

Dear All,

Summer is here and we are officially halfway through 2019! It's a good time for all of us to assess where we are with our goals for the year and recalibrate as needed to achieve those objectives. We have some great pieces to share with you in this month's L-Blast that we hope you find useful.

Our first piece is an L&A article we thought would be suitable given the number of restructurings, bankruptcies and other reorganizations we have been seeing in the market. In this article we share some recommendations and guidance on how companies going through restructuring can reposition their compensation strategies to ensure financial success.

Last month we participated in HR Houston's Gulf Coast Symposium and gave a presentation on the future of total rewards, including some of the hottest topics in compensation. We would like to share that presentation with all of you to help you stay ahead of the curve!

The third article shares important trends to be mindful of when it comes to shareholder activism. Effectively engaging with shareholders and keeping abreast of trends and developments continues to be key in driving shareholder value. Don't hesitate to reach out to us for assistance with your [shareholder outreach](#) initiatives.

Lastly, we are proud to announce that two of our team members were recognized in The M&A Advisor's Emerging Leaders Awards! Read all about it in the press release below. We appreciate each and every one of you and 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

Process for Pay in "BK" (Bankruptcy)

Financial restructurings, while not an enjoyable process, are sometimes a necessary step to ensure future financial success. In order to achieve a successful restructuring, companies need to deploy the right compensation strategies in this volatile environment that will retain and motivate key talent to see the process through. In this article, we review the tools available to companies going through restructuring and how to approach determining values.

[READ MORE](#)

GULF COAST SYMPOSIUM PRESENTATION

The Future of Total Rewards: 2020 Vision

We are happy to share the presentation from last month's Gulf Coast Symposium with our readers. We hope you find it beneficial, and as always, let us know if you have questions regarding these issues.



[VIEW PRESENTATION](#)

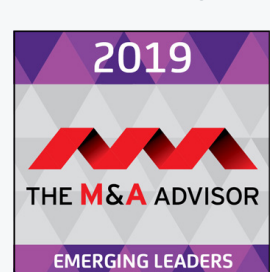
Shareholder Activism Trends in the 2019 Proxy Season

In 2018, robust U.S. and global M&A activity substantially mitigated the downside risk for activist investors. With political uncertainty ahead of the 2020 presidential election, unsettled questions on trade and tariffs, and the late 2018 market correction potentially foreshadowing a downturn, how activist shareholders respond to a changing landscape in 2019 remains to be seen. Regardless of what happens with the economy and other factors in 2019, recent trends in the industry indicate there are various ways companies and boards can expect to engage with activist investors.

[READ MORE](#)

L&A Members Receive The M&A Advisor's 2019 Emerging Leaders Award

We are excited to announce two of our own - Senior Director, Tyler Brown and Marketing Director, Erika Ruiz have both been selected by *The M&A Advisor* as winners of their Emerging Leaders Award. *The M&A Advisor*, known for its recognition of leading M&A, financing and turnaround professionals, created this event to recognize and celebrate the achievements of young professionals who have reached a significant level of success while still under the age of 40.



We are very proud of Tyler and Erika's accomplishments and invite you to read the full press release.

[VIEW PRESS RELEASE](#)

Contact Us for Help with Your Shareholder Outreach Initiatives

Our Say on Pay specialists are ready to assist you in [shareholder outreach](#) to educate investors about the strategy and reasoning behind executive compensation plans and clear any confusion and misconceptions. A properly structured outreach plan can help ensure positive voting outcomes while strengthening your governance practices overall.

GET THE MOST OUT OF YOUR 2019 SHAREHOLDER OUTREACH ENGAGEMENTS.

[GET HELP NOW](#)

281.378.1350

JOIN US AT OUR UPCOMING EVENTS

2019 CRTRA Conference (Chain Restaurant Total Rewards Association)

Monday, July 22 –
Wednesday, July 24

Renaissance Minneapolis
Hotel, The Depot
225 3rd Avenue South
Minneapolis, MN 55401

The Annual CRTRA Conference appeals to all individuals interested in strengthening and enhancing Total Rewards within the restaurant industry. The event is an opportunity to network and hear from innovative leaders in the restaurant industry.

[REGISTER](#)

2019 Texas Total Rewards Conference

Monday, August 5 –
Tuesday, August 6

L&A Variable Pay Presentation
Monday, 2:00 p.m. – 2:50 p.m.

Hotel Contessa
306 West Market Street
San Antonio, TX 78205

The Texas Total Rewards Conference offers the chance to enhance your knowledge on current trends in total rewards, compensation and benefits. Join L&A Director, Liz Mayo, in an engaging presentation titled **Variable Pay: Effective or Pennies from Heaven?**

[REGISTER](#)

NACD Austin Luncheon - Entrepreneurial Governance: Forming a Board of Directors for Startups

Friday, August 23
11:00 a.m. – 1:00 p.m.

Capital Factory
701 Brazos
Austin, TX 78701

In this session, speakers will address when to form a board, board selection, composition and compensation, the "nuts and bolts" of startup boards and common pitfalls to avoid.

[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
Restructuring Services

Get to Know Us

Liz Mayo

DIRECTOR

How long have you been with Longnecker & Associates?
Three years

Hometown: Shreveport, LA

Alma Mater: Undergraduate at LSU-Shreveport and Master's from Centenary College

Words to Live By: Whatever you do, give it 100%

What is the best advice you've been given?

Love what you do and you'll never work a day in your life.

What's a fun fact about you most people don't know?

I'm a brown belt (ikkyu) in Judo and I competed nationally until I was 21.

