



cep ¢ents

A bulletin brought to you by the Certified Equity Professional Institute and distributed to over 2800 professionals in the equity compensation world.

June 2009

"Who's Managing Your Company's Equity Plan?"

Sixth Annual CEP Symposium: December 8, 2009, Santa Clara University

The CEPI is pleased to announce the Sixth Annual CEP Symposium: The Best One Day Event in Equity Compensation. For \$150, you can attend a full day of top-notch content and have numerous opportunities to network. That's over six hours of content plus breaks, meals and a reception for only \$150. Be sure to register early – at that price, we are sure to have a sell out.

Speaking Proposals

Have a speaking proposal? There is still time to submit proposals for the Symposium. Go to <http://tinyurl.com/cepi-proposal> and complete the application. The deadline to submit is July 15, 2009.

Sponsors

Interested in sponsoring the event? We have many sponsorship opportunities available. Join the elite group of Symposium sponsors and enjoy all of the benefits of sponsorship plus a free registration. A big thank you to the companies who are already sponsoring the event:

Premier: BNY Mellon, E*TRADE, Fidelity,
Transcentive, a Computershare company
General: Charles Schwab, Strategic Apex Group
Décor: Global Shares
Printing: StockPlanAdministrator.com

Registration

Ready to register? Register online at <http://tinyurl.com/cepi-register>. Register a friend! CEPs – this is a great way to earn six hours of continuing education. That works out to be \$25 a credit hour – an absolute steal!

For more information, be sure to visit the CEPI web site at www.scu.edu/business/cepi/.

Marilyn Perkins Claassen Scholarship

Applications are now being accepted for the 2009 Marilyn J. Perkins Claassen Memorial Scholarship Program. The program was created in 2007 in honor of our friend and colleague, Marilyn Perkins Claassen. The Scholarship Program was created to recognize and support talented individuals who share Marilyn's passion for the equity compensation industry.

The scholarship is intended for individuals dedicated to enhancing their knowledge and skills in the equity compensation industry through Certified Equity Professional certification. The successful applicant will be provided with a full scholarship for all three levels, excluding materials. If a scholarship recipient has already completed one or more levels of the CEP program, the scholarship will cover the costs of the remaining levels, excluding materials.

Application Deadline August 15th

To apply for the Marilyn J. Perkins Claassen Memorial Scholarship Program, or for more information, please visit www.scu.edu/business/cepi/.

Certified Equity
Professional Institute
Executive Development Center
Leavey School of Business
Santa Clara University
500 El Camino Real
Santa Clara, CA 95053-0400

Phone: 408-554-2187

Fax: 408-554-5143

E-mail: cepi@scu.edu

www.scu.edu/business/cepi/

Looking for Continuing Education opportunities? Check out the new web page on the CEPI web site: <http://tinyurl.com/cep-cont>

Who will be the 1000th CEP?? Will it be YOU?? We will reach this important milestone in 2009. Be part of history!

Apply for the Marilyn Perkins Claassen Scholarship! Applications are due August 15th.

NCEO/CEPI Survey

In these difficult economic times, one thing is for certain - companies will undoubtedly be re-evaluating how they use equity compensation. The National Center for Employee Ownership (NCEO) and the Certified Equity Professional Institute (CEPI) are partnering to collect information in this effort.

Employee stock purchase plans (ESPPs) are one of the tools getting more focus as equity compensation plans are being reevaluated. Many advocates are suggesting ESPPs may be a more cost-effective, shareholder friendly way to provide for broad-based equity that is more immune to the rapid downward swings in stock prices. Others say these plans should play only a nominal role and offer minimal discounts. In the midst of this discussion, there is no current data on plan practices to help companies make more effective decisions. That's what this survey is designed to do.

The survey results will be like no others. By partnering with key industry supporters in this effort, this survey will result in a sizable survey population and fulfill a critical unmet need for ESPP data.

Please take a few minutes to complete this important survey today at <http://tinyurl.com/cep-survey>. All survey participants will receive a free summary of survey data after the survey has closed. This survey is intended for issuing companies that offer ESPPs (Section 423 and non-Section 423 plans). Please only complete the survey if your company offers an ESPP. Service providers – please do **NOT** complete this survey.

GPS Goes Global!

GPS | Guidance | Procedures | Systems.

The CEPI has launched the third research project, *GPS: Global Administration*. This landmark research is the next installment of the *GPS: Guidance. Procedures. Systems* research initiative. This research will provide guidance to U.S. multinational public companies and plan administrators on effectively and efficiently operating equity compensation plans outside of the U.S. The CEPI has begun research and will release a draft publication for public comment in the third quarter.

The CEPI would like to thank the following for their support of the 2009 initiative:

Title Sponsors

- Fidelity Stock Plan Services
- Merrill Lynch
- Transcentive, a Computershare company

Contributing Sponsors

- Alston & Bird, LLP
- Ernst & Young LLP
- Global Tax Network
- James F. Reda & Associates LLC
- PricewaterhouseCoopers LLP

CEP Exams Now Approved for CFP® Continuing Education

The CEPI is pleased to report that the CEPI Levels 1, 2, and 3 have been approved to offer CFP® Continuing Education. Levels 1 and 2 are each eligible for 10 hours of continuing education and Level 3 is eligible for 7 hours of continuing education. To qualify, candidates must obtain a score of at least a 70% (regardless of what the passing score is) on the exam. CFP® certificants are required to complete 28 hours of approved CE in an accepted subject area each two- year reporting period; completion of all three CEP exams in one reporting period can nearly meet this requirement. If you took the June 2009 exam and require CFP® continuing education, please email cepi@scu.edu.

CEP Volunteer Spotlight: *Benjamin Needham, CEP*

Suggestions for the next edition of *cep cents*? Let us know what you would like to see – just send us an email at cepi@scu.edu.

Ben is a new and eager CEP, earning his CEP designation in November 2007, and swiftly securing himself a reputation as a committed, enthusiastic, and dedicated CEPI volunteer. What may come as a surprise to many is that Ben has been groomed for this industry since he was just a boy.

While the CEP doesn't keep official records, it is likely that Ben is the only CEP whose experience in equity compensation began with compiling grant agreements at the tender age of 10! Ben's mother, Karen Needham, CEP (designation earned October 2001), got Ben hooked on this industry. Now, officially in the business for four years at Fidelity Stock Plan Services in the Financial Reporting group, Ben more than carries his own in family debates on plan rules and statutory requirements.

Keep the CEPI informed!

If your contact information has changed, send an email to the CEPI at cepi@scu.edu.

After earning his designation, Ben quickly jumped into volunteering, already logging considerable time on item writing, item review and standard setting. Like most volunteers, Ben has first hand experience on how volunteering is good not only for the CEPI, but for him personally. "Volunteering keeps me on top of industry changes and trends. It also keeps me sharp on the concepts and rules that I don't come across in my daily role." And, as a bonus, he benefits from learning best practices from fellow volunteer team members.

The CEPI is so glad to have Ben as a volunteer. We know we can count on him for quality volunteer work and to help us recruit other quality volunteers. "If you've ever wondered what exactly you do as a volunteer, there are lots of different opportunities, so seek out the CEPI and find out! They are incredibly helpful and patient in letting you know what you can do to help." Other than CEPI volunteering, Ben also enjoys beach volleyball, crew, hiking, and sparring with his mom on hot equity issues!

All in the Family: CEP-Centric Families

Benjamin Needham and Karen Needham are not the only CEPs who share a family connection! Here are a few more:

Mother-Son

- Julianne Kuckowicz, CEP (11/00) and Karl Kuckowicz, CEP (6/02)
- Karen Needham, CEP (10/01) and Benjamin Needham, CEP (11/07)

Husband-Wife

- John Hammond, CEP (9/00) and Angela Hammond, CEP (11/01)
- Keyoor Mankad, CEP (11/00) and Rajal Mankad, CEP (6/01)

Siblings

- Henley Hom, CEP (11/01) and Michael Hom, CEP (6/02)
- Marianne Snook, CEP (6/01) and Dan Walter, CEP (6/02)

Cousins

- Jacobin Zorin, CEP (6/03) and Sorrell Johnson, CEP (6/03)

Did we miss you? If so, let us know!

CEP Exam Registration

Ready to take the next CEP exam? Registration for the November 7, 2009 exam is now open. To register, visit the CEPI website at http://www.scu.edu/business/cepi/cepi_register.cfm.

Register early to maximize your study time! Registration deadline is September 25, 2009.

Register for the 6th Annual
CEP Symposium.

www.scu.edu/business/cepi



6th Annual CEP Symposium
The *Best* One Day Event in Equity Compensation
December 8, 2009
Santa Clara University

During these difficult economic times, the CEPI is thrilled to offer the best one-day value in equity compensation. Mark your calendars and plan to attend the event in Santa Clara at SCU. We are lining up a top-notch agenda, packed with the hottest topics, the best speakers, and exceptional networking.

Think you can't afford any events this year?
Think again – all this for just \$150!

Register today at www.scu.edu/business/cepi



Certified Equity Professional Institute
500 El Camino Real
Santa Clara, CA 95053-0400

CHANGE SERVICE REQUESTED

Nonprofit Organization
U.S. Postage
PAID
Permit No. 22
Santa Clara, CA

cep cents
a bulletin from the SCU CEP Institute