



cep ¢ents

A bulletin brought to you by the Certified Equity Professional Institute and distributed to over 3,300 professionals in the equity compensation world.

Spring 2010

65% of the Fortune 1000 Rely on CEP Expertise

6th Annual CEP Symposium December 8th

On December 8th, Santa Clara University became the center of the equity compensation world. Attendees came from all over the country to exchange ideas and information on everything from IFRS to Global Stock Plans to Performance Awards, and everything in between. It was the largest turn out yet, with representatives from 113 different organizations, and 84 CEPs. Wow! No wonder we call it *The Best One Day Event in Equity Compensation*.

If you missed a session, or just want to see the slides again, the presentation slides are now available on the CEPI website:

http://cms.scu.edu/business/cepi/symposiums/2009/cep_symposium_2009.cfm

Please complete an evaluation form – we need your input to make the 7th Annual CEP Symposium even better.

Congratulations to the Newest CEPs – and to the 1000th CEP!

Fifty one people passed the CEP Level Three exam on November 7, 2009 and earned the CEP designation. Join the CEPI in congratulating and welcoming these new CEPs:

Kim Bober, CEP	Catherine Hall, CEP	Erin Newell, CEP
Jean Bodensteiner, CEP	Hope Hersh, CEP	Jared Newman, CEP
MaryKay Cashman, CEP	Tammy Honnas, CEP	Darren Nieman, CEP
Stephen Clark, CEP	Jeff Hsu, CEP	Aaron Oberg, CEP
Lisa Cottrell, CEP	Frantz Joazard, CEP	Michael Palermo, CEP
Christine Crawford, CEP	Kristin Johnson, CEP	Edward Pelatti, CEP
Stephanie Delavale, CEP	Sean Kelly, CEP	Angelo Pietroniro, CEP
Rodley Fabie, CEP	Erin King, CEP	Michael Raissis, CEP
Erin Fitzpatrick, CEP	Allison Konrath, CEP	Ben Ramos, CEP
Greg Free, CEP	Buyong Lee, CEP	Jeanine Rojko, CEP
Yu Fu, CEP	Gary Lee, CEP	Carolyn Shaffer, CEP
Amberly Fullmer, CEP	Hilda Liow, CEP	Andrew Shulman, CEP
John Gaspar, CEP	Jane Ludwig, CEP	Lynden Sookoo, CEP
Donald Gillotti, CEP	Diane MacIver, CEP	Edward Villany, CEP
Donald Golder, CEP	Karen McLaughlin, CEP	Estacia Vosika, CEP
Ryan Golem, CEP	Jeff Moore, CEP	Wennie Wang, CEP
Molly Grimm, CEP	Daniel Mullen, CEP	Marcia Yonaley, CEP

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A special congratulations to Ben Ramos who becomes the 1000th CEP!!! Ben will receive a complimentary registration to the 7th Annual CEP Symposium, his first continuing education fee is waived, and he is featured in this edition of the CEP cents newsletter.

www.scu.edu/business/cepi

Congratulations Ben, and to all the newest CEPs!

CEP Volunteer Excellence Awards

CEPs – does your business card include your CEP designation?

The CEP Institute cannot exist without its volunteers, and we are truly grateful to all of the hard work, dedication and effort that our CEPs provide each year. In 2009, over 100 CEPs participated in at least one volunteer activity.

The CEPI Job Bank has many new and exciting opportunities. If you are looking for a new job, be sure to visit the site often. Hiring? Post the position on the CEPI Job Bank at no charge. Check it out at www.scu.edu/business/cepi/cepi_job_bank_listings.cfm.

Each year, the CEP Institute recognizes those volunteers who provide exceptional service and who have demonstrated exemplary efforts over the past year. The recipients are selected by the CEPI Advisory Board and the awards are presented at the Annual Symposium. This year, the CEPI bestowed the CEP Volunteer Excellence Award on 20 well deserving CEPs.

Congratulations to these excellent volunteers!

Barbara Baksa, CEP	Stephan Gerdes, CEP	Karen Needham, CEP
Julie Berman, CEP	Roger Gilbert, CEP	Barbara Richley, CEP
Susan Berry, CEP	Helen Hauge, CEP	Gretchen Ruch, CEP
Nancy Dartez, CEP	Stacy Hisman, CEP	Robyn Shutak, CEP
Elizabeth Dodge, CEP	Kathleen Martell, CEP	Andrea Stegall, CEP
Dorica Fitzwater, CEP	Joan Matlack, CEP	Laura Verri, CEP
Susan Friedgen, CEP	Ben Needham, CEP	

Did you attend the 6th Annual CEP Symposium? Presentations and the evaluation form are available online at: www.scu.edu/business/cepi/cepi_symposium.cfm

We would also like to note that this is the first time a mother and son have received the award in the same year – special congratulations to Karen and Ben Needham!

Are you a CFP and Need CPE?

No – we are not talking in riddles. If you are a CFP, we know that you need to earn CPE through programs that are registered with the CFP reporting board. The CEPI has some good news for you. All three of the CEP exams are registered and approved for CPE. If you score at least a 70% on the exam (regardless of the pass point), you can earn 10 hours of CPE for the Level 1 or Level 2 exam, and 7 hours for the Level 3 exam.

Mark your calendars! CEP Exam Dates for 2010:
June 5, 2010
November 6, 2010

New Online Registration System/Database Coming in 2010

You asked – and we listened! The CEP Institute is working with the OMIS Department at Santa Clara University to develop a new and more robust online data base and registration system. The new system will allow CEPs to track Continuing Education online, complete the Volunteer Application online, and update contact information easily. For candidates, the new system will display your exam results including the exam score. We hope to have a test version of the system available later this year.

Don't forget to wear your CEP pin to conferences and events. If you need a pin, contact the CEPI!

2010 CEP Exam Schedule

Mark your calendars! The CEP exam will be administered on these days in 2010:

- June 5, 2010
- November 6, 2010

Registration is open for both exams and all of the reference materials are available. Don't wait – register now to maximize your study time.

The CEPI has made some changes to exam locations. Be sure to check the listing on the CEP registration system for current sites when you are registering for a 2010 exam.

1000th CEP Spotlight: *Ben Ramos, CEP*

“The CEP designation adds value to the Client Service Manager role at Charles Schwab. I made it my top priority because it helped provide me with best-practice equity compensation solution information.”

On November 6, 2009, Ben Ramos became the 1000th person to achieve the CEP designation. The CEP Institute interviewed Ben and asked for his thoughts on that achievement, on the CEP program, and on his career.

So how did Ben get interested in the CEP program? Ben is relatively new to equity compensation, joining Charles Schwab’s Client Services Team in 2008. But he is no stranger to client support and business development, having spent more than 10 years in these fields with John Deere, Apollo Group and Mind Streams Education. With his background, he knew that his clients would be looking to him for equity compensation solutions and best practices. That is why he made the CEP designation his primary career goal for 2008 and 2009.

We asked Ben how the program has benefitted him – and this is what he had to say:

“The CEP Program does a great job in covering the core disciplines in equity compensation – taxation, plan administration, corporate and securities law, and accounting. With this foundation in place, my odds of understanding the continuous barrage of regulation changes in the industry have greatly improved. But in case I happen to get stuck, I now have over 1,000 experienced CEP Designees to call on. That is comforting to know and I’m not afraid to use the phone.”

Ben completed the three levels in a “clean sweep” – taking each exam only once and not taking any time off between exams. He feels that this timing was crucial to his success: “Each level builds upon the knowledge of the previous level so this is the most practical way of retaining information, saving time and saving money.”

Ben also had some advice for candidates who are in the program.

- 1) Study, study, study – It doesn’t matter if one has 10 years in the equity compensation industry; the CEP exams show no mercy to the unprepared.
- 2) Take notes in your study binder. This will be a great benefit as it saves time during the exams.
- 3) Tab your CEP binder and books -This allows for quick search and reference during the exam.
- 4) Take a preparatory course(s) and practice exams -Take any of the preparatory courses from the list of CEP approved providers. Take as many practice exams as possible to get a feel of what to look for during the exam.
- 5) Manage your time - 4 hours per exam. 2.4 minutes per question for Levels 1 and 2. 3.42 minutes per question for level 3. Need I say more?

A complete list of Ben’s study tips are on the CEPI website in the News and Events Section. If you are taking any of the exams this year, be sure to check them out.

A final piece of advice from Ben – if you are considering entering the program, just “do it!!” Who will be the next CEP? How about you?

Continuing Education


All CEPs are required to complete 30 hours of continuing education every two years to maintain the active status of the designation. If you received your CEP designation in 2004, 2006, or 2008, your 30 hours of Continuing Education are due December 31, 2010. If you received your designation in 2005, 2007 or 2009, your 30 hours are due December 31, 2011. If you received your designation before 2004, contact the CEPI for your due date. Not sure about your due date? Contact the CEPI at cepi@scu.edu.

Moving? Changing Jobs?
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colleagues!

Don't miss the NCEO Conference in Minneapolis, MN, April 19 -22! Come and meet the director of the CEP Institute – Emily Cervino, CEP. For more information go to www.nceo.org



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