

SpeakEASi

EASi CEO Carine Schneider Shares the Inside Scoop from GEO's Eye on Washington Panel

Throughout her 25 years of experience in equity administration, EASi CEO Carine Schneider has made a significant impact on the industry. As a founder of the *American Coalition of Stock Plan Administrators (ACSPA)*, she is working with other industry professionals to educate regulators and lawmakers about the needs and challenges of stock plan administration. On September 16, Carine moderated a plenary panel, "Eye on Washington," at GEO's National Equity Compensation Forum where she and Christine McCarthy, Partner with Orrick, discussed the formation of ACSPA and a recent meeting with the SEC in Washington, D.C. Read on to learn about ACSPA's opportunity to influence the industry.



Q: As somebody who has helped shape the equity compensation industry, how would you characterize the progress that has been made since the early days? How has ACSPA furthered this progress?

CS: *Creating an organization like ACSPA has been on my mind for many years. Having senior leaders from throughout the stock plan administration and technology businesses come together to improve the interaction and education of rule-making agencies is a tremendous step forward for all of us who work to support stock plan participants.*

Q: What was the desired outcome of ACSPA's meeting with SEC officials? Was this objective achieved?

CS: *The goal of the August 16th meeting was to educate the SEC Division of Corporation Finance about our association and the impact of regulations such as Dodd-Frank. In a one-hour meeting with six representatives from the SEC, we were able to illustrate and communicate how certain regulations--or proposed regulations--could positively or negatively impact stock plan administration, so the meeting was definitely a success.*

Q: Is there a certain milestone or achievement by which you can judge the success of ACSPA's efforts?

CS: *When the new rules are released later this year, we hope to see certain sensitivities in decisions made by regulators. If our concerns are reflected in these decisions, it will be clear that ACSPA has been successful in impacting the regulatory process. •*

SEPTEMBER 2011

Product News

Updated EASi Share Participant Portal Released

EASi Gives Brokers a New Way to Help Participants

Save More Time on ESPP Administration

Making Things EASier Tip: Getting Ready for the Close

Save the Date for EASi Summit in Austin: March 7-9, 2012

We want to ease the pain of your stock plan management process, and are committed to providing the best tools and resources to make that possible. Come to EASi Summit 2012 at the Hyatt Regency in Austin to learn how to get the most out of our system and make your equity administration a whole lot EASier. You'll see how to use our platform to save time and reduce risk, which will ultimately make you more valuable to your company and advance your career.

Signing up early has its benefits — the first 20 people to register and pay will be entered into our "Fast and First" drawing to win an iPad, so hurry before you miss your chance. •



Updated EASi Share Participant Portal Released

The new look for our participant portal is not only EASi on the eyes, it is now more intuitive and provides faster access to the things your participants want and need to see. It includes a “To Do” list feature which highlights required actions such as accepting a grant and selecting an advisor. Plus, it features a pie chart that shows an estimated market value of vested and unvested equity compensation grants. Designed with your needs in mind, we’ve added company-specific messaging and the ability to add your logo and contact information.

Remember, our online grant communications functionality displays grant packages waiting for acceptance, including the plan document and customizable grant agreement, and allows participants to accept or decline awards. The administrator controls when to display new awards in the portal, and there is a pop-up reminder through the “To Do” list that shows when new grants need action. •

EASi Gives Brokers a New Way to Help Participants

Using EASi Broker Direct with Raymond James, same-day sale exercises elected through EASi Share are routed directly to the exchange for execution. The Broker CSR role allows the brokerage firm to act as the customer support representative for plan participants.

We make it EASier for financial advisors to answer questions, review modeling scenarios and give appropriate guidance to participants, and, if allowed by the issuer, submit exercise requests on behalf of the participant. •

Save More Time on ESPP Administration

How are we making ESPP administration EASier? Let’s count the ways...

- 1) We’ve created an offering activation process which streamlines the offering date/FMV population, residual carry forward and enrollment roll forward processes.
- 2) Contributions, residual, and share ledger entries are enhanced to provide better audit trails and data controls.
- 3) Managing purchases is easier because we’ve redesigned the screen for better navigation.
- 4) We’ve made several enrollment and election enhancements including offering level overrides for residual handling and purchase date/FMV.
- 5) You now have the ability to assign a unique grant date by participant with a grant-level fair value. •

Making Things EASier Tip: Getting Ready for the Close

With September 30th in sight, here’s some advice from Arnie Freilich of Financial Intelligence that’s sure to make your life EASier. Equity compensation is generally on the close process critical path. Arnie says if you use a short cut-off and accrual process, equity compensation accounting can be COMPLETED by close date. Here are a few things you’ll need to remember to update in EASi before you run your reports. And don’t forget, you can schedule your reports to run automatically!

- Expected term and price volatility calculation
- Enter all new awards into the database
- Enter all terminations into the database
- Enter fair values for new option and stock awards
- Review expected forfeiture rates for expensing
- Update any changes to tax rates
- Determine likelihood of performance achievement •

Growing to Meet Your Needs: EASi Adds Kathy Biddle and Christine DeLeo to Customer Support

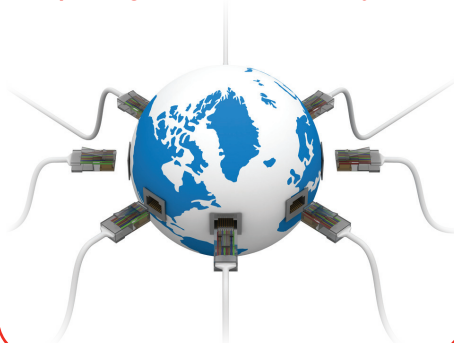
We are pleased to welcome two seasoned experts with a combined 30 years of experience to our great team of professionals. Christine DeLeo comes to EASi after ten years in the financial equity compensation industry focused on stock plan administration and managing client relationships. Her subject matter expertise includes stock options, restricted stock and stock purchase plans. In her new role, Christine assists clients with implementation to enable them to make a smooth transition to EASi.

Kathy Biddle joins the team as Customer Support Financial Reporting Specialist to help clients learn how to use the EASi system to meet compliance requirements. Kathy has 20 years of experience in equity plan administration in the financial services industry. In their respective roles, Christine and Kathy will help make things EASier for our valued clients. Welcome to Christine and Kathy! •

Plug-in to EASi's User Forum Join the EASi User Forum

Join our online community so you can share experiences, stay up to date on new features and get tips on ways to use EASi to help make your job EASier. We also use the Forum to solicit your input, so don't miss the chance to tell us what you think. Forum membership is by invitation only.

Please email
userforum@easiadmin.com to
request your invitation to join. •



Keeping Software Development and Customization on Track:

Meet EASi's Engineering Coordinator

When it comes to managing stock plans, there are a myriad of approaches. When our standard product doesn't fit the bill, some clients look to EASi for a tailor-made solution. As Engineering Coordinator, Sandy Carter is instrumental in making sure our product delivers. Since 2006, Sandy's ability to listen and translate between developers and clients has helped ensure EASi clients get what they need. *Get to know Sandy.*



Sandy Carter

Engineering Coordinator

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Past Positions

- Corporate Systems Analyst, Motorola, Inc.
- Human Resources Manager, SURx, Inc.
- Specializing in recruiting, training, and employee relations, and establishing processes to meet business needs

Areas of Expertise

- Engineering Services - analyzing clients' needs for custom work and managing customization projects
- Business Systems Analysis - working with internal and external customers to identify and define requirements for product revisions and enhancements
- Customer Relations - building strong client relationships by supporting EASi Customer Service and Sales Support and by assisting with the development of release documentation

Distinctions

- Developed an options tracking/reporting system for SURx, Inc.
- Certified Development Dimensions International Targeted Selections trainer
- Achieved CEP designation within two years of joining the stock plan industry

After Hours

- Enjoys spending time with her husband and adult children and friends, reading, writing, mentoring young women, and facilitating women's Bible studies at her church

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AUSTIN TEXAS
March 7-9 2012 | Hyatt Regency

Invest \$795 by December 31, 2011 to receive your option package, and we can assure you that you'll be in for a unique user conference from the company that is committed to making your life EASier. After December 31, registration increases to \$1,095. Signing up early has its benefits — the first 20 people to register and pay will be entered into our "Fast and First" drawing to win an iPad, so hurry before you miss your chance. Sign up by October 31, 2011 to join our summit planning team so you can give us input to tailor our sessions and expert speakers to your needs. If you have any questions about registration or general information about the event please call EASi's Marketing and Events Manager, Jennifer Lopez, at (925) 730-4223, or email her at jennifer.lopez@easiadmin.com. Registration will open in early October.

EASi to Debut New Expanded Booth at NASPP Conference in November

At NASPP's 19th annual conference November 1-4, 2011, EASi will debut its fantastic new 10x20 booth, and we want you to see it! Held at the Hilton San Francisco, the NASPP Conference is the place to learn about the latest in stock and executive compensation, as well as what to expect for the 2012 proxy season. Stop by EASi's new booth to discover our latest innovations in automation and see all the ways that our system can assist you with your stock plan record-keeping, accounting and reporting needs. In addition, Denise Vitale, EASi's VP of Product Development, will be presenting on Inadvertent Administrative and Compliance Consequences of Some Common Practices. Don't miss out on the premier event for stock plan professionals. •

Speeches and Conferences

The Fall line-up of conferences and speaking engagements will give you a chance to hear from EASi's leaders and experts. •

DATE	SPEAKERS	EVENT	LOCATION
September 22	Michael Guerra	Silicon Valley Accountants: Improving the Close	Santa Clara, CA
September 26	Carine Schneider	GEO Chapter Meeting	London, UK
October 20	Carine Schneider	NASPP Chapter Event	Phoenix, AZ
November 1-4	Denise Vitale	NASPP Annual Conference	San Francisco, CA
November 6-9	Visit our booth	Association of Financial Professionals	Boston, MA
November 14-15	Visit our booth	Financial Executives Institute - Current Financial Reporting Issues Conference	New York, NY
January 5-7	Keynote Address: Carine Schneider	International Business & Economy Conference	Waikoloa, HI

Clawback Implications:

Understanding the Consequences of Dodd-Frank

Clawbacks are on their way to becoming mandatory for U.S. traded companies. How will your company adjust to the new rules and regulations? One of the most significant implications of Dodd-Frank is the mandatory adoption of clawback policies by all listed companies. According to the legislation, if a listed company is required to issue an accounting restatement as a result of fraudulent reporting, the company must recoup incentive-based compensation issued to all executives--both current and former--during the three years preceding the fraudulent report. The good news for EASi customers: EASi provides a secure, reliable system to comply with accounting and reporting requirements and protect you from costly mistakes that affect your company's finances and reputation.

Although the official rules have not yet been formalized by the SEC, many companies have already instituted clawback policies. While getting a head start may seem like a smart move, complications could arise when businesses are forced to comply with the official rules regarding clawbacks. Read more about this issue from CFO.com. The international consequences of clawbacks also remain to be seen. This matrix developed by Baker & McKenzie provides an overview of the implications of clawbacks in 40 countries. Check it out to get an idea of what lies ahead. •

Ten CEPs Put EASi on the CEPI Honor Roll!

EASi is thrilled to announce its induction into the Certified Equity Professional Institute (CEPI) Honor Roll! To achieve this distinction, a company must employ at least ten CEPs. With the addition of Kathy Biddle, EASi earned this prestigious standing. To date, 20% of EASi's employees have completed the CEP program while another 25% are currently working toward the designation. Becoming a CEP is a long, rigorous process that requires candidates to pass exams in the core disciplines of equity compensation: Accounting; Administration; Corporate and Securities Law; and Taxation.

Emily Cervino, CEP, Executive Director of the CEPI, stated, "The CEP is the only recognized mark of expertise in the highly complex, multi-disciplinary field of equity compensation. For a company of EASi's size, having 10 CEPs is a very significant accomplishment. It shows a clear commitment to providing industry education to their people, which ultimately benefits their customers." Congratulations to all of EASi's CEPs for their hard work and dedication to furthering their knowledge of the equity industry. View the CEPI Honor Roll at www.scu.edu/business/cepi/cep_honor_roll.cfm and learn more about the program through the Leavey School of Business at Santa Clara University. •

Ask Fred Whittlesey:

A Webinar on Equity Compensation

Are you wondering if pending regulatory decisions will affect your equity compensation programs? Find out before you go into your 2012 planning cycle. Don't miss your chance to learn from Fred Whittlesey, founder of Compensation Venture Group, an expert with 25 years in corporate compensation management. On October 5th at 10:00 AM, EASi will host a one-hour webinar with its Advisory Board member and partner, Fred, who will bring his compensation consulting experience to you in an informative session covering some of the hottest compensation topics. Hear the latest on Say-on-Pay and equity compensation ratios, and bring your compensation issues and questions to *Ask Fred*. Contact jennifer.lopez@easiadmin.com to register. •

Join Our Social Network:

Follow EASi on Facebook and Twitter

Now it's simpler than ever to stay up to date on the equity compensation industry and news within the EASi community. We make it our priority to know about the latest industry news, so stay informed the EASi way! Be sure to like us on Facebook and follow us on Twitter to get your regular dose of EASi. •