

Dear All,

Summer is officially here and so is the Texas heat! It's hard to believe we are halfway through 2018 and soon we will be planning for budgets for the next fiscal year.

We have some interesting pieces to share with you in this L-Blast, we hope you find them helpful. L&A recently participated in this year's Gulf Coast Symposium in which we shared our take on future compensation trends and our top predictions for 2020. We would like to share that presentation with you to help you stay ahead of the curve.

Additionally, we have two great research articles for you. The first one explores the idea of using technology and machine learning algorithms to select better board directors. The second piece will be especially useful to all you HR professionals out there - it's a survey of job seekers that examines the relationship between recruiters and candidates, the expectations, and what a successful hiring journey looks like.

We want to hear from you! Below you will have a chance to let us know how we are doing and what we can do better by participating in a short survey. It will literally take you one minute to complete and will be extremely helpful to us. You'll also notice we have added some fun trivia for you to shake things up a little!

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

20/20 Compensation: The Vision for Future Compensation Trends

L&A recently participated in the 2018 Gulf Coast Symposium where Brent Longnecker presented on the topic of future compensation trends. Here we share our top ten predictions as to what is coming in the compensation marketplace, how to get ahead of the curve and position your company to be a compensation practice leader.

[VIEW PRESENTATION](#)

Research: Could Machine Learning Help Companies Select Better Board Directors?

Ever since Adam Smith published *The Wealth of Nations* in 1776, observers have bemoaned boards of directors as being ineffective as both monitors and advisors of management. Because a CEO often effectively controls the director selection process, he will tend to choose directors who are unlikely to oppose him, and who are unlikely to provide the diverse perspectives necessary to maximize firm value.

[READ MORE](#)

2018 Job Seeker Nation Study

RESEARCHING THE CANDIDATE
RECRUITER RELATIONSHIP

Right now, all eyes are on the workplace. Recruiting and hiring practices are undergoing enormous change. The rise of a new generation, emergence of AI/automation, and a reevaluation of what makes a "qualified" candidate have transformed traditional hiring forever. It's no longer a linear start-to-finish; rather, recruiting and hiring top talent in today's world requires a continuous cycle of engagement.

[READ MORE](#)

A little trivia... *Did you know?*

The first novel ever written on a typewriter was **Tom Sawyer**.



HOW ARE WE DOING?

We want to hear from you!

Take this short survey and let us know how we are doing. What can we be doing better? Share any suggestions or questions you may have.

[TAKE SURVEY](#)

JOIN US AT OUR UPCOMING EVENTS

[Chain Restaurant Total Rewards Association \(CRTRA\) 2018 Annual Conference](#)

**Monday, July 23 –
Wednesday July 25**

Warwick Allerton Hotel
701 N. Michigan Avenue
Chicago, IL 60611

The event offers an opportunity for total rewards professionals to network, hear from innovative leaders, and learn about events and practices in the restaurant industry. Our own Liz Mayo will be giving a presentation on Executive Compensation.

[REGISTER](#)

[NACD and GHWCC Luncheon-Board Selection, Diversity and Inclusion: A Nom/Gov Perspective](#)

**Thursday, August 9 –
11:00 a.m. – 1:30 p.m.**

Junior League of Houston
1811 Briar Oaks
Houston, TX 77057

Join us for a discussion on the value and need for diversity in all forms as we explore the world of the nominating and governance committee and their process for selecting new board members.

[REGISTER](#)

[Enercom's Oil & Gas Conference in Denver](#)

**Sunday, August 19 –
Thursday, August 23**

The Westin Denver Downtown
1672 Lawrence Street,
Denver, CO 80202

If you are an oil and gas professional you don't want to miss this opportunity to listen to the world's key senior management teams present their growth plans and learn about important energy topics effecting the global oil and gas industry.

[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.

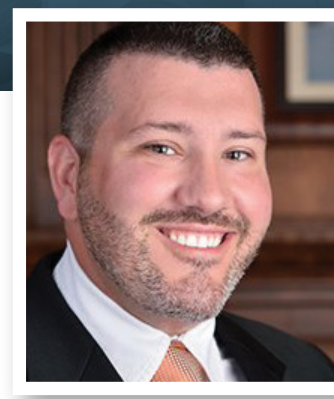
[GET IN TOUCH](#)

281.378.1350

Compensation Services
Incentive Plan Design
Litigation Support
Strategic & Governance Advisory
Restructuring Services

Get to Know Us

Tyler Brown
DIRECTOR



How long have you been with L&A?

10 years

Alma Mater
Texas Tech University

Children (ages and names)
Two beautiful daughters - Kayleigh 8, Keagan 18 months

Words to live by
Each day of our lives we make deposits in the memory banks of our children.