

## The CEO Speaks

**Marianne Brannock-Hill, CTP, CEP**



As you can see, our Newsletter has converted from a monthly to a quarterly publication. We want to pack more general content into four seasonal publications and offer strictly educational content at other times during the year.

Our past publications have had articles on International Considerations, IFRS-2, SEC Disclosures and Reporting, and the Top Ten Tips at year-end as a corporation moves into a new year.

FRS takes the time to condense the most important information, present it to you in our Newsletter as well as place it onto our web site "Resources": Tools and Links, Publications and Newsletters.  
[www.equity-strategies.com](http://www.equity-strategies.com).

We cover a variety of topics from compliance to administration including:

- a) Taxation tips at year-end,
- b) Accounting compliance under FAS123(R),
- c) Software tips at Quarter-end,
- d) Planning Tips and Checklist for your ESPP...and so much more!

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## Announcements

### New Account Executive



William Parsons, CCP, CBP, GRP, has joined the Company as an Account Executive for our Consulting and Outsourcing divisions. He brings a wealth of knowledge and industry experience with him. He has served in various consulting roles in executive compensation and benefits. William is published nationally in WorkSpan Magazine and various websites such as the NASPP and NCEO.

## CEP NEWS

### CEP Participants

Our **CEP Exam Prep Program** resumes on August 24! This is our 8th year offering a full Program for all 3 levels, including Webinars, Sample Exams, Boot Camps, and Special Level 3 Tutoring. (Remember when we were FatRabbit Services? Still the best training for taking the exam)

### CEP Designees and Equity Consultants

### CEPs - Get 8 CPE units!

Our new **CEP-CEU Program** offers advanced equity compensation courses to fulfill the knowledge requirements and grant Continuing Education Units toward your CEP designation. The Program is affordable and allows you 8 units towards your CPE requirements of 30 units every two years. These courses are also effective for a refresher course for any high-level consultant or corporate manager. Go to [www.equity-strategies.com](http://www.equity-strategies.com), click on CEU-CEP Program.

## All-Day Event / Party

**September 25, 2009, 8:45 am - 4:45 pm PT, in Santa Clara, CA**

Hot topics! Vendor Faire! Networking Party! A full day event and party! For the full day's schedule and registration, go to [www.equity-strategies.com](http://www.equity-strategies.com), click on the All-Day Event to register. Only \$25 per person for this one-of-a-kind event!

## Award for Management Training

For the second year in a row, FRS has won the Management Training Award for the City of Santa Clara. The U.S. Local Business Association identifies companies that have achieved exceptional success in their community and business. We strive to maintain training and education in equity plan management as an important component of our business.

## Industry News

### EASI Software, Pleasanton, CA, June 8, 2009

Equity Administration Solutions, Inc. (EASi), the leading independent stock plan management software company, announced Section 16 functionality that combines its web-based technology with business rules to help companies make accurate, on-time SEC filings.

See:

[http://easadmin.com/site/news/pressreleases/EASi-PressRelease\\_060809.pdf](http://easadmin.com/site/news/pressreleases/EASi-PressRelease_060809.pdf)

### eProsper Software, San Mateo, CA, May 4, 2009

SVB Analytics unveils FAS 157 Mark to Market Solution; Comprehensive solution provides a time-saving and cost-effective analytics service to assist venture capital

and private equity firms with FAS 157 compliance.

See: <http://www.eprosper.com/assets/pdfs/SVBAAnalytics-FAS157.pdf>

## **E\*Trade's Equity Edge, Alpharetta, GA, July 24, 2009**

E\*Trade announced the launching of Equity Edge Online in August—three months earlier than expected. With sophisticated new functionality and convenient online delivery you can reduce your reliance on IT through hassle-free software updates and enhancements, and access customizable, Real-time Reporting among other features. See:

[https://us.etrade.com/e/t/jumppage/viewjumppage?PageName=etcs\\_solutions\\_admin\\_2q09](https://us.etrade.com/e/t/jumppage/viewjumppage?PageName=etcs_solutions_admin_2q09)

## **Equity Compensation - TIPS for Summer 2009**

### **4 Important Items to Complete!**

With people on vacation, summer can be the time to concentrate on getting those “backburner” things or list-of-things-to-do done!

- 1. Audit your software** - your options and award tracking database. Run the Audit Report. Run the Data Check and Valuation Check. Run the Security Check. Because your employees are regular people, they do a lot of complex things – change locations, change tax jurisdictions, get married, get divorced, change employment status, leave the company, or go on a leave of absence. The “people” part of the data can be the most challenging. You must have the people and related personnel data absolutely correct in order for your grants, transactions and reporting to be accurate.
- 2. Read and update your SOX compliance documentation.** Your auditors may set up a preliminary audit in the Fall to get this part of the audit out of the way before the big year-end audit hits.
- 3. Make your Option Plan and ESPP more beneficial to the employees.** Write down several **changes to your Equity Plans** that could make your Plans more beneficial to the employees, may allow for less administrative burden, and may present a cost-savings. Present your

suggestions to your manager and the Executive Team.

- 4. Advance your career** by taking Classes in Corporate Finance, Accounting, and signing up to complete your CEP.

## **Looking Ahead:**

Take the opportunity now to sign up for classes or certification to advance your knowledge base and your career. CEP certification, HR certification, accounting classes, management classes, advanced Access, advanced Excel, to name a few.

It is easy to take webinars for these advanced topics under a 24/7 access. With one whole month to complete the class, the materials, and take a short exam, you are sure to move ahead with your additional knowledge. Go to: [www.equity-strategies.com](http://www.equity-strategies.com) and click on Training. You will see CEP classes and Equity Professional classes.

## **Efficiency Tool / Tip:**

Set up subfolders in your Email Inbox that will hold current emails but will organize them so that you can work on one task at a time. Each subfolder will start with “a(name of task or topic)” so that the subfolder is at the top of your Inbox folders.

## **The Challenge!**

Answer to our challenge from our last newsletter:

**Question:** What are the IRS holding periods that allow for long-term capital gain treatment when selling shares acquired from an equity benefit?

**The answer is:** 2 years from grant date and 1 year from exercise/purchase date.

**Challenge Winner:** Inta Abele of Charles Schwab wins the \$25 gift certificate for the first email with the right answer

## **New Challenge:**

**Question:** Under Rule 144 what is the current holding periods for affiliates? \$25 gift certificate for the first right answer emailed to:

[training@equity-strategies.com](mailto:training@equity-strategies.com)

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**FRS Equity Strategies is the only full-service stock options and equity compensation consulting firm in the US that can deliver a complete solution to your company -- from [consulting services](#) to [outsourcing](#), to [training and education](#) courses that keep your staff up-to-date in this fast-changing arena.**

**We deliver unsurpassed knowledge of all aspects of equity compensation, unrivaled attention to detail and a high level of personal attention. We understand and meet the strictest standards of confidentiality to protect your information and minimize risk. Our services are organized and priced to deliver the best value without sacrificing quality.**

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## **Trust the [Experts](#) at FRS Equity Strategies**

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Be sure to visit our website for complete details on all of our equity plan management and training services.

To request a custom proposal, or to request additional information on consulting or outsourcing services, please contact:

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