registrant) \$65 per person (3 <sup>rd</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> registrant)	\$95 per person (1 <sup>st</sup> & 2 <sup>nd</sup> registrant) \$85 per person (3 <sup>rd</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> registrant)
<b>Non-Members:</b>	\$120 per person	
<b>At the Door:</b>	\$140 per person	

Cancellation Deadline: February 17, 2012. You may send a substitute at no additional charge.

Online link to pay via credit card: <https://secure.esopassociation.org/secure/confreg/register.asp?confid=103>

**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)

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**THANK YOU!**

<p><b><u>Hotel Room Reservations</u></b>          Cornhusker Hotel: \$99 Double or King for the evening of 2/28 or 2/29.          Request ESOP Conference rate • Phone <del>1-866-706-7706</del> 402-474-7474  <b>Rate Deadline: February 14, 19, 2012</b></p>
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