

FEBRUARY TOPIC ▶▶

Employee Ownership: What To Consider & Why

Organizer and Presenter

Sean Geoghan, Co-Founder, CTSCA

Small businesses today want to get employees more connected and more committed to drive increased company performance.

Employee ownership is an effective strategy to achieve this. But what plans and programs should be considered? And – perhaps – most importantly, why? This CXO Forum will help you, as a CXO, understand at a business operations level the alternatives and “whys.”

ESOPs are a way of rewarding employees for increased company performance while achieving the owner’s exit. Determining if an ESOP is the “right” path for a company (vs. other employee ownership alternatives) is the first decision. It boils down to *why this vs. that?*

Many other employee ownership incentive plans are available to create “ownership” values and lasting performance improvement for small businesses. What they are and why they use certain plans and trade-offs is discussed from a business operations perspective (not a legal perspective).

Two highly regarded CEOs who possess many years of business and operating experience share their “employee ownership” insights with other CXO Forum members during our February 2012 meeting.

At the conclusion of this program, CXO participants will better understand or know:

- Is “employee ownership” meaningful or worthwhile
- How do you know if a company is an ESOP candidate
- What are the various employee ownership plans
- As a CXO, what are some of the key things to consider
- Operationally, what is needed to achieve “ownership” values

About our Presenters

Mel Duffey is CEO of ESOP Advisors Group, a boutique ESOP readiness & post-transaction growth & performance improvement management company serving small & mid-cap companies considering and implementing ESOPs. ESOP Advisors are located in San Mateo, CA and is recognized as one of the best firms in the industry with its full service ability to serve all three critical components of ESOPs.

Mel Duffey has 35+ years in performance improvement operational experience and is founder & President of M. B. Duffey & Company, a performance improvement and turn-around management group, serving small & mid-cap companies across numerous industries since 1980. Mel’s professional career spans executive and operational roles



Mel Duffey
CEO, ESOP Advisors

CXO Forum 11-12 SERIES

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THURSDAY
FEBRUARY 9
2012

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
For directions, visit
www.CXOForum.com

CXO Forum

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MEL DUFFEY, continued

organizations like Playboy, Saga Enterprises, Brady Financial Services, Roth Young, and hundreds of small and mid-cap and privately held companies serving as a growth engine advisory strategist and operational leadership.

Mel's education includes St. Mary's College and University of Hawaii in Liberal Arts. He is certified in both Total Quality Management (TQM) & Human Resource Development (HRD), and is an expert in building & delivering "ownership cultures" in organizations.

BRING A GUEST!

ABOUT BOB MORGAN

Bob Morgan is co-founder and Chief Executive Officer of MorganFranklin. Since MorganFranklin was founded, Bob has been responsible for directing corporate strategies and leading the company from a start up to a mature organization with global reach. His primary focus is developing strategies, including "employee ownership culture," to grow and improve the company while ensuring that the MorganFranklin team surpasses client expectations and achieves excellence.

Prior to forming MorganFranklin, Bob served as a Program Manager at the Naval Air Warfare Center Aircraft Division, managing multimillion-dollar systems integration programs for the U.S. Navy, the White House Communications Agency, Special Operations Forces, the Los Alamos National Laboratory, and the Federal Bureau of Investigation. His experience encompasses the implementation of fixed-site, mobile, and transportable secure communication and IT systems.

Bob holds a Bachelor of Science degree in Electrical Engineering from the Pennsylvania State University and an MBA from the Florida Institute of Technology. An active member of his community, Bob serves on the Board of Directors for the Greater Washington Board of Trade, as well as the Board of Advisors for the Pennsylvania State University College of Information Sciences and Technology (IST). He also served as the Leukemia & Lymphoma Society Light the Night Walk Chairman in 2009.



Bob Morgan
CEO, MorganFranklin

Mark Your Calendars for 2011-2012 Season

2011-2012 CXO FORUM PRESENTATIONS AND ACTIVITIES.

TODAY'S PRESENTATION

2/9/12 Employee Ownership: What to Consider and Why

UPCOMING PRESENTATIONS

3/8/12 Corporate Image, Reputation and Damage Control

4/12/12 CXO Roundtable

5/10/12 Tax Laws for Small Business

6/14/12 M&A: Due Diligence and Valuations

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