APRIL TOPIC ▸▸

Helping Business Owners Craft Better Long-Term Executive Compensation Solutions

Organizer and Moderator
Clark Childers, Partner, **Cherry, Bekaert & Holland, L.L.P.**

Presenters
Mark Bronfman, Private Wealth Advisor, **Sagemark Consulting**
Gil Weiner, Managing Director, Compensation and Benefits Solutions, **Cherry, Bekaert & Holland, L.L.P.**

Long-term Executive Compensation has undergone a huge change in the last few years. Stock options have become much less attractive in the war for talent. IRS Section 409 (A) has greatly limited flexibility on different type of long-term plans. Volatility is dramatically higher than it has been for years – making equity based programs increasingly challenging. Metrics-that-matter (beyond company equity value) has become much better understood. Integration of qualified and non-qualified plans has become increasingly common. All of this empowers business owners to craft customized long-term executive compensation plans that fit the company, the owner and the needs of the individual executives.

This presentation will focus on:

- The Art of the Possible: What You Can Do with Executive Compensation
- Protecting the Business Owner's Interests: Avoiding Entitlement Programs
- Executive Compensation Solutions for a World of Intense Volatility
- Crafting Win/Win/Win Solutions for the Business Owner, Key Executives and the Business
- When to Share True Equity, Synthetic Equity, Profit Sharing
- IRS Limitations
- Integrating Metrics that Matter into Executive Compensation
- The Advantages of Qualified Plans: When They Work; When They Do Not

Mark C. Bronfman, Private Wealth Advisor, Sagemark Consulting

Mark C. Bronfman, MBA, CPA*, is a Private Wealth Advisor with Sagemark Consulting / Lincoln Financial Advisors in Vienna, Virginia. He specializes in helping business owner clients effectively and strategically repositions business and personal assets to achieve long term objectives. Key facets of his practice include executive compensation, business transfer, estate planning, wealth management, tax minimization strategies, charitable planning, and, in conjunction with outside

* Mark is a licensed, non-practicing Certified Public Accountant

CXO Forum 2009 SERIES

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THURSDAY APRIL 16 2009

7:30am to 8:00am
Networking and Continental Breakfast

8:00am to 9:00am
CXO Forum Panelist(s) Presentation

9:00am to 9:15am
Burning Issues

Discuss your specific issues and challenges with colleagues and fellow CXO members

Location
Cherry, Bekaert, & Holland
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703-506-4440

CXO Forum

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Cherry Bekaert & Holland Certified Public Accountants & Consultants
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APRIL TOPIC ▶▶

outside resources, business growth. Mark founded and directs the BOLDValue® Program within Sagemark Consulting which is dedicated to value maximization opportunities for business owners. Prior to Sagemark Consulting, Mark served as an Equity Partner with Accenture with an emphasis on financial and business strategy. Mark had previously served as Director of Litigation and Financial Services with Deloitte Consulting. Mark holds an MBA from the University of Virginia (Darden) and a B.S. in Accounting from Penn State. Secretaries, business, the media and high ranking military officials to appear on Washington, DC and international public affairs programs

Gilbert J. Weiner, Managing Director, Compensation and Benefits Solutions, Cherry, Bekaert & Holland

Gilbert J. Weiner, JD, is the Managing Director of Cherry, Bekaert & Holland's Compensation and Benefits Solutions Practice. As an attorney with extensive benefits and compensation experience, Gil assists employers throughout the Southeast in optimizing their employee, executive and director compensation and benefit arrangements to achieve tax efficiencies; ensure competitive practices; mitigate business, fiscal and tax risk; and improve their potential post-transaction market positions. Gil's core technical expertise lies in the efficient design and maintenance of compensation and benefits programs, golden parachute mitigation planning and compliance, and transaction and integration planning related to human resources, compensation and benefits.

Prior to joining CB&H, Gil was director of the southeast compensation and benefits practice of KPMG, and served as national co-chairman of their compensation and benefits transaction services group. He has also served as a senior manager in the compensation and benefits consulting practice of PricewaterhouseCoopers, and as the tax and benefits counsel with oversight of international tax, legal and compliance activities for a $35 billion petroleum corporation.

Gil holds a Bachelor of Arts degree from Northeastern University and a Juris Doctorate from Suffolk Law School. He has studied at Boston University, Harvard University, Temple University and the University of Exeter (U.K.). He is a frequent guest speaker and lecturer at national and regional Tax Executive Institutes; Georgia, Florida and Triad (North Carolina) Tax Forums; international employee benefits conferences; bankers trust conferences; and numerous other organization and group venues. He has appeared on radio and television programs as a commentator on tax and employee benefit and compensation topics, and has published several articles in industry publications.

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Please Join Us and Bring a Guest to CXO Forum Meetings.

All CXO Forums are the second Thursday of the month *(except where noted)*

7:30 am to 9:15 am

BRING A GUEST!

7:30 to 8:00 am — Networking
8:00 to 9:00 am — CXO Forum
9:00 to 9:15 am — Burning Issues

Presentations Remaining Through June 2009

5/14/09	**CXO ROUNDTABLE**
Shared Learnings from CXO Members: Best Practices in Business Growth	
Organizer:	**Alicia Sutton, Chief Strategy Officer, Omnia Education**
Presenters:	**CXO members in roundtable format**

6/11/09	**CXO UPDATE**
Technology	
Organizer:	**Jim Handlon, CEO, Bottomline Partners**

All formats deliver valuable intellectual capital useful in managing a business.

CXO PERSONAL TOOLBOX

CXO Personal Toolbox is designed to deliver skill sets that CXOs can put to immediate use in their respective business environments.

CXO UPDATE

CXO Update is designed to deliver relevant information on business topics.

CXO ROUNDTABLE

CXO Roundtable is designed to engage each forum participant in an open discussion of ideas and issues relevant to managing a business.

CXO Forum January 2009

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