

Dear All,

Spring is finally here and with it the first CEO Pay Ratio disclosures of 2018! Although we are still in the early stages of proxy season, we are already seeing eye-catching data for the newly required pay ratio disclosure. It will be interesting to see how this continues to unfold in the coming months.

That being said, we have an interesting L&A original article on CEO Pay Ratio and the media's reactions to the first disclosures. This will be the first time the ratios will be extensively reported by the media and we can expect this to become another aspect of the ongoing debate around income inequality.

On another note, we have some very exciting news to share with you all. Longnecker & Associates has been recognized as one of 2018's Best Companies to Work for in Texas for the 8th year in a row! To add to this excitement, our own Kevin Kuschel was named one of the Rising Stars of the Profession by Consulting® magazine. We are extremely proud of Kevin and our team as a whole for these amazing accomplishments.

Lastly, we would like to remind you that our Midstream and Upstream compensation surveys are launching April 1st. We encourage qualifying companies to participate and keep their compensation programs competitive in today's market.

We appreciate each and every one of you. As always, let us know if there is a particular subject you'd like to learn more about.

Sincerely,



Brent Longnecker and the L&A Team
Chairman and CEO
Longnecker & Associates

Reactions to CEO Pay Ratios – The Destructiveness of Double Standards

The divisiveness of politics is reaching extremes in today's climate. It's incredible how the same story can be told by two different reporters and both will express the exact opposite information as fact. Walter Cronkite famously stated:

"We all have our likes and our dislikes. But... when we're doing news - when we're doing the front-page news, not the back page, not the op-ed pages, but when we're doing the daily news, covering politics - it is our duty to be sure that we do not permit our prejudices to show. That is simply basic journalism."

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L&A Named One of the 2018 Best Companies to Work For In Texas



For the 8th year in a row, Longnecker & Associates is recognized as one of the Best Companies to Work for in Texas. Out of the 100 companies given this distinction, Longnecker & Associates took the #8 spot in the small company category. Once again we are honored to receive this award and thank our entire team for their honest feedback as we continue our on-going efforts to create a better workplace.

[READ MORE](#)

L&A's COO Kevin Kuschel Recognized as a "Rising Star of the Profession" by Consulting® Magazine

Our own Kevin Kuschel was one of 35 professionals to make the list honoring young up-and-comers in the consulting profession under the age of 35 who have distinguished themselves through extraordinary achievements. We are blessed to have Kevin as part of our leadership team here at L&A and applaud his hard work and dedication throughout the years.

[READ MORE](#)

2018 Midstream and Upstream Surveys Launch April 1st

Keep your compensation programs competitive by participating in L&A's Midstream and Upstream Industry Compensation surveys and find out what it takes to attract, motivate and retain your teams. The surveys will provide current compensation trends as they relate to pay policies and practices, annual incentive measures and metrics, long-term incentive eligibility, vehicles and distributions, and new-hire and retention bonuses and grants.

Surveys are scheduled to launch April 1st and final survey results will be available only to participating organizations. You don't want to miss out!

Click below to learn more about the surveys or contact [Josh Whittaker](#) at 281.378.1368

[MIDSTREAM SURVEY](#)

[UPSTREAM SURVEY](#)

CONTACT L&A FOR HELP WITH YOUR PROXY STATEMENT

The deadline to disclose the CEO Pay Ratio in proxy statements is quickly approaching and L&A is here to help. Our internal experts have evaluated the rule, and understand the various alternatives available. Additionally, we are here to assist in developing your CD&A disclosures and can advise on what areas you should concentrate on when putting together your statement.

GET THE MOST OUT OF YOUR 2018 PROXY STATEMENT AND ANY SHAREHOLDER OUTREACH ENGAGEMENTS.

[GET HELP NOW](#)

281.378.1350

JOIN US AT OUR UPCOMING EVENTS

[NACD San Antonio Networking Breakfast- Culture Matters](#)

Thursday, April 5
7:00 a.m. – 9:15 a.m.

The Pearl Studios
200 E Grayson St #120
San Antonio, TX 78215

This moderated conversation, featuring The Report of the NACD Blue Ribbon Commission on Culture as a Corporate Asset, will explore corporate culture and how a board's active oversight can evaluate and foster corporate culture and detect potential risks to create lasting value.

[REGISTER](#)

[NACD Houston Networking Breakfast- In Conversation with Governor John Hickenlooper](#)

Friday, April 20
7:00 a.m. – 9:15 a.m.

Junior League of Houston
1811 Briar Oaks
Houston, TX 77057

Join us for a fireside chat with Colorado Governor, John Hickenlooper, as he gives his thoughts on the importance of strong collaboration between business and government in building our cities and communities.

[REGISTER](#)

[NACD Austin Networking Event- Challenges Facing Healthcare Boards](#)

Thursday, May 3
4:30 p.m. – 7:00 p.m.

JW Marriott
110 E 2nd St
Austin, TX 78701

Join top healthcare industry executives as they delve into what healthcare will look like in the next 5 to 15 years, and how your board can be prepared to meet the challenge.

[REGISTER](#)

Let's Work Together

We know what it takes to attract, retain and motivate key talent. Contact us to develop a plan that works for your business.

[GET IN TOUCH](#)

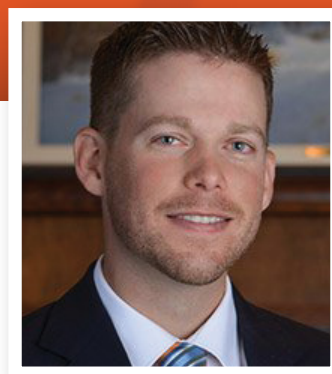
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Compensation Services
Incentive Plan Design
Litigation Support
Strategic & Governance Advisory
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[LONGNECKER.COM](#)

Get to Know Us

Daniel Wilson
SENIOR CONSULTANT



Words to Live By: "The only way to do great work is to love what you do." – Steve Jobs

What is the best advice you've been given? "By profession, I am a soldier and take pride in that fact. But I am prouder — infinitely prouder — to be a father. A never destroys. The one has the potentiality of death; the other embodies creation and life. And while the hordes of death are mighty, the battalions of life are mightier still. It is my hope that my son, when I am gone, will remember me not from the battle field but in the home repeating with him our simple daily prayer, *Our Father Who Art in Heaven.*" – General Douglas MacArthur

What's your key to success? My faith and my family