

Dear All,

Just like that, summer break has come and gone and school is back in session! As we gear up for the busy fall season we took a moment to evaluate our goals as well as our team members. We are excited to announce another round of promotions within our L&A staff! Read all about it in our recent press release below.

In addition, we have some great pieces to share with you all. Firstly, this month's L&A original article provides some insight into the topic of gender pay equity and analyzes a different "big picture" perspective that is actually starting to show more equality in pay than previously thought.

In the two research articles we share, we shift our focus to the tech industry. The first article is about women in technology and in some ways furthers the points made in our original article. An interesting read for all and more so for those in the tech sector. The second article talks about the trends dominating the technology arena and it's no surprise Artificial Intelligence is at the top of the list. You may recall several NACD events have discussed these topics including the upcoming breakfast on blockchain we feature in our events section below.

Don't forget to check out our trivia section for some fun facts you probably didn't know! Lastly, you may recall from our last L-Blast the announcement of our new website. We will be going live very soon and hope you all have a better user experience with the new site.

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



The Full Picture with Gender Pay Equity

Is gender pay equity gap as big of an issue in 2018 as it has been in previous years? We are all told that gender pay equity is measured on the same scale, but in reality the gap virtually disappears when analyzing the same level, company, and function.

[READ MORE](#)

Women in Tech 2018: What the Statistics Tell Us

Many credit Ava Lovelace as the first computer programmer, in a time before computers even existed, and women from Grace Hopper to the women who worked with Alan Turing at Bletchley Park were key in the development and adoption of modern computing devices.

[READ MORE](#)

IT Leaders Say These 2 Trends are Dominating the Tech Industry

The Internet of Things (IoT) and Artificial Intelligence (AI) duked it out in SADA Systems survey on trends expected to take over the tech industry this year. SADA, a global tech and business consulting firm, found that 67% of respondents said IoT technology was currently being developed or used by their company or institution.

[READ MORE](#)

A little trivia... Did you know?

The Hass avocado was patented in 1935 by Rudolph Hass, a mailman from California.



Press Release: Longnecker & Associates Announces Internal Growth

Longnecker & Associates, a strategic compensation and corporate governance consulting firm based in Houston, announced exciting internal growth. The company promoted several of their team members to roles that will continue to position the firm as one of the top consultancies in Texas.

[READ MORE](#)



New L&A Website Coming Soon!

In an effort to provide a better user experience we will be rolling out a newly designed website very soon, so stay tuned!

JOIN US AT OUR UPCOMING EVENTS

NACD Houston Breakfast - Blockchain in the Boardroom

Friday, September 7 – 7:00 a.m. – 9:15 a.m.

Junior League of Houston
1811 Briar Oaks
Houston, TX 77057

From healthcare to manufacturing to supply chain, logistics and finance, companies are beginning to investigate applications for blockchain. Join us and learn what you need to know to manage blockchain in the boardroom.

[REGISTER](#)

RMTRA's "Future of Total Rewards" Conference

Thursday, September 20

History Colorado Center
1200 Broadway
Denver, CO 80203

Join the Rocky Mountain Total Rewards Association for its second conference as we explore total rewards and how compensation and benefits are evolving. Hear from WorldatWork CEO, Scott Cawood and other speakers who are leading us across new horizons.

[REGISTER](#)

NACD San Antonio - The Board's Evolving Role in Cybersecurity Risk Oversight

Thursday, September 13 – 11:00 a.m. – 1:00 p.m.

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

Join us as we discuss how to ensure your company is properly secured against a cyberattack and gain a deeper understanding of cybersecurity risk exposure from a human error, system vulnerability and direct attack perspective.

[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

Josh Whittaker
SR. MANAGER



How long have you been with L&A?
5 1/2 years

Hometown
Bakersfield, CA

What are you passionate about?
Trying to make the right decisions every day in alignment with God.

What do you enjoy most about your job?
The people I get to work with every day.