



The California/Western States Chapter of The ESOP Association

**CATCH THE
WINNING SPIRIT**

CALIFORNIA/WESTERN STATES CHAPTER CONFERENCE



**OCTOBER 2 – 4, 2019
HARRAH'S/HARVEY'S
SOUTH LAKE TAHOE, NEVADA**

ESOPs and employee ownership are on a winning streak. The ESOP Association has a new President and CEO, James Bonham, a new Chief Operating Officer, Kristie Mark, and a renewed focus towards spreading the news about the power of ESOPs. Big names like Bernie Sanders and Kirsten Gillibrand have both backed legislation in favor of ESOPs. In 2018, in a rare bipartisan move, the Main Street Employee Ownership Act of 2018 was passed by both houses of congress and signed by President Donald Trump, making access to loans from the Small Business Administration easier for ESOP companies. Various states, including California, are considering new legislation designed to encourage the

formation of ESOPs. A new report for the Rutgers Institute for the Study of Employee Ownership and Profit Sharing suggests that employee ownership is an important policy strategy that can reverse some of the national wealth gaps. At this year's conference we will celebrate our victories, network with our fellow employee owners and learn how to keep this good thing that we call employee ownership going strong into the future. Come join us and catch the winning spirit.

Wednesday, October 2

9:30 a.m. - 4:30 p.m.

Location: , Lake Tahoe Golf Course

Golf Tournament Employee Ownership Foundation Fundraiser

A great day on a fun golf course and all the proceeds benefit The Employee Ownership Foundation. Separate registration required.

3:00 p.m. - 5:00 p.m.

Location: Harrah's, Marla Bay to Tahoe C

Registration Open and Communications Fair Setup

6:00 p.m. - 8:00 p.m.

Location: Harrah's, Marla Bay - SH 1

Welcome Reception and Communications Fair

Join us to begin the networking! The Communications Fair will be packed with information that is provided by our employee-owned companies who want to share their communications with you. We'll enjoy hosted drinks and appetizers, too.

Thursday, October 3

6:30 a.m. - 7:15 a.m.

"Fun Run" or "Work Walk" to the Lake

7:30 a.m.

Location: Harrah's, Marla Bay to Tahoe C

Registration Open and Communications Fair

7:30 a.m. - 9:00 a.m.

Location: Harrah's, South Shore Room

Hot Buffet Breakfast for all Attendees

8:30 a.m. - 9:00 a.m.

Location: Harrah's, South Shore Room

Welcome and Tips for A Great Conference Experience

9:00 a.m. - 11:45 a.m.

Location: Harrah's, Summit

C-Suite Summit: (Limited to Corporate Members Only)

Description:

An open space for senior executives to share success stories and ask questions on running a successful ESOP company. This open discussion will be based on topics of particular interest to the attendees, and could include topics like: Developing your talent pipeline, succession planning, being a leader in an ESOP company, financial growth, Board and/or Trustee relations, compensation, or other topics raised by attendees.

Speakers:

Alex Moss, President, Praxis Consulting Group, Inc.

Kathleen McInerney Kane, Principal, Praxis Consulting Group, Inc.

9:00 a.m. - 10:15 a.m.

Location: Harrah's, Sand Harbor 1

Session 1A: History and Fundamentals of ESOP

Description:

If you don't know where you are from, you will never know where you will end up. This session is for those new to ESOPs who want to better understand where ESOPs came from and how they work. Our speakers will take you on a ride through the history of ESOPs and then bring it on home with an overview of how ESOPs operate.

Speakers:

Sandy Shoemaker, CPA, Partner, Plante & Moran, PLC
Tony Mathews, Mathews ESOP Company

9:00 a.m. - 10:15 a.m.

Location: Harrah's, Tahoe A-B

Session 2A: Legal and Regulatory Update

Description:

You can't win the game unless you know the rules. This session will feature the latest developments in the ever changing legal landscape in which ESOPs must operate, and give you tips on how to play your cards to keep your winning hand.

Speakers:

Larry Goldberg, ESOP Law Group
Chuck Dyke, Nixon Peabody

9:00 a.m. - 10:15 a.m.

Location: Harrah's, Sand Harbor III

Session 3A: Examples of Ownership at Work

Description:

Join this session to learn what ESOP Companies are doing to foster employee ownership and how they are measuring their success. Be ready and prepared to share your experiences! This participatory session will provide first hand (including your) experiences of employee ownership at work.

Speakers:

Heather Svahn, VP Merchandising, Mountain Hardware & Sports
Clark Austin, Staff Biologist, Chambers Group, Inc.

9:00 a.m. - 10:15 a.m.

Location: Harrah's, Sand Harbor II

Session 4A: Recruiting and Onboarding for Culture Fit

Description:

Educating about your ESOP begins even before you hire your next employee owner. Find out how these ESOP companies to recruit the right candidates and get them in sync with their culture from the start.

Speakers:

Stephanie Navasu, Recruiter, Bay Cities
Sarah Clapper, Talent Acquisition Support, Sundt Construction

10:15 a.m. - 10:30 a.m.

Break

10:30 a.m. - 11:45 a.m.

Location: Harrah's, Sand Harbor 1

Session 1B: Basic ESOP Evaluation

Description:

Anyone who has seen the movie "Moneyball" knows that Sabermetrics changed the game of baseball. Knowing all the numbers and how to interpret them can give a team the winning edge. Two ESOP valuation aces will share with you what goes into an ESOP valuation and what the numbers all mean.

Speakers:

Josh Kelly, Weinress & Associates

Todd Poling, Vantage Point Advisors

10:30 a.m. - 11:45 a.m.

Location: Harrah's, Tahoe A-B

Session 2B: Advanced Valuation Issues

Description:

Everything changes and evolves, and the same is true for the art of valuing ESOP companies. If you don't keep up, you might just get left behind. During this session, you will learn the latest issues and concepts in the area of ESOP valuation, and how to stay ahead of the curve.

Speakers:

Chris Kramer, Managing Director, Strategic Equity Group

Nick Braun, Director, Chartwell Financial Advisory, Inc.

10:30 a.m. - 11:45 a.m.

Location: Harrah's, Sand Harbor III

Session 3B: Structures for Success: Who, What, When, How?

Description:

Are you new to setting up an ESOP Communications Committee and need some help? Or, are you having trouble with your current committee's effectiveness? Then, our session is for you! Join us to learn the ins and outs of selecting awesome members and setting up a committee structure that works for your company - Who should be included and why include them? What can each type of person bring and when should they get a seat at the table? How should members be selected and what do some of the different committee structures look like? You will walk away from this session with solid recommendations on how you can setup or transform your committee to fit your company's culture.

Speakers:

Marissa Sproul, Marketing Communications Manager, GH Phipps Construction Companies

Kristina Cox, Senior HR Benefits Manager, Recology

10:30 a.m. - 11:45 a.m.

Location: Harrah's, Sand Harbor II

Session 4B: Food, Fun and Games to Build ESOP Culture

Description:

Come find out how to build the best ESOP Culture in your workplace through Food, Fun and Games. See why it takes all three to be successful. You may have food, but are your employees having fun? You may have fun, but where is the food? How about games, is anyone playing? Let us help you get ideas to make a great ESOP Culture, if you attend this workshop we guarantee Food, Fun and Games.

Speakers:

Kristen Tucker, LeFiell Manufacturing

Matt Sanchez, QA Coordinator, Bay Cities

11:45 a.m. - 1:45 p.m.

Location: Harrah's, South Shore Room

Luncheon, Presentation of Awards and Remarks from The ESOP Association President & Chief Executive Officer

Speaker:

James J. Bonham, President & Chief Executive Officer, The ESOP Association

1:45 p.m. - 2:00 p.m.

Break and Teambuilding Check-In

2:00 p.m. - 3:00 p.m.

Location: Harrah's, Sand Harbor 1

Session 1C: ESOP Administration Basics

Description:

In order to know who won and who lost, someone has to keep score. This session will provide insight into the annual administrative process for ESOP administration, including the gathering of participant data and allocating contributions.

Speakers:

Randy Shrake, Blue Ridge ESOP Associates

Leslie Kearns, Senior Administrator, SES ESOP Plan Services, an Ascensus Company

2:00 p.m. - 3:00 p.m.

Location: Harrah's, Tahoe A-B

Session 2C: Dealing with IRS Audits, DOL

Investigations, Financial Audits

Description:

Sometimes when you roll the dice, you end up with “snake eyes,” and in the ESOP world this could mean a visit from a friendly IRS or DOL agent. But no worries because this session will cover what happens in audits and investigations, and will help you increase the odds that you will soon be rolling “sevens.”

Speakers:

Joe Faucher, Trucker Huss

Miguel Paredes, Owner/Founder, Prudent Fiduciary Services

2:00 p.m. - 3:00 p.m.

Location: Harrah's, Sand Harbor III

Session 3C: ESOP Pitfalls and Lessons Learned

Description:

When you communicate your ESOP, you hope that it will go well and be understood by participants. What happens when it doesn't? Come learn about ESOP communication mistakes made by other ESOP companies and the lessons learned from those missteps.

Speakers:

Karen Ellis, Executive Vice President, HR, Superior Farms

Brian Khorsand, Founder, Khorsand ESOP Advisory

2:00 p.m. - 3:00 p.m.

Location: Harrah's, Sand Harbor II

Session 4C: Developing and Annual Communication Plan

Description:

ESOP Committees are typically responsible for communicating plan details as well as generating excitement about your ownership culture. How can you communicate about your ESOP for 12 whole months and not bore people to tears? This session will cover what goes into creating a good communications plan so you can maintain your ESOP momentum throughout the year.

Speakers:

Dan Marcue, Chapter Development Officer, The ESOP Association

3:00 p.m. - 3:15 p.m.

Break

3:15 p.m. - 4:15 p.m.

Location: Harrah's, Sand Harbor 1

Session 1D: ESOP Repurchase Obligation

Description:

The key to a successful ESOP is planning. Repurchase obligation is no exception. This session will look at the ongoing conflict between cash required to repurchase ESOP shares and to operate and grow the business.

Speakers:

Debra Stoll, Director, ESOP Sales and Consulting, Principal Financial Group
Laurie Salter, VP of HR & Organizational Effectiveness, Building Material Distributors

3:15 p.m. - 4:15 p.m.

Location: Harrah's, Tahoe A-B

Session 2D: Administration: Beyond the Basics

Description:

When you advance to the next level in a game, the rules become more complex. This session will address advance administrative concepts such as ESOP diversification, qualified domestic relations orders and correcting administrative errors.

Speakers:

Marcus Piquet, Senior Managing Director, AmbroseAdvisors
Miguel Mazzilli, Manager, AmbroseAdvisors

3:15 p.m. - 4:15 p.m.

Location: Harrah's, Sand Harbor III

Session 3D: Technology as a Tool to Teach ESOP

Description:

Come learn how you can use communications tools like learning management systems, intranets and digital signage platforms to collaborate and build your employee ownership culture - especially among far-flung offices and remote employee owners working in the field. And see how you can use social media to help outsiders (like clients and job candidates) understand and appreciate your culture.

Speakers:

Melissa Wong, Learning and Development Specialist, Proponent

3:15 p.m. - 4:15 p.m.

Location: Harrah's, Sand Harbor II

Session 4D: Best Practices of Effective ESOP Committees

Description:

Whether you're implementing a new committee or wondering why yours is struggling, check to see that you follow these critical steps toward success. Hear how to select the right members, provide an organized structure and purpose, build a strategy of communication efforts with measurable results, and create a team building atmosphere where innovation and participation can thrive.

Speakers:

Susan Yoshiba, Human Resources Manager, LeFiell Manufacturing
Victor Rubio, Senior Buyer-Planner, Chatsworth Products

6:00 p.m. - 10:00 p.m.

Location: Harvey's, Emerald Bay Ballroom

Reception, Dinner, Auction, Teambuilding and Blackjack Tournament

Friday, October 4

6:30 a.m. - 7:15 a.m.

"Fun Run" or "Work Walk" to the Lake

7:00 a.m. - 8:30 a.m.

Location: Harrah's, Forest Buffet

Networking Breakfast

8:30 a.m. - 9:15 a.m.

Location: Harrah's, Forest Buffet

Roundtable Discussions

9:15 a.m. - 9:30 a.m.

Break

9:30 a.m. - 10:30 a.m.

Location: Harrah's, Sand Harbor 1

Session 1E: ESOP Distribution Basics

Description:

After the victory, comes the spoils. Come learn the rules of the payoff, including the timing, form and manner of benefit distributions.

Speakers:

Wanda Taylor, Senior ESOP Analyst, Hawkins Parnell & Young, LLP

Michael A. Pasahow, Senior Corporate Counsel, Menke & Associates

9:30 a.m. - 10:30 a.m.

Location: Harrah's, Tahoe A-B

Session 2E: Corporate Governance/Internal Trustees

Description:

On every team, players have different roles, skills and responsibilities. During this session, you will learn the various players in an ESOP company, and how they interact with each other.

Speakers:

Teresa Huang, , Partner, Hawkins Parnell & Young, LLP

Wendy L. Gilligan, Attorney and Shareholder, Employee Benefits Law Group, PC

9:30 a.m. - 10:30 a.m.

Location: Harrah's, Sand Harbor III

Session 3E: Food, Fun & Games to Build ESOP Culture

Description:

Come find out how to build the best ESOP Culture in your workplace through Food, Fun and Games. See why it takes all three to be successful. You may have food, but are your employees having fun? You may have fun, but where is the food? How about games, is anyone playing? Let us help you get ideas to make a great ESOP Culture, if you attend this workshop we guarantee Food, Fun and Games.

Speakers:

Kristen Tucker, LeFiell Manufacturing

Christine Lindgren, Accounts Receivable Specialist, Pegasus

9:30 a.m. - 10:30 a.m.

Location: Harrah's, Sand Harbor II

Session 4E: Fostering the Move from Employee to Owner

Description:

Whether your company is small or large, and you have a new or mature ESOP, there can be challenges in helping employees become fully engaged as owners. This interactive session will introduce several ways to engage employees and share real examples of how Harrell Remodeling and Recology are enhancing their culture of employee ownership.

Speakers:

Doug Wright, President/Trustee, Mountain Hardware & Sports

Priya Sivasdas, Executive Contracts Administrator, Chambers Group, Inc.

10:30 a.m. - 10:45 a.m.

Break

10:45 a.m. - 11:45 a.m.

Location: Harrah's, Sand Harbor 1

Session 1F: Rights and Responsibilities of An Employee-Owner

Description:

Someone once said "With great power comes great responsibility." This is also true with ESOPs. With the great powers of employee ownership, each employee owner has responsibilities to their fellow employee owners and the company. Come learn about the responsibilities (and rights) of each employee owner.

Speakers:

Martin Staubus, Senior Consultant, The Beyster Institute

Dan Reser, Fiduciary Services

10:45 a.m. - 11:45 a.m.

Location: Harrah's, Tahoe A-B

Session 2F: ESOP Sustainability: Keeping it Going

Description:

All winning teams know how hard it is to keep winning. Your players age and the competition start to learn all of your tricks. In this session, our speakers will share with you some of the strategies that long-lasting ESOPs have used to keep their ESOP game going.

Speakers:

Nancy Latu, Global HR Manager, Chatsworth Products

Merri Ash, Senior Vice President, Employee Benefits Group, TI-TRUST, Inc.

10:45 a.m. - 11:45 a.m.

Location: Harrah's, Sand Harbor III

Session 3F: Best Practices of Effective ESOP Committees

Description:

Whether you're implementing a new committee or wondering why yours is struggling, check to see that you follow these critical steps toward success. Hear how to select the right members, provide an organized structure and purpose, build a strategy of communication efforts with measurable results, and create a team building atmosphere where innovation and participation can thrive.

Speakers:

Susan Yoshiba, Human Resources Manager, LeFiell Manufacturing

Victor Rubio, Senior Buyer, Chatsworth Products

10:45 a.m. - 11:45 a.m.

Location: Harrah's, Sand Harbor II

Session 4F: 50 Quick Hitters That Work

Description:

Did you know that Joey Chestnut, five-time winner of Nathan's Hot Dog Eating Contest, once ate 72 hot dogs in 10 minutes? Ouch! In our version, you will hear 50 easily digestible ESOP communication ideas in 50 minutes (plus 10 minutes for sharing and Q&A). Come watch, cheer and learn!

Speakers:

Susan Hoop, ROCC Chairperson & Customer Service Rep, Recology

Noon - 1:45 p.m.

Location: Harrah's, Forest Buffet

Networking Luncheon

1:45 p.m. - 2:00 p.m.

Break

2:00 p.m. - 3:00 p.m.

Location: Harrah's, Sand Harbor I

Session 1G: The ESOP Benefit: Answers to the Unanswered

Description:

Do you need a particular card to finish your royal flush? During this session, a panel of ESOP professionals will attempt to complete your winning hand by answering any unanswered questions.

Speakers:

Ensemble Cast

2:00 p.m. - 3:00 p.m.

Location: Harrah's, Sand Harbor III

Session 3G: Communication and Culture: Answers to the Unanswered

Description:

So much information packed in to this program that you may have a few extra questions before you head back to work. This open-mic session allows registrants to ask questions about things that were covered in the Communications Tracks.

Speakers:

Nancy Latu, Global HR Manager, Chatsworth Products

Susan Yoshiba, LeFiell Manufacturing

3:00 p.m.

Conference Concludes