Pennsylvania Economic Development Institute and PEDA Present:

**Business Retention: Using Transition Planning & Employee Ownership to Keep Local Business Local**

December 10, 2014

9:30 am - 11:00 am

Web Seminar
Business Retention: Using Transition Planning & Employee Ownership to Keep Local Business Local

This web seminar will enable economic developers to build new tools, broaden their resources and devise new strategies for business retention and expansion in their communities. Participants will learn about specific actions they can take to guide owners toward transition alternatives that achieve owners’ goals and keep businesses and jobs in the community.

Participants will leave this session able to (a) identify companies for which an employee stock ownership plan (ESOP) may be an appropriate strategy, (b) answer common questions from business owners about ESOPs, and (c) have ready access to more detailed information. Few communities have professionals skilled in these areas, so economic developers can and should become the “go-to” ownership transition resource for businesses in their communities. Topics to be covered during this web seminar include:

- Importance of business retention due to coming tsunami of business owner transitions
- Ownership transition planning and options
- Succession planning principles and alternatives
- ESOP basics
- Federal tax incentives for ESOPs
- How to identify good ESOP candidates
- Benefits to owners, businesses, and communities
- Case studies of PA ESOP companies

Professional Development Units

This event qualifies for 1.50 organizational PDUs (Marketing / PR) through the Pennsylvania Economic Development Institute (PEDI).

A complete explanation is provided in the Guidelines for Certification of Economic Development Organizations (Guidelines) issued by the Pennsylvania Department of Community and Economic Development (DCED) and in PEDI’s Policies and Procedures.

Registration Information

Registration Fees: The per person fee for PEDA members is $75 and for non-members is $99.

Cancellation & Refund Policies: Requests for cancellations and refunds must be made in writing and received by close of business November 28th. No refunds will be granted after that point. All cancellations and refunds are subject to a $50 administrative fee. No-shows will be billed in full.

Questions: Contact Joshua Skopp at (717) 441-6047 or jskopp@wannerassoc.com.

Presenters

Loren Rodgers, Executive Director of the National Center for Employee Ownership (NCEO), specializes in various forms of employee ownership, including ESOPs, equity compensation plans, and others. Active in the field since 1995 as a researcher and consultant, Loren works with companies on ownership transitions, ESOP plan design, governance, operational issues, organizational culture, best practices for employee ownership companies, and communicating about transactions. Loren speaks extensively, consults internationally and writes for academic, trade, and employee-ownership publications in the US and abroad on the aforementioned topics. Before joining the NCEO in 2005, Loren was a senior principal at Ownership Associates, an employee ownership consulting firm in Cambridge, MA.

Ken Baker, CEO of NewAge® Industries, Inc., has over 25 years of experience in the plastic tubing and hose industry. Under Ken’s nurturing, NewAge has become 40% employee owned (ESOP) and has twice been recognized as a finalist in Winning Workplaces’ Top Small Company Workplaces. Ken devotes significant time speaking about employee ownership to CEOs at local, regional, and national events and, within his community, is recognized for providing internship opportunities to high school students and for his philanthropic efforts. Additionally, he serves on the boards of both the Bio-Process System Alliance - an industry trade organization - and the Foundation board of the Montgomery County Community College.

James Steiker, Chairman and CEO of SES Advisors, Inc. and Founding Partner and Chairman of its sister law firm, Steiker, Fischer, Edwards & Greenapple, P.C., is a corporate, pension and tax attorney and financial advisor with over 25 years of experience in ESOPs and other employee ownership matters, focusing primarily on ESOP design, transactions and compliance in entrepreneurial companies. Jim is immediate past Chair of the Finance Committee and currently serves on the Board of Governors of The ESOP Association, is a trustee of the Employee Ownership Foundation and is a member of the Board of Directors of the NCEO. He is also a frequent speaker and author on ESOP matters and serves as a director of eight ESOP companies. Jim is a graduate of NYU School of Law, where he was a Root-Tilden-Snow Scholar, and of Wesleyan University.

Note: We reserve the right to reschedule or cancel this offering. In the event of a cancellation, a refund will be provided to registrants.
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REGISTRATION FORM

Attendee Information: One registration per form. For additional registrations, copy this form or download additional forms from www.peda.org. All requested information is required.

Full Name      Title
________________________________________________________________________________________________
Company
________________________________________________________________________________________________
Address
________________________________________________________________________________________________
City       State    Zip
________________________________________________________________________________________________
Phone       Emergency Phone
________________________________________________________________________________________________
Email       Fax
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REGISTRATION

Online registration will remain open through COB on December 8th. Please select a registration option below.

- PEDA Member: $ 75
- Non-Member: $ 99

Total Amount Due: $ _____________

PAYMENT

1. Check – Download this form, complete required information and mail, with check made payable to Pennsylvania Economic Development Association, to 908 N. 2nd St., Harrisburg, PA 17102 or fax form to (717) 236-2046.

   - Payment Enclosed
   - Check requested/will follow in the mail

2. Credit Card – Go to www.peda.org to register and pay by credit card for the event.

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