



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CCEP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

CURRICULUM VITAE

Leadership Summary

Mr. Longnecker has over 35 years of leadership experience from both a board of director and operating executive perspective. In these roles, his responsibilities have included:

- Analysis, design and implementation of innovative performance, governance enhancement and cost savings programs.
- Establishment of broad policies and objectives to assist in governing organizations, inclusive of by-laws and charters.
- Assistance in selecting, compensating, mentoring, supporting, and reviewing the performance of boards, CEOs and key executives.
- Ensuring the availability of adequate resources – inclusive of capital, technology, and people.
- Assisting in negotiating rebates from professional service firms who have overcharged.
- Assistance with, and in some cases, the approval of annual budgets.
- Collaboration with outside advisors including but not limited to: accounting, tax, legal, human resources, and strategy.
- Accountable to stakeholders for organizational performance and long-term viability.
- Taking companies public.

Mr. Longnecker has deep expertise in energy, real estate and financial companies although he regularly consults with Boards of Directors, CEOs, key executives and advisors of all major industries addressing a wide range of operational, governance, organizational, strategic and ethical business issues.

Board Expertise

Mr. Longnecker has served as an outside director for both public and private companies.

Present:

LL12 | Chairman
True Velocity | Compensation Committee
Arbitrade | Compensation Committee – Chairman
National Association of Corporate Directors (NACD) Texas Tri-Cities Chapter (Houston, Austin, San Antonio) | Director
Leviticus | Chairman

Past:

Pura Vida Spirits | Compensation Committee – Chairman
Rosehill Christian School | Board of Directors
AmReit | Compensation Committee – Chairman, Governance Committee – Member
Fellowship of Christian Athletes (Houston) | Board Member
ATP Oil & Gas | Audit Committee – Member
ReitPlus | Audit Committee
Skyauction.com | Compensation Committee – Chairman
The Strategy Factory | Compensation Committee – Chairman




BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

 11011 Jones Road,
Suite 200
Houston, TX 77070

 281.378.1360

 LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

While serving on audit, compensation and governance committees, Mr. Longnecker is/was responsible for:

- Overseeing the financial reporting, proxy and disclosure process.
- Overseeing performance, hiring and independence of outside auditors and consultants.
- Oversight of regulatory compliance, governance, ethics and whistleblower hotlines.
- Monitoring and evaluating the internal processes.
- Discussing risk management policies and practices with management and outside advisors.
- Assessing board's composition and identifying missing qualities and/or characteristics.

Finally, Mr. Longnecker regularly attends continuing education courses offered at Harvard and NACD to understand ever-changing fiduciary responsibilities of corporate board members.

Business Advisory Expertise

Mr. Longnecker's extensive experience includes:

- Executive compensation and corporate governance consulting.
- Compensation and human resources planning in regards to mergers, acquisitions, initial public offers (IPOs), leveraged buyouts (LBOs) and spin-offs.
- Analysis and design of compensation programs for directors, executives and employees for a variety of industries throughout the world.
- Coaching/mentoring of compensation committees and senior executives.
- Strategic planning in corporate human resources, ethics and operational issues.
- Human resource department audits, reengineering and outsourcing.
- Performance/productivity-enhancement analysis and training.
- International human resources consulting for expatriates, third country nationals and nationals, including work with non-U.S. firms that have invested in the U.S.
- Ethics planning, corporate governance; analysis and training.
- Investment banking fee analysis and design.
- Corporate defense against unreasonable compensation allegations, typically raised by
 - Shareholders/Stakeholders
 - The Internal Revenue Service
 - Government regulators (OTS, DCAA, PUC, FDIC, FHLBB, SEC)
 - Employment contract negotiations, mediation and arbitration.
 - Special emphasis on start-ups and turnarounds.

Mr. Longnecker's considerable "expert witness" experience includes:

- Significant deposition and trial testimony
- Wrongful discharge or pay inequity
- Estate planning compensation
- Government defense contractor compensation
- Wrongful death
- Bankruptcy compensation
- Golden parachute/severance
- Employment contract disputes
- Non-compete agreements
- Board of Directorships



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



Appointments/Awards

Texas Monthly Magazine

- Mr. Longnecker's firm, Longnecker & Associates, has been selected as one of the "Best Companies to Work for in Texas" since 2011 – 9 consecutive years.

Houston Business Journal

- In 2018, Longnecker & Associates was named one of the Fastest Growing Companies in HBJ's "Fast 100 List."
- Longnecker & Associates received in 2010, 2011, 2012 and 2017 the "Best Places to Work" award by The Houston Business Journal and ranked among the Top 10 the first three years.

Houston's Best & Brightest Companies to Work For 2014 and 2019.

Consulting Magazine

- Fastest Growing Firms, 2017 and 2018
- In 2005, Mr. Longnecker was selected as one of the Top 25 Consultants in the U.S.

Forbes

- In 2016, Longnecker & Associates was recognized by Forbes as one of "America's Best Management Consulting Firms."

H Texas Magazine

- Mr. Longnecker was named one of the Top Professionals in Houston for 2012 – 2016; 5 straight years.

Texas Lawyer Magazine

- In 2009, Longnecker & Associates was listed as one of the Top Experts in Texas' Top 10 Settlements for 2009.

WorldatWork

- In 2004, Mr. Longnecker served on a Blue Ribbon Commission that dealt with expensing stock options.
- In 2003, Mr. Longnecker served on a special taskforce to address HR issues presented by Congress and other regulatory commissions.
- From 2001 - present, as a result of being considered one of the top equity experts in the United States, Mr. Longnecker has filled the role of Technical Advisor on the equity-oriented course – T11. He is thus responsible for ensuring technical detail is correct in this course and other related courses. In addition, he created an advanced course and authored revised editions of two WorldatWork best-selling books on equity.
- In 2001, Mr. Longnecker served on WorldatWork's Blue Ribbon Commission on Ethics for Human Resource professionals across the globe.

Department of Labor (DOL)

- In 2000, Mr. Longnecker was referred to the Department of Labor (DOL) as one of the top executive compensation professionals in the United States. He and a select group of practitioners were interviewed by the DOL as special advisory experts to the Federal Economic Statistical Advisory Committee (FESAC) on "valuing long-term incentives." He continues to assist them and other government agencies in this important area.

Education

Master of Business Administration, University of Houston, August 1979.

- Areas of concentration: Management, Human Resources

Bachelor of Business Administration, University of Houston, December 1977.

- Areas of concentration: Marketing, Finance




BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

 11011 Jones Road,
Suite 200
Houston, TX 77070

 281.378.1360

 LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

Selected for Beta Gamma Sigma, the National Business Honor Society. Continuing education at Harvard in Board Governance under Professor Jay Lorsch and Christian Palepu.

Employment

Present

Longnecker & Associates

- Mr. Longnecker, Chairman & CEO of Longnecker & Associates, leads the field in providing high quality human resources, executive compensation, and corporate governance consulting services.
- His primary mission is to create sound fiduciary solutions for companies that attract and retain executives, bolster shareholder value, and reflect premier corporate governance practices.
- Located in Houston, Texas, Longnecker & Associates is a specialized executive compensation and corporate governance consulting firm founded in 2003. Additional offices in Dallas and Denver.

Past

Resource Consulting Group

- As President of Resources Consulting Group, and Executive Vice President of Resources Connection, Brent Longnecker participated in the management led buyout of the Company from Deloitte & Touche.
- He was responsible for directing broad strategic and operating corporate activities toward achieving corporate objectives in accordance with policies established by the Chief Executive Officer.
- He was also given primary responsibility in developing the Human Capital Solutions Group service line and consulting practice.

Deloitte & Touche

- National Principal-In-Charge for the Performance Management Compensation Consulting Practice
- Principal In-Charge of the Human Resource Strategies Group (Performance Management & Compensation, Learning & Development, Organizational Performance and Communication for the Mid-American Region)

He and his team also received many operational awards including:

- Best Operating Office
- Best Service Line
- Best Service Line Group
- Top Design and Marketing Award for creation and trademark of KEYSOP™ (Key Employee Security Option Plan™)

KPMG Peat Marwick

- Prior to Deloitte & Touche, Mr. Longnecker engaged in the practice of compensation, human resources and benefits consulting as a partner with KPMG Peat Marwick.

He has been an owner/operator/director of several firms including an NASD broker-dealer, a financial planning firm and a real estate development firm. Finally, he has worked as a professional manager in the areas of human resources, compensation, training and development, and benefits for two energy companies.

Registered Trademarks Compensation/Business Processes Obtained

All In®

America's Top Guns®

Discounted Employee Security Option Program™/DESOP™

Focus Forward®



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

Generally Accepted Compensation Principles™/GACP™
Job Evaluation Matrix™/JEM™
Job Ranking & Classification™/JR&C™
Key Employee Security Option Program™/KEYSOP™
L-Blast®
Live Life®
Longnecker & Associates®
Longnecker Compensation Scorecard™
Longnecker Independence Process™
Longnecker Percentile Identification Matrix™/LPIM™
Longnecker®
LTI Decision Tree™
Option3™
Pay for Performance Index™
Purpose Positive®
Reasonable and Optics Quadrant Test™
Relational Customization®
SVC Comp Modeling System®/SVC®
Texas Top Guns®
Texas' Sharpshooters™
Total Consulting™
Valuation Data Analysis™
Value Generator®
Value Maintainer®
Weapons of Mass Excess®/WME®

Books Authored

Texas Top Guns; 2005-2006, 2007-2008, 2009-2010, 2011-2012, 2013, 2014, 2015-2016, 2017-2018.

"Principles of Executive Rewards", WorldatWork, 2014.

"Competitive Market Pay, Determining Pay for Executives", WorldatWork, 2011.

Advanced Concepts in Executive Compensation". WorldatWork, 2011.

"Administering Stock Option Plan", WorldatWork, 2008.

"Executive Compensation: A Collection of Articles from WorldatWork", WorldatWork Vol. 2.

The third edition of "The Power of Restricted Stock".

"The Power of Restricted Stock." The Definitive Guide to a Resurging Long-Term Incentive. WorldatWork, 2013, 2006, and 2004 editions, co-author Chris Crawford.

"Stock Option Alternatives." A Strategic and Technical Guide of Long-Term Incentives, WorldatWork 2006 and 2003 editions.

"Rethinking Strategic Compensation." CCH 2006 and 2004 editions

"HR-How to Strategy," CCH 2003, Contributing Author

"A Practitioners Guide to Stock Option Plan Administration," WorldatWork 2002.

"Board of Director Executive Compensation Summary," co-author John Nash, 1993.

Deloitte & Touche's Executive Compensation Catalog – 1996, key contributor. "The Future of the HR Profession," SHRM, 2002.

Brent was one of the advisors from the top eight consulting firms to take Phase One of this Three Phase study conducted by SHRM.




BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

 11011 Jones Road,
Suite 200
Houston, TX 77070

 281.378.1360

 LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“Equity at Work – Constructing a Broad-based Stock Option Plan,” WorldatWork, 2002. As a technical reviewer, Brent assisted in the writing, reviewing and editing in this publication.

Business, The Bible and You, 1993.

Miracles in Our Midst: Proof Positive God Is Among Us, 1993.

Certifications and Licenses

- Compensation Committee Certification (CCC)
- Certified Compensation Professional (CCP)
- Certified Benefits Professional (CBP)
- Global Remuneration Professional (GRP)
- Certified Executive Compensation Professional (CECP)

Awarded additional certificates of proficiency by WorldatWork in:

- Executive Compensation
- Base Salary Administration
- Benefits Administration

Professional Activities and Memberships

National Association of Corporate Directors, Member

WorldatWork, faculty member Classes taught:

- Total Compensation Management
- Executive Compensation
- Advanced Executive Compensation
- Alternative Rewards
- Equity Rewards (designed course)

Center for Professional Education (CPE), Past Instructor Classes taught:

- Introduction to Compensation and Benefits
- Executive Compensation (developed this course)
- Outsourcing (developed this course)

Classes developed:

- Ethics
- Reengineering
- Performance Measurement
- Benefit Program Compliance
- The Hiring Decision

Certified Employee Benefit Specialist (CEBS), Past Instructor Classes taught:

- Management and Human Resources
- Compensation Management

Personal Background

He is happily married to his wife Shelly; has six daughters, five granddaughters and one grandson.

Mr. Longnecker is a frequent guest speaker around the world. The topics of his have included General Business, Governance, Human Resources, Branding, Government Regulations, Compensation and Benefits as well as Ethics. Mr. Longnecker has also developed a financial planning/help ministry that churches utilize internally and externally throughout the Houston area.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

Client References

Available upon request.

Expert Witness Cases

Case No. 2017-CI-05787, James E. Bennett, Jr, et al. vs. Roy J. Moore, et al., 57th Judicial District, Bexar County, Texas, Deposition and Trial

Case No. 2013-50115, Bryant Collins vs. David Martinez, Jr., District Court of Harris County, Texas, 11th Judicial District, Deposition and Trial

Case No. 5:15-CV-00170, Orix USA Corporation vs. Preston Hollow Capital, LLC, U.S. District Court for the Eastern District of Texas, Deposition and Trial

Case No. 3026-06803, Craig Reinhart vs. Dorene Florie and Custom Advanced Connections, Inc., 334th Judicial District of Harris County Texas, Deposition and Trial

Case No. 2:14-CV-180, Randy Allen Weems vs. City of Alice, Texas and Hector M. Hinojosa, U.S. District Court for the Southern District of Texas, Deposition

Case No. 11-04339, Cornerstone Healthcare Group Holding, Inc. vs. Reliant Hospital Partners, LLC, vs. Highland Capital Management, 68th Judicial District of Dallas County, Texas, Deposition and Trial

Reindel v. Turkish Airlines, Regarding the Air Crash in Turkey. January, 2003. Deposition
Diaz v. Singapore Air, regarding the Air Crash in Taipei, Taiwan's Chiang Kai-shek International Airport. October, 2000. Deposition

Case No. 00-43866, LTV Steel Company, United States Bankruptcy Court, Northern District of Ohio. Trial

Case No. 01-35327, AMRESKO, Inc., United States Bankruptcy Court, Texas Northern Bankruptcy Court. Trial

Case No. CC 01-889-C, Morgan Howard LLC, v. Immedient, Inc., The County Court of Dallas County Dallas. Deposition and Trial

Case No. 00-1512 Wilkie v. Alaska Air, United States District Court for the Northern District of California. Deposition

Case No. 07-151149-I, Balkrishna Shagrithaya v. Max Martin, The 162nd Judicial District Court, Dallas County Court, Dallas County, Texas. Deposition and Trial

Case No. 2010-1020-CCC2, Martin Resource Management Corp. V. Scott Martin, Raymond J. Brown, Parks Patton, Hoepfl & Brown LLC, Michael Gayler, And Gaylersmith Group LLC; Gregg County, Texas. Deposition

Case No. 4:10-CV-02971, Philip John Reedy v. CITGO Petroleum Corp., U.S. District Court- Southern District of Texas Houston Division. Deposition

Case No. 2007-PR-44802A-3, Vaughan E. Williams and Patricia W. Shoemake v. Jimmie L. Williams Jr., et al., The County Court at Law No. 3 of Nueces County, Texas. Deposition

Case No. 09-3939, Dave B. Marshall v. Murchison Oil and Gas, Inc., The District Court of Dallas County, Texas. Deposition and Trial

Department of Treasury- Internal Revenue Services v. EsTech Systems, Inc. Deposition and Trial

Case No. 2010-33366, John B. Manning v. Rio Energy International, Inc. et al, The District Court of Harris County Texas. Deposition



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

Case No. 3-06cv1751-N, Haggar Clothing Co. v. Buxbaum Holdings, Inc., The Northern District of Texas Dallas Division. Deposition

Case: Executive/Estate Compensation Analysis

Richard Giauque
Giauque, Crockett, Bendinger & Peterson (801) 533-8383
Plaintiff: Marty Reid Case: Executive Golden Parachute

Verner, Liipfert, Bernhard, McPherson & Hand, Chartered (713) 225-7210
Plaintiff: Drypers Corp. Case: Bankruptcy

Jones, Day, Reavis & Pogue (216) 586-7175
Plaintiff: Elder Beeman Case: Bankruptcy David Heiman

Jones, Day, Reavis & Pogue (216) 586-7175
Plaintiff: LTV Corp. Case: Bankruptcy

Media Coverage

CNN 650AM Radio - The Price of Business with Kevin Price Weekly segment

CNBC – Street Signs with Erin Burnett – Topic: Magic Number \$9 M? February 22, 2010

AM 740 KTRH News Radio – Topic: The Pay Czar and Pay Cuts October 2009

CNN - Lou Dobbs Tonight - Topic: CEO Pay March 22, 2004

CNBC – Topic: Grasso Pay Package February 25, 2004

CNBC – Morning Call September 3, 2003

Articles Authored

Mr. Longnecker has authored over 500 articles on a variety of business issues.

“The Full Picture with Gender Pay Equity”, by Brent Longnecker, Daniel Wilson, Kevin Kuschel and Liz Mayo, [L&A L-Blast](#), August, 2018.

“Reactions to CEO Pay Ratios – The Destructiveness of Double Standards”, by Brent Longnecker and Liz Mayo, [L&A L-Blast](#), March 2018.

“Executive Compensation Perks”, by Brent Longnecker, Chris Crawford, Jordan Lee and Charles Holtsclaw, [L&A L-Blast](#), January 2018.

“2018 Proxy Season Preparations”, by Brent Longnecker, Chris Crawford and Ian Keas, [L&A L-Blast](#), December 2017.

“Compensation Landmines & Key Issues”, by Brent Longnecker, Kevin Kuschel and Daniel Wilson, [L&A L-Blast](#), November 2017.

“Where Has All the Merit Gone?”, by Brent Longnecker, Tyler Brown and Chris Crawford, [L&A L-Blast](#), September 2017.

“Upcoming HR/Reward Legislations and How You Can Impact Congress”, by Brent Longnecker, Liz Mayo and Ian Keas, [L&A L-Blast](#), June 2017.

“Media Bias in CEO Pay”, by Brent Longnecker, Chris Crawford and Hadyn Craft, [L&A L-Blast](#), May 2017.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“Compensation Media Bias”, by Brent Longnecker, Chris Crawford, and Josh Whittaker, [L&A L-Blast](#), April 2017.

“Bonus targets can be real easy for bosses in a volatile industry”, by Morten Buttler, Alicia Ritcey and Joe Deaux, [The Star Online](#), March 18, 2017.

“Deal Lawyer SEC Chair Could Mean Changes for Executive Compensation”, by Brent Longnecker, Alissa Martin and Liz Mayo, [L&A L-Blast](#), January 2017.

“Advisory Shareholder Services Discretionary Reviews”, by Brent Longnecker, Chris Crawford and Tyler Brown, [L&A L-Blast](#), December 2016.

“The Future of Compensation and Corporate Governance Amid a Trump Presidency”, by Brent Longnecker, Kyle Lampont and Ian Keas, [L&A L-Blast](#), November 2016.

“Compensation Landmines & Key Issues”, by Brent Longnecker, Kevin Kuschel and Daniel Wilson, [L&A L-Blast](#), October 2016.

“Curing the Gender Gap & Racial Pay Gap”, by Brent Longnecker, Liz Mayo and Chris Crawford, [L&A L-Blast](#), September 2016.

“Does a Higher Governance Score Improve Shareholder Value?”, by Brent Longnecker, Ian Keas and Chris Crawford, [L&A L-Blast](#), August 2016.

“Bonus Payout Debate: Formula vs Discretion!”, by Brent Longnecker, Chris Crawford and Ian Keas, [L&A L-Blast](#), April 2016.

“L&A Speaks with Institutional Shareholder Services, Inc. (ISS)”, By Brent Longnecker and Ian Keas, [L&A L-Blast](#), March 2016.

“Retention Awards: A Top 10 List”, by Brent Longnecker, Ian Keas and Danielle Jiacomin, [L&A L-Blast](#), February 2016.

“Compliance Changes for 2016”, by Brent Longnecker, Danielle Jiacomin and Daniel Wilson”, [L&A L-Blast](#), January 2016.

“A Few of Our Favorite Compensation Things”, by Brent Longnecker and Chris Crawford, [L&A L-Blast](#), December 2015.

“Executive Compensation: The #1 Reason You May Lose Your Board Seat”, by Brent Longnecker and Kevin Kuschel, [L&A L-Blast](#), October 2015.

“How Being Strategic Wins the Race for HR”, by Brent Longnecker, [L&A L-Blast](#), September 2015.

“Director Compensation Decision Making is Deteriorating”, by Brent Longnecker and Josh Henke, [L&A L-Blast](#), July 2015.

“Chipotle Shareholder Overreach”, by Brent Longnecker, Chris Crawford and Kevin Kuschel, [L&A L-Blast](#), June 2015.

“Taking the Politics out of Proxy Season- That Would Be Nice!”, by Brent Longnecker and Ian Keas, [L&A L-Blast](#), May 2015.

“The Value of a CEO”, by Brent Longnecker and Chris Crawford, [L&A L-Blast](#), April 2015.

“10B5-1 Plans & Stock Ownership Guidelines”, by Brent Longnecker, Danielle Jiacomin and Alissa Martin, [L&A L-Blast](#), March 2015.

“The M&A Lynchpin: Success or Failure Starts with HR”, by Brent Longnecker, Kevin Kuschel and Jordan Welch, [L&A L-Blast](#), February 2015.

“Hear Ye, Hear Ye: Is ISS Starting to Listen? Yes and No...”, by Brent Longnecker, Ian Keas and Danielle Jiacomin, [L&A L-Blast](#), January 2015.




BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CCEP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

 11011 Jones Road,
Suite 200
Houston, TX 77070

 281.378.1360

 LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“Choosing a Strategic Compensation Consultant”, by Brent Longnecker, Kevin Kuschel and Josh Whittaker, [L&A L-Blast](#), December 2014.

“A Lesson in Dealing with Shareholder Advisory Firms”, by Brent Longnecker, Kevin Kuschel and Cameron Boswell, [L&A L-Blast](#), October 2014.

“Compensation & Governance Best Practices for Non-Profit Organizations”, by Brent Longnecker and Todd Henke, [L&A L-Blast](#), August 2014.

“What is Responsible Compensation and How It Is Measured”, by Brent Longnecker and Chris Crawford, [L&A L-Blast](#), June 2014.

“Evolving HR’s Role in the Boardroom”, by Brent Longnecker and Ian Keas, [L&A L-Blast](#), April 2014.

“Competing for Talent as a Private Company”, by Brent Longnecker and Ian Keas, [L&A L-Blast](#), March, 2014.

“Cybersecurity: Keeping Your Board Educated and Your Compensation Data Protected”, by Brent Longnecker and Cameron Boswell, [L&A L-Blast](#), February 2014.

“Longnecker & Crawford: Five Strategies to help your business attract and retain quality employees”, by Brent Longnecker and Chris Crawford, [Smart Business Online](#), November 22, 2013.

“Compensation Landmines & Key Issues”, by Brent Longnecker and Todd Henke, [L&A L-Blast](#), October 2013.

“IPO’s: A Compensation Roadmap”, by Brent Longnecker and Ian Keas, [L&A L-Blast](#), September 2013.

“Minding the Gap: How Energy CEOs Should Approach the Talent Gap”, by Brent Longnecker, Chris Crawford, and Jonathan Covington, [Texas CEO Magazine](#), May 2013.

“Compensation Committee Calendars and Charters Need a Spring Dusting”, by Brent Longnecker, Josh Henke and Kevin Kuschel, [L&A L-Blast](#), April 2013.

“The Cleanest Compensation Fuel”, by Brent Longnecker, Chris Crawford and Todd Henke, [L&A L-Blast](#), March 2013.

“Pay “Em or Lose “Em Ain’t a Myth”, By Brent Longnecker, Chris Crawford and Todd Henke, [Texas CEO Magazine](#), March 03, 2013.

“How Do We Define Executive Pay?”, by Brent Longnecker, Chris Crawford and Todd Henke, [The Corporate Board](#), January/February 2013.

“Say on Pay: Natural Gas Faces an Uphill Battle”, by Brent Longnecker and Kevin Kuschel, [L&A L-Blast](#), October 2012.

“Proxy Advisors and the Institutional Investor”, by Brent Longnecker and Ian Keas, [L&A L-Blast](#), September 2012.

“The Importance of Effective Disclosures”, by Brent Longnecker and Chris Crawford, [L&A L-Blast](#), August 2012.

“2012 Say on Pay Update”, by Brent Longnecker and Chris Crawford, [L&A L-Blast](#), July 2012.

“Key Best Practices for Not-For-Profit Boards”, by Brent Longnecker and Chris Crawford, [L&A L-Blast](#), June 2012.

“There’s a new Sheriff in Town: 162(m) Compliance”, by Brent Longnecker, Chris Crawford and Kevin Kuschel, [L&A L-Blast](#), April 2012.




BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

 11011 Jones Road,
Suite 200
Houston, TX 77070

 281.378.1360

 LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"Business Judgment Prevails", by Brent Longnecker and Todd Henke, [L&A L-Blast](#), January 2012.

"ISS in 2012", by Brent Longnecker, Chris Crawford and Josh Henke, [L&A L-Blast](#), December 2011.

"A Year in Review: Compensation in 2011", by Brent Longnecker, [L&A L-Blast](#), December 2011.

"Belts and Suspenders: Compensation Committee Best Practices", by Brent Longnecker and Chris Crawford, [L&A L-Blast](#), October 2011.

"Choosing the Right Peer Group" by Brent Longnecker, Chris Crawford and Kevin Kuschel, [L&A L-Blast](#), September 2011.

"Eliminating the Stigma Around Change in Control", by Brent Longnecker, Chris Crawford and Josh Henke, [L&A L-Blast](#), September 2011.

"The Importance of CEO Compensation Plan Design," by Brent Longnecker and Josh Henke, [Workspan Magazine](#), June 2010.

"When Stock Options Sink Underwater", by Brent Longnecker and Chris Crawford, [Corporate Board Magazine](#), February 2009.

"Higher pay reflects increased responsibility for corporate directors," by Brent Longnecker & Shane Krantz, [Houston Business Journal](#), October 2008.

"Executive Compensation & Benefits During a Volatile Time," by Brent Longnecker and Julie Bulow, [The Comp Doctor](#), September 2008.

"Frankly Speaking, "Say on Pay is No Way to Act" by Brent Longnecker and Chris Crawford, [Houston Business Journal](#), June 22, 2007.

"Opening the Dialogue on SEC Disclosure: The Good, the Bad and the Ugly," by Brent Longnecker and Chris Crawford, [Workspan](#), July 2006.

"....Where there is smoke, there is fire, and many companies are not in complete compliance while others are underreporting" by Brent Longnecker & Chris Crawford, [USA Today](#), May 2005.

"More Comp, Fewer Benefits," by Brent Longnecker, [HR Magazine](#), December 2005.

"Pushing for Change: Globalizing Executive Compensation Governance," by Brent Longnecker and Chris Crawford, [WorldatWork Journal](#), 4th Quarter 2005.

"Houston's Highest Paid Executives," by Longnecker & Associates, [Houston Chronicle](#), July 31, 2005.

"A New Day, A New Definition," by Brent Longnecker & Chris Crawford, [Workspan](#), March 2005.

"Going Private: Compliance Cost Scaring SOX Off Small Business" by Brent Longnecker, [Houston Business Journal](#), February 4, 2005.

"Paycheck Strategy", by Brent Longnecker, [Houston Business Journal](#), December 3-9, 2004.

"Independence Day: The Critical Need for Unbiased Advice", by Brent Longnecker & Chris Crawford, [Senior Consultant](#), December 2004, Vol. 7, No. 12.

"Weapons of Mass Excess: Avoiding the Shock and Awe of Executive Pay", by Brent Longnecker, [North Texas Compensation Association](#), October 12, 2004.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

📍 11011 Jones Road,
Suite 200
Houston, TX 77070

📞 281.378.1360

🌐 LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"Combating the Future Retirement Gap with Tailored Total Rewards", by April Canik, Chris Crawford and Brent Longnecker, *IHRIM Journal*, Sept/Oct 2004.

"Employee Bonus Options", by Brent Longnecker, *Your Voice*, September 2004 Vol. 1 Issue 7.

"FEAR FACTOR: A Director's Guide to Critical Compensation Issues," by Brent Longnecker and Chris Crawford, *Directors Monthly*, September 2004.

"Total Rewards: A Three-Legged Platform Toward Improved Productivity" by Brent Longnecker & Nicole Shanklin, *Employee Benefit Plan Review*, July 2004.

"CEOs And Their Counsel," by Brent Longnecker co-authored with Christopher S. Crawford, *HR.com*, May 24, 2004.

"Sarbanes-Oxley: Financial Friend or Foe?", by Brent Longnecker, *The Banking Law Journal*, Volume 121, June 2004.

"The aftermath of Sarbanes-Oxley: If CEOs aren't running our companies, then who is?" by Brent Longnecker, *Directorship*, April 2004.

"Director Compensation Trends," by Brent Longnecker, *The Corporate Board*, March/April 2004, Vol. XXV No. 145.

"Should Companies Follow in Microsoft's Footsteps?", by Brent Longnecker and Brice Simpson, *Employee Benefit Plan Review*, January 2004.

"Executive Compensation: The Feds Are Stepping In," by Brent Longnecker, *Employee Benefit Plan Review*, (December – January 2004).

"Executive Compensation and Corporate Governance: The Perfect Storm," by Brent Longnecker and Chris Crawford, *USA Today Magazine*, December 19, 2003.

"Sarbanes Oxley: One Year Later", by Brent Longnecker and Nathan White 2003.

"CEO vs. Middleman: The New Blame Game" by Brent Longnecker, *The Talent Economy*, December 16, 2003.

"Should Companies Follow in Microsoft's Footsteps?" by Brent M. Longnecker, *Employee Benefit News*, November 2003.

"Changing The Face of Long-Term Incentives," By Brent Longnecker co-authored with Nathan White, *Benefits and Pensions Monitor*, June 2003.

"Boardrooms facing ethical issues in executive compensation plans," by Brent Longnecker co-authored with Christopher Crawford, *Houston Business Journal*, June 16, 2003.

"Stock Option Accounting: The Chamber of Secrets," by Brent Longnecker, co-authored with Nathan White, *Employee Benefit Plan Review*, April 2003.

"Looking at the Future of Stock Option Accounting," by Brent Longnecker, co-authored with Christopher Crawford and Nathan White, *Workspan*, February 2003.

"Option-al" Accounting (Part III), by Brent Longnecker, co-authored with Christopher Crawford and Nathan White, *HR.com*, January 24, 2003.

"Compensation Committee Reforms Long Overdue," *Directors Monthly Newsletter*, December 2002.

"Stock Option Series Part II," by Brent Longnecker, co-authored with Christopher Crawford and Nathan White, *HR.com*, December 9, 2002.

"Stock Option Series Part I," by Brent Longnecker, co-authored with Christopher Crawford and Nathan White, *HR.com*, December 9, 2002



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“Weed Out Bad Board Members,” by Brent Longnecker, Workforce Magazine, October 23, 2002.

“A Better Option Than Options,” by Brent Longnecker, co-authored with Christopher Crawford and Nathan White, Houston Business Journal, October 2, 2002.

“How to Improve Your Compensation Committee,” by Brent Longnecker co-authored with Christopher Crawford, HR.com, July 11, 2002.

“Congress, Lies, Stock Options & the Common Worker,” Featured Article, Workforce.com, May 25, 2002.

“Toward a More Ethical Future”, by Brent Longnecker, Contingency Planning & Management, 38 May/June 2002.

“Companies Facing Paradigm Shift”, by Brent Longnecker, Potomac Tech Journal, March 5, 2002.

“Discrimination Against Dads?”, by Brent Longnecker, Workforce Magazine, October 2001.

“Rank & Yank: The Problems with Forced Ranking”, by Brent Longnecker, Workforce Magazine, www.workforce.com, August, 5-11, 2001.

“Making Inroads in Director’s Pay,” by Brent Longnecker with Christopher Crawford, WorldatWork, 10.2 (2001): 68-70.

“Best Companies to Work For: Myth vs. Reality,” Workforce Magazine, February 2, 2001.

“The Myth Behind Merit Pay,” Human Resource Professional, Nov/Dec 2000; co-authored with Cynde Coulson.

“Dot.com’s and The New Employment Model,” Resources Connection Newsletter, December 1999.

“Setting Salaries Across the Sea,” Human Capital, November 1999.

“Compensating for a Volatile Market: Maintaining the Value of Stock Options,” Trajectory, First Quarter 1999.

“Gyrations of Stock Market Prompt Compensation Jitters,” Houston Business Journal, September 18-24, 1998.

“Long-Term Incentives: How Private Companies Can Compete With Public Companies”, Compensation & Benefits Review, January/February 1999; co-authored with Brent Petersen and Roger Hitt.

“Deferring Taxation on Restricted Stock Awards, Nonqualified Stock Options and Cash Awards,” Benefits Quarterly, Third Quarter 1998; co-authored with Danielle Giacomin & Cara King.

“Ethical Executive Comp: Not an Oxymoron,” Employee Benefits News, May 1998.

“Direction Needed to Keep Stock Options From Going South,” Employee Benefits News, April 15, 1998.

“How to Treat Stock Options When the Market Wobbles” Atlanta Business Chronicle, March 16, 1998; co-authored with Cynde Coulson.

“Stock Options in a Fluctuating Market”, Kansas City Small Business Monthly, March 1998; co-authored with Cynde Coulson.

“How to Handle Stock Options in a Fluctuating Market,” Dallas Business Journal, February 20, 1998; co-authored with Cynde Coulson.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"The Three-Legged Platform and Its Role in Business Productivity," Performance Management Magazine, Winter 1997.

"Stock Options, Employees Gain Tax Advantages with Stock Option Regulations," Houston Business Journal, October 24, 1997; co-authored with Cynde Coulson.

"Are You Earning Too Much," Texas Business, October 1997.

"New Budget Helps Employees Put More ISO Profits in Their Pockets," The Business Press, September 12, 1997.

"Good Ethics Equals Good Business," Dallas Business Journal, August 29, 1997.

"Outsourcing: The New Partnership - HR's Role in Outsourcing," The Journal of Business Strategy, July/August 1997, co-authored with John-Mark Stephenson.

"Annual Bonus Plans Gain in Popularity with Employers," Austin Business Journal, November 8-14, 1996.

"Top Guns of the Southwest," Professional Review, Fall/Winter 1996; co-author, Michael Turner.

"Are Executive Pay Packages Aligned With Shareholder Value? ...The Evidence Demands a Verdict," Professional Review, Fall/Winter 1996; co-author, Cynde L. Coulson.

"The New Face of Deferred Compensation," Professional Review, Summer 1996.

"Employee Benefits and Temporary Services, Section 457: A Real Taxing Problem For Non-Profits," The Business Press, Week of July 19, 1996.

"Executive Compensation in a Global Market," Benefits and Compensation Solutions, April 1996; co-author, Wendy Powell.

"Putting Off Tax Day: The Growing Uses of Deferred Compensation," Journal of Compensation & Benefits, March/April 1996.

"Structure Compensation Package to Keep Employees Happy Abroad," Houston Business Journal, March 22-28, 1996.

"A Taxing Retirement Plan, Glitch Damages Compensation Packages," The Non-Profit Times, March 1996.

"Texas' Top Guns 1995," Professional Review, Winter 1995-96; co-author, Michael Turner.

"The Underpayment of Chief Legal Officers," The Metropolitan Corporate Counsel, May 1994; co-author, Cynde Wood.

"Stock Options May Be Hazardous To Health," New England Real Estate Journal Financial Digest, Part 1, November 17-23, 1995; Part 2, January 19-25, 1996; Part 3, February 16-22, 1996; Part 4, April 19-25, 1996; co-author, Cynde Wood.

"More Employers Offer Execs Deferred Compensation Plans," San Antonio Business Journal, December 1, 1995.

"Did You Know A Breach Of Ethics Could Cost You?" The Business Press, October 20-26, 1995.

"Smart Compensation Programs for Today's Regulatory Environment," Compensation and Benefits Review, September-October 1995.

"Is Training the Issue? Is Training the Answer?" Professional Review, Fall 1995; co-author, John-Mark Stephenson.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CCEP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"Attention Real Estate Investment Trusts -- Stock Options May Prove Hazardous to Your Health," Deloitte & Touche LLP Real Estate Strategies, Summer 1995; co-author, Cynde L. Wood.

"Sound Ethics Mean Healthy Profits," Professional Review, Summer 1995; co-author, Michelle Pioterek.

"The Fast 50 - Texas' Fastest Growing Public Companies," Professional Review, Spring 1995; co-author, Mike Turner.

"What's Right with Executive Compensation," D&T Today, February 1995.

"Taking Stock of Stock Options," Benefits And Compensation Solutions, February 1995.

"Controlling Payroll Costs," DBA Houston, February 1995.

"Texas' Top Guns™," Professional Review, Winter 1994-95; co-author, Michael S. Turner.

"The Myth Behind Merit Pay," Professional Review, Fall, 1994; co-authors, Cynde Wood and Carren Newsom.

"Compensation Tax Planning For 1994," Professional Review, Winter 1993-1994; co-author, Kendall R. Holden.

"Ethics and the Bottom Line," D&T Today, February 1994.

"Now, Read Our Lips . . . Significant Consequences of the New Tax Act," Professional Review, Fall 1993; co-author, Leonard I. Wilson.

"Human Resources Key Factor In Corporate Success," Houston Business Journal, July 19, 1993.

"Rewarding a Global Workforce: The Internationalization of Executive Compensation," Professional Review, Summer 1993.

"The New SEC Rules: Don't Be Caught Off Guard," Professional Review, Spring 1993.

"Compensation Under Siege: How to Win the Battle," Compensation & Benefits Review, November/December 1992; co-author, Cynde L. Wood.

"New Patterns In Executive Compensation," Journal of Compensation and Benefits, September/October 1992; co-author, Steven L. Cross.

"Petroleum Pay in The Spotlight," Petroleum Economist, September 1992; co-author, Steven L. Cross.

"How to Tie Compensation to Increased Productivity," Reprinted from City & State, June 1, 1992; co-author, Jeri Buchanan.

"A Perspective on Ethics," Business Ethics Newsletter, Spring 1992; co-author, Michael Teeple.

"A New Government Incentive Program," Business Ethics Newsletter, Spring 1992; co-author, Michael Teeple.

"How Much Money Is A Corporate CEO Worth?" Houston Business Journal, March 9, 1992.

"CEO Pay Shouldn't Be Part of The Government's Domain," Dallas Business Journal, March 20-26, 1992.

"High Executive Pay Meets Tough Scrutiny," Journal of Compensation and Benefits, January/February 1992; co-authors, Steven L. Cross and Cynde L. Wood.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"IRS Ruling Has an Impact on Cash Option Vacation Plans," KPMG Peat Marwick Benefits Spectrum, Winter 1991.

"New Benefits Meet the Changing Needs of Today's Diverse Work Force," KPMG Peat Marwick Benefits Spectrum, Winter 1991.

"Under Attack: Compensation-Related Performance Brings Litigation to All-Time High," Dallas Business Journal, November 8-14, 1991; co-author, Sheila Finn.

"Compensation And Litigation," KPMG Peat Marwick Litigation Support Quarterly, Fourth Quarter 1991; co-author, Sheila J. Finn.

"Oil Patch Compensation," Petroleum Management, September/October 1991; co-author, Steven L. Cross.

"Amendments to Section 16 Insider Trading Rule," Journal of Compensation & Benefits, July/August 1991; co-author, Steven L. Cross.

"How You Can Defer Compensation Beyond IRS Qualified Plan Limitations," KPMG Peat Marwick Benefits Spectrum, Summer 1991.

"Curbing the Rising Costs of Compensation & Benefits Programs," Petroleum Management, June 1991; co-author, Rik D. Lindahl.

"Employee Compensation in The '90s: Motivating A Changing Work Force," KPMG Peat Marwick Benefits Spectrum, Spring 1991.

"Executive Pay Can Lead to Legal Woes," The Business Press Perspective, April 19-25, 1991; co-author, Sheila G. Finn.

"Productivity at The Right Price," Information Week, April 1, 1991.

"Firms Bear Catastrophic Care Burden," The Business Press Perspective, January 4, 1991; co-author, Rik D. Lindahl.

"This Year, Good Will To All Means Giving Year-End Bonuses In Dec.," San Antonio Business Journal, December 21, 1990.

"Does Your Employee Benefit Plan Have To Be Audited Each Year?" KPMG Peat Marwick Benefits Spectrum, Fall 1990.

"Employee or Independent Contractor? Misclassification May Cost More Than You Think," KPMG Peat Marwick Benefits Spectrum, Fall 1990.

"Oil & Gas Compensation & Benefits: Making a Secondary Recovery," Petroleum Management, August 1990; co-author, Steven L. Cross.

"How To Choose A Benefits Consultant," Houston Business Journal, July 16, 1990.

"Evaluating Stock Option Grants," Petroleum Management, June 1990; co-author, Steven L. Cross.

"Good Compensation System Requires Creative Approach," Dallas Business Journal, May 1990; co-author, Carolyn Manton.

"At The Top," CompFlash, February 1990.

"How to Choose An Energy Consultant," Petroleum Management, February 1990; co-author, C. W. Russell.

"Survey Finds Favorable Trends in Employee Compensation," Dallas Business Journal, February 12, 1990; co-authors, Steven L. Cross and Jane A. Balestra.

"Life Insurance," Houston Business Journal, January 22, 1990.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“IRS Ruling Approves Incentive Plans in Not-For-Profit Hospitals,” [Health Texas](#), November 1989.

“Who Says Lawyers Make Too Much Money?” [Texas Lawyer](#), July 1989.

“The New Era of Compensation,” [Texas Banking](#), April 20, 1989; co-author, Carolyn Manton.

“Higher Directors' Pay Reflects Increased Responsibility,” [Dallas Business Journal](#), March 6, 1989.

“Give That Bonus Now--Before Tax Bite Makes It Too Late,” [Dallas Business Journal](#), December 19, 1988.

“Texas Bankers' Compensation Lags Counterparts Nationwide,” [Dallas Business Journal](#), October 24, 1988; co-author, Carolyn Manton.

“Tying Top Executives' Pay to Performance,” [Dallas/Fort Worth Business Journal](#), November 1987.

“City S&Ls Giving Larger Salary Hikes,” [The Houston Post](#), August 17, 1986.

“S&L Salary Increases Here Highest In State,” [Houston Chronicle](#), August 8, 1986.

Articles Featured In

“These Houston based public companies reported the highest median employee pay for 2017”, by Jeff Jeffrey and Olivia Pulsinelli, [Houston Business Journal](#), November 18, 2018.

“Former Enterprise Products CEO nabs \$4.8 million in severance deal”, by Joshua Mann, [Houston Business Journal](#), September 14, 2018.

“Here’s how much Exxon Mobil’s median employee made in 2017”, by Joshua Mann, [Houston Business Journal](#), April 13, 2018.

“Here’s how much Oxy’s CEO makes compared to its median employee”, by Joshua Mann, [Houston Business Journal](#), March 30, 2018.

“After pay vote, Disney investors question Iger’s rich deal”, by Ross Kerber, [Reuters](#), March 16, 2018.

“Closing date set for \$5.8B acquisition of Houston-based power generator”, by Joshua Mann, [Houston Business Journal](#), February 28, 2018.

“Equifax CEO departs, forgoes bonus after massive data breach”, by Dustin Volz and John Mc Crank, [Reuters](#), September 26, 2017.

“Public Co. Exec Pay Now Heavily Tied to Performance”, by Joshua Mann, [Houston Business Journal](#), June 23-29, 2017.

“Arkansas Executive Pay: Tyson, 3 at Wal-Mart atop state pay list”, by David Smith, [Arkansas Democrat-Gazette](#), August 21, 2016.

“Upset About Your Oil Stocks? Shed a Tear, Too, For the Poor CEOs”, by Anders Melin, [Bloomberg News](#), December 10, 2015.

“Energy Future execs, directors paid \$25.5M before bankruptcy”, by Collin Eaton, [Fuel Fix](#), July 2, 2014.

“Top-Paid U.S. CEO emerges with \$142 million pay package”, by Laura Marcinek, Caleb Melby & Zain Shauk, [Businessweek](#), April, 29, 2014.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"B of A's Moynihan Among Underpaid CEO's, Crystal Study Says", by Laura Marcinek and Caleb Melby, [Bloomberg News](#), April, 04, 2014.

"Activism in Energy Sector Extends to Pay", by Kristin Gribben, [Agenda Week](#), June 03, 2013.

"Q&A: 'Say on Pay' could take smaller companies by surprise", by Collin Eaton, [Houston Business Journal](#), March 22, 2013.

"Say on Pay trickles down to smaller public companies" by Collin Eaton, [Houston Business Journal](#), March 15, 2013.

"The Most Efficient Compensation Fuel: Restricted Stock", by Don Stowers, [Oil & Gas Financial Journal](#), March 2013.

"Building a Top Tier Organization with the Right Professionals", [Texas CEO Magazine](#), advertorial, December 01, 2012.

"Houston's Top Professionals", [H Texas Magazine](#), advertorial, October 01, 2012.

"Chesapeake Not Following in Enron's Footsteps", by Karen Boman, [Rigzone](#), August 13, 2012.

"Houston Executives' Pay Outpaces Revenue", by Collin Eaton, [Houston Business Journal](#), July 20, 2012.

"Why Natural Gas Companies are at Risk of Failing SOP", by Howard Risher, [Compensation & Benefits Review](#), July 1, 2012.

"Say on Pay: Natural Gas Faces an Uphill Battle", by Aparna Prusty, [Sage Publications](#), May/June 2012 vol. 44.

"CEO Pay Under Pressure", by Chad Watt, [Dallas Business Journal](#), June 25, 2010.

"What Do People Want In Compensation and Benefits?" by Ashley Forbes Kellogg, [Dallas Business Journal](#), June 25, 2010.

"Dallas-area execs' overall compensation fell in 2009", by Pamela Yip, [Dallas Morning News](#), June 13, 2010.

"HBJ Honors Best Places To Work In Houston, [Houston Business Journal](#), June 11, 2010.

"Compensation czar could influence pay of Dallas executives", by Pamela Yip, [Dallas Morning News](#), June 21, 2009.

"Despite \$1 salary, Jobs stocks up with big Apple gains", by Greg Farrell, [USA Today](#), January 24, 2008.

"Merrill Lynch Cuts Compensation in Half", by Stephen Bernard, [AP Associated Press](#), October 24, 2007

"As Part of Hiring Process, Some Employers Request W-2 to Verify Applicant Pay History", by Rhonda Smith, [Human Resources Report](#), October 22, 2007.

"Rewarding EU Executives", by [Human Resource Executives Online](#), July 12, 2007

"Houston's 100 Top Paid Executives", by the [Houston Chronicle](#), June 24, 2007.

"Big Money for the Top Brass, but Less of it", by Tom Fowler, [Houston Chronicle](#), June 24, 2007.

"A peek at the perks of office", by Greg Farrell and Barbara Hansen, [USA Today](#), April 16, 2007.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"Most galling of all perks could be 'gross-ups'", by Greg Farrell, [USA Today](#), April 14, 2007.

"Stock lucrative for \$1-a-year CEO's", by Greg Farrell, [USA Today](#), April 10, 2007.

"Execs' security budgets differ greatly" by Greg Farrell, [USA Today](#), April 5, 2007.

"Raytheon covers some of CEO's family costs", by Greg Farrell, [USA Today](#), March 29, 2007.

"1099 or W-2: What's right for you?" by Lisa Mann, [The Green Sheet](#), February 12, 2007.

"Penny exec's brief tenure costly, worthwhile", by Maria Halkias, [Dallas Morning News](#), February 5, 2007.

"Nabors takes 2nd look at stock options," by Brett Clanton, [Chron.com](#), December 28, 2006.

"KBR is ready for its debut on the market," by Brett Clanton, [HoustonChronicle.com](#), November 16, 2006.

"Top two at Continental sell shares," by Bill Hensel Jr., [HoustonChronicle.com](#), November 3, 2006.

"More high-tech firms turn away from stock options to keep key managers," [The Idaho Statesman](#), October 26, 2006.

"Micron's board rewards executives with restricted stocks," [The Idaho Statesman](#), October 25, 2006.

"Top Arkansas executives' salaries, bonuses averaged \$685,289 in '05," by David Smith, [Arkansas Democrat Gazette](#), October 22, 2006.

"More Liability Now Falls on Committees," by Richard Bierck, [Base and Bonus](#), August 8, 2006.

"Big changes on the way in reporting pay, perks," by Tom Fowler, [HoustonChronicle.com](#), August 6, 2006.

"UPDATE 2 - US Treasury's Paulson gets \$18.7 million Goldman bonus," by Jonathon Stempel, [Reuters](#), July 3, 2006.

"Figuring Incentive Plans' ROI - You spend a lot on incentive plans, so you'd better make sure you're getting your money's worth," by Joanne Sammer, [HR Magazine](#), July 2006.

"Mind The (CEO Pay) Gap," by Hannah Clark, [Forbes.com](#), June 20, 2006.

"CYBERONICS. SEC is looking at stock options. Report says agency has begun informal inquiry," by Brent Brune, [Houston Chronicle](#), June 10, 2006.

"Executive Compensation Drops 6% in 2005," [Home Equity News](#), June 5, 2006.

"Enron verdict a victory for employees, shareholders: SEC," [ZeeNews.Com](#), May 26, 2006.

"Enron verdict signals corporate execs be held accountable," [Houston Business Journal](#), May 25, 2006.

"New rule hits exec pay. Expensing stock options has companies studying what they can afford," by Pamela Yip, [Dallas Morning News](#), Part 2, May 7, 2006.

"Longnecker & Associates Expands into New Office Space," [HR.com](#), April 3, 2006.

"The BusinessMakers Radio Show," [FM News Channel 97.5 Houston](#), March 18, 2006.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"Smooth Moves, Implementing Sarbox-style Strategic Governance Changes Can Help Small Businesses Woo - and Win - More Big Customers," [Entrepreneur Magazine](#), December 2005.

"Three Milestones," [Consulting Magazine](#), Nov/Dec 2005.

"Moneymakers. Five Questions with Brent Longnecker: Handling the Touchy Issue of Executive Pay," November 4, 2005.

"Grabbing the Reins," [Human Resources Executive](#), November 2005.

"This Week in Consulting," [Consultingmagazine.com](#), October 26, 2005.

"ShortTakes. Brent Longnecker on Team-Building's Power of Three: Listening, Understanding and Mentoring," [Consulting Magazine](#), Sept/Oct 2005.

"Exec Comp Growth Slows in '04: Study," [Home Equity News](#), September 26, 2005.

"The Ranger Report. Brent Longnecker has been Recognized as One of the Top 25 Consultants of 2005," [Jesuit Today](#), Fall 2005.

"Awards & Grants: Brent Longnecker," [Houston Business Journal](#), August 19 - 25, 2005.

"In Depth: Employee Benefits; Local Experts Provide Answers to Both Employers, Employees," by Victoria Phipps, [Houston Business Journal](#), August 5, 2005.

"Executive Named Top Consultant," [Houston Chronicle](#), August 4, 2005. "How to Evaluate Those First Job Offers," [Star Telegram](#), July 11, 2005.

"Top 25 Consultants News Brief," [Workspan](#), July 1, 2005.

"Big Raises for Security Execs; IBM's Palmisano Top Earner," by B.H., [Bank Security News](#), July 2005.

"Outsourcing Exec's Given 8% Raise in '04," by Mike Sherrill, [Outsourcing & Offshoring News](#), June 13, 2005.

"Brent Longnecker Named One of The Top 25 Consultants of 2005," [HR.com](#), June 1, 2005.

"Top 25 Consultants News Brief," [Houston Alumline](#), June 2005.

"Longnecker & Associates," [Cypress Community Christian School Update](#), June 2005.

"Satisfying Your Clients: Tips from the Experts," by Lin Gensing-Pophal, [SHRM Consultants Forum](#), May 27, 2005.

"Semel's Bet on Yahoo Pays Off Big Successful Company: Web Site Was Floundering When Hollywood Veteran Took Charge," by Michael Bazeley, [San Jose Mercury News](#), May 22, 2005.

"Three Top Tips from Consulting Vets," by Lin Gensing-Pophal, [SHRM Consultants Forum](#), May 18, 2005.

"As Profit Soars, So Does Executive Pay but Some Bonuses Are Questioned, Especially in Energy Industry," by Pamela Yip, [The Dallas Morning News](#), May 15, 2005.

"Taking Stock", by Jessica Marquez, [Workforce Management](#), May 2005.

"Semel's Bet On Yahoo Pays Off Big Successful Company: Web Site Was Floundering When Hollywood Veteran Took Charge", by Michael Bazeley, [San Jose Mercury News](#), May 22, 2005.

"The Top 25 Consultants", by [Consulting Magazine](#), April 13, 2005.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"The Journal Report: CEO Compensation Survey, Keeping Up With ...Yourself, How to Maintain Your Standard of Living When You're Relocated to a More Expensive City", by Kelly K. Spors, [The Wall Street Journal](#), April 11, 2005. [The Wall Street Journal Europe](#), April 13, 2005 and [The Asian Wall Street Journal](#), April 15, 2005.

"Yahoo CEO's Stock Sale Seen As Diversification, Semel Expected to Stay As Search Firm Evolves", by Berne Kopytoff, [San Francisco Chronicle](#), April 6, 2005.

"Neiman Protect Exec's, Luxury Retailer Enters Severance Deals as It Explores Sale", by Maria Halkias, [Dallas Morning News](#), April 1, 2005.

"Ebbers' Costly Legacy, The Case is a Reminder That the Corporate Landscape has Changed", by Douglas P. Shuit, [Workforce Management](#), April 2005.

"Seeking Union Pact, Continental Directors to Cut Own Pay", by Dan Reed, [USA Today](#), Feb. 16, 2005.

"Firms Struggle to Recover Failed Execs' Pay: Scandal-linked Fund Execs Keep Cash Despite Troubles", by Chris Frankie, [Money Management Executive](#), November 1, 2004.

"Taking Potshots at Golden Parachutes", by Brent Shearer, [Mergers Acquisitions](#), September, 2004, Vol. 39 No. 9.

"Public Markets Become Unfeasible for Small Companies", by Lee Berton, [L.A. Business Journal](#), September 27, 2004.

"Rethinking Compensation," [Smart Pros Accounting](#), September 9, 2004.

"Principal Pay," by Richard F. Stolz, [Human Resource Executive](#), September 2004.

"Houston's Employment Outlook is Brightening," by Christine Hall, [Houston Business Journal](#), August 27, 2004.

"When Going Public May Not Be Worth It," by Melinda Ligos, [The New York Times](#), June 3, 2004.

"Pay Checks: Executive earnings change by law, style," by Greta Guest, [Detroit Free Press](#), May 24, 2004.

"Top West Coast Business Executives Had Average 12-Percent Raise in 2003," by George Avalos, [Contra Costa Times](#), May 23, 2003.

"As profits soar, CEO pay sinks," by Pamela Yip, [Dallas Morning News](#), May 13, 2004.

"The Aftermath of Sarbanes Oxley: If CEOs aren't running our companies then who is?" by Bruce Beebe, [Directorship](#), April 2004.

"In the Regulatory Environment, Everything Old is New," by Eric Krell, [Business Finance](#), April 2004.

"A Different Kind of Landscape," by Tim Darnell, [BCSolutions Magazine](#), April 2004.

"Financial firms' CEO pay heads for the skies," by Jonathan Stempel, [Reuters](#), April 1, 2004.

"Boss May get a Bonus," by Pamela Yip, [Dallas Morning News](#), March 8, 2004.

"Boards Put on Notice," by Pamela Yip, [Dallas Morning News](#), March 6, 2004.

"In Enron's Wake, Time for a Review of Non-qualified Plans," by Patrick J. Kiger, [Workforce.com](#), March 6, 2004.

"Rethinking Compensation," by Tracy Purdum, [Industry Week](#), March 1, 2004.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

Executive Briefing: "IRS Plans New Scrutiny of Executive Compensation," by Steve Bates, [HR Magazine](#), February 2004.

Exec Pay: "Everyone Should Be A Little Nervous," by Louis Lavelle, [Business Week](#), December 22, 2003.

"Let's hear it for the No. 2s," [USA Today Newspaper](#), December 10, 2003.

"Retirement Plan: Scrutiny Heightened" [Financial Executive](#), November 2003.

"Should Companies Follow in Microsoft's Footsteps?" [Employee Benefit Plan Review](#), November 2003.

"Financial execs who do the right thing," [Financial Executive](#), By Jeffrey Marshall and Ellen M. Heffes, November 2003.

October 20, 2003 Longnecker & Associates Merges with The Todd Organization Announcement appeared in all of the following:

- Dallas Morning News
- Houston Business Journal
- Houston Chronicle
- Journalnow.com
- National Underwriter
- News-Record
- The Business Journal
- Triad Business Journal
- Winston-Salem Journal
- Yahoo Finance

"Getting a Grip on Executive Compensation," [Crain's New York Business](#), By Eric Krell, October 1, 2003.

"New Hope for Troubled Retirement Plans," [Workforce Management](#), October 1, 2003.

"No Agreement on Fixes," [Workforce Management](#), By Patrick Kiger, September 2003.

"Severance pay could add to Grasso's pile of cash," [USA Today](#), By Gary Strauss, September 18, 2003.

"Grasso's Gives Up Compensation," [Boston's WBIX Business Radio 1060](#), September 13, 2003

"Grasso's Compensation," [Boston's WBIX Business Radio 1060](#), September 12, 2003

"Sarbanes-Oxley – A year later," [HR.com](#), September 4, 2003.

"Unintended Effect of Sarbanes-Oxley," [Mworld Magazine](#), September 3, 2003

"Restricted Stock," By Barbara Parus, [Factive](#), September 1, 2003.

"Byline article on F.A.S.B.E.'s recent decisions on expensing options," [Employee Benefit News](#), September 1, 2003.

"Under-funded pensions and HR implications," [Workforce Management](#), September 1, 2003.

"Richard Grasso's Compensation Package," [CNBC](#), September 1, 2003.

"Delay on Option Expense Could Cost Companies Dearly," [Employee Benefit News](#), September 1, 2003.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“Consultant’s Report Climate of Frugality in Perfect Storm Economy,” [Employee Benefit News](#), September 1, 2003.

“Splitting chairman, CEO debate,” By Aldo Svaldi, [Denver Post](#), August 11, 2003.

“Executive aircraft,” By Gary Strauss, [USA Today](#), August 5, 2003.

“General Mills considers options change; other companies mull issue,” By Julie Forster, [Star Tribune](#), July 21, 2003.

“State execs raking in the dough,” By David Smith, [NWAnews.com](#), July 13, 2003.

“Top Two Ethical Issues,” [Houston Business Journal](#), June 13, 2003.

“A flawed Look at War Profiteering,” [Workforce Magazine](#), June 3, 2003.

“Are CEOs hiding behind long-term awards?” By Danielle DiMartino, [The Dallas Morning News](#), June 1, 2003.

“Junk bonds rally as stock slumps,” By Danielle Dimartino, [The Dallas Morning News](#), May, 2003.

“Holding Back Bankruptcy,” By Robert J. Grossman, [HR Magazine](#), May 2003.

“Paychecks shrivel for tech execs,” By George Avalos, [Contra Costa Times](#), May 25, 2003.

“Area firms reconsider the stock option,” By Pamela Yip, [The Dallas Morning News](#), May 18, 2003.

“Palm Beach, Fla., Hospitals Link Top Executives’ Pay to Performance,” [The Palm Beach Post](#), May 18, 2003.

“Better Options” Disillusioned investors are demanding stronger links between executive pay and long-term performance, By Kris Frieswick, [CFO Magazine](#), May 1, 2003.

“Executive pay: How do top D-FW firms stack up?” By Pamela Yip, [Dallas Morning News](#), May 2003.

“Holding Back Bankruptcy,” By Robert J. Grossman, [HR Magazine](#), May 2003.

“Problems Hit Chief in Wallet” [The Dallas Morning News](#), By Pamela Yip, April 25, 2003.

“Apology from AMR Chairman May Not Be Enough, Analysts Say,” Source: [Fort Worth Star-Telegram](#), April 23, 2003.

“Crash Landing” [Star Telegram.com](#), By Jim Fuquay, Wednesday, April 23, 2003.

“Junk bonds making comeback,” by Danielle Dimartino, [The Dallas Morning News](#), April 21, 2003.

“Junk Bonds” Make a Comeback as stock slumps”, By Danielle Dimartino, [The Dallas Morning News](#), March 17, 2003.

“Former Head of Dallas Convention & Visitors Bureau Gets \$308,149 Severance.” By Dave Michaels, [The Dallas Morning News](#), March 5, 2003.

“Market Rhythms out of sync,” By Danielle DiMartino, [The Dallas Morning News](#), February 9, 2003.

“Markets’ old cycles are history,” By Danielle DiMartion, [The Dallas Morning News](#), February 9, 2003.

“Only A Short Time Ago, American Job Hunters Sat,” [Black Enterprise](#), February 2003.




BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

 11011 Jones Road,
Suite 200
Houston, TX 77070

 281.378.1360

 LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“Scandals Create Opportunity for Compensation Professionals,” By Anna C. Ruddy, CPCU, Executive Director, [WorldatWork](#), February 2003.

“Getting a Grip on Executive Compensation,” [Workforce Magazine](#), by Eric Krell, February 2003.

“Trading patterns took a new path in the ‘90s,” By Danielle DiMartino, [The Dallas Morning News](#), January 25, 2003.

“Experts Say Markets’ Rhythms Have Been Thrown Off Since 1990,” By Danielle DiMartino, [The Dallas Morning News](#), January 25, 2003.

“Using compensation to motivate employees,” Microsoft’s small business solutions site, by Michelle Collins, Thursday, January 16, 2003.

“Local Group’s Execs Collect Cash Bonuses,” by unknown, [San Antonio Express](#), December 2002.

“Aid Package” by Julie Monahan, [Entrepreneur Magazine](#), December 2002.

“Recruiting Outlook: Creative HR for 2003,” by Eric Krell, [Workforce Magazine](#), November 28, 2002.

“Facing The Bear,” The 2002 Compensation Survey, by Tim Reason, [CFO Magazine](#), November 25, 2002.

“Rebuilding Employee Trust,” by unknown, [Workforce Magazine](#), October 2002.

“Investors’ faith has fallen hard,” by Pamela Yip and Angela Shah, [The Dallas Morning News](#), October 14, 2002

“Companies Silent About Luxury Apartments,” by Del Jones, [USA Today](#), October 1, 2002

“In Fiduciaries We Trust,” by unknown, [Workspan Magazine](#), October 2002.

“CEOs Fat Checks Belie Troubled Times,” by Gary Strauss, [USA Today](#), September 30, 2002

“Companies Face Pinch on Pensions,” by Danielle Dimartino and Pamela Yip, [Dallas Morning News](#), September 29, 2002.

“Sitting on the Board”, by Loretta W. Prencipe, [InfoWorld](#), September 27, 2002.

“On The Job, by unknown, [Board Member Magazine](#), September 2002.

“Taking Stock of the Options Issue” by unknown, [Dallas Morning News](#), September 17, 2002.

“CEO Candidates find Skinnier Pay Packages,” by Pamela Sebastian Ridge, [The Wall Street Journal](#), September 3, 2002.

“Companies Easing Restrictions on 401(k) Plans, [HR Briefing](#), July 15, 2002.

“Value in the Job Market,” by unknown, [Chicago Tribune](#), June 2002.

“Williams Communication Creates \$30 Million Fund to Retain Employees” Factiva. By D.R. Stewart, [Tulsa World](#), Okla, June 13, 2002

“Nonprofit Compensation,” [The San Antonio Express News](#), June 9, 2002.

The Fortune 50: “Making the most of lean times,” by Len Boselovic, [Pittsburgh Post-Gazette](#), May 5, 2002.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“Employees taking stock of investment risks,” by Dana Coffield, [The Boulder County Business Report](#), May 3, 2002.

“Palmisano likely won’t get the same goods as Gerstner,” by Anna Brown, [iSeries News Magazine](#), April 1, 2002.

“Experts urge caution with 401(k) changes,” by Joel Plamer, [Waterloo Cedar Falls Courier](#), March 31, 2002.

“Railroad says there’s no need for external management of ‘golden parachutes’,” by Lois Caliri, [Roanoke Times](#), March 26, 2002.

“Government Benefits Offer Best of Military, Private-Sector Plans,” by Kara Stefan, [ArmyTimes.com](#), [NavyTimes.com](#), [Air ForceTimes.com](#), [MarineTimes.com](#), February 3, 2002.

“The Right Carrot,” by Kimberly McCall, [Entrepreneur](#), February 2002.

“Firms May Boost 401(k) Insurance,” by Jim Hopkins, [USA Today](#), January 09, 2002.

“Compensation & Benefits – Top Performers Call The Shots”, by Liz Simpson, [Global HR](#), January 2002.

“Execs Should Set Example with Bonuses,” by Barrie White, [Canadian Workplace News](#), December 2001.

“Benefit from Your Job,” by Nicole Tuttle, [Point of Beginning Magazine](#), December 2001.

“Forced Rankings: Today’s Performance Reviews Are Taking a More Serious Tone,” [Institute of Management & Administration \(IOMA\)](#), October 9, 2001.

“Until We Meet Again,” by Kris Frieswick, [CFO Magazine](#), [www.cfo.com](#), October 2001.

“Staying Power” by Carol Patton, [Human Resource Executive](#), May 1, 2001.

“What Austin CEOs make – Executives get top pay despite bottom line. By Amy Schatz, [Austin American Statesman](#), August 12, 2001.

“The Right Stuff,” by Milton Zall, [Independent Banker](#), June 6, 2001.

“Economy raises bar for CEO’s – Performance earns top pay packages,” by Pamela Yip, [The Dallas Morning News](#), [www.dallasnews.com](#), May 13, 2001

“Ex-Workers Paid to Zip Lips,” by Matt Hicks, [eBizStrategies.com](#), April 18, 2001.

“Exit Strategy: Directors are starting to rethink the lucrative severance payouts they give to fired CEO’s”, by Dinah Wisenberg Brin, [The Wall Street Journal](#), April 12, 2001.

“Local layoffs cutting close to the bone: Skilled workers won’t be sitting by the phone,” by Sandra Jones, [Crain’s Chicago Business](#), March 26, 2001.

“Executives Win Rewards Despite Stock Descent,” by Edward D. Murphy, [The Portland Press Herald](#), March 26, 2001.

“Changing Places,” by Stephanie Patrick, [The Dallas Business Journal](#), March 16, 2000.

“REIT Interest: Executive Bonuses at Gables Fall Short,” by Ray A. Smith, [The Wall Street Journal](#), February 28, 2001.

“Bargaining For Pay: Let the employer make the first offer, some say” by Barbara Powell, [The Fort Worth Star-Telegram](#), February 4, 2001.

“Have dots & have nots,” By Chris Penttila, [Entrepreneur](#), January 2001.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECP

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“Area Internet Firms Favor Placing Workers on Leave” by Sheryl Jean, December 22, 2000.

“Area pay raises expected to hover around 4.3% in 2001. But companies are offering more benefits instead of wage increases.” By Charlene Oldham, The Dallas Morning News, November 26, 2000.

“Options Seekers,” by Jennifer Hutchins, Planet IT, November 16, 2000.

“Those Worthless Options – What to do with your stock options after your dot.com ditches you,” by Jennifer Karchmer, CNNfn.com, November 13, 2000.

“Stock plunge stings J.C. Penney shareholders,” by Maria Halkias, The Dallas Morning News, October 17, 2000.

“Your Career Matters: When Dot-Com’s Cut the Cord ---Laid-Off Internet Workers Cite Shabby Treatment As They Are Shown Door,” by Kemba J. Dunham, The Wall Street Journal, October 17, 2000.

“Telecom companies go dot-com with incentives,” by Corey Grice, www.canada.cnet.com, September 12, 2000.

“Gables Links Executive Bonus to Index,” by Ray A. Smith, Wall Street Journal, August 30, 2000.

“Who Wants Some Pre-IPO Stock Options?” by Jennifer Openshaw, www.channelcincinnati.com, www.newschannel2000.com, www.channel2000.com, www.thewpbfchannel.com, www.newsnet5.com, www.thepittsburghchannel.com, www.thenewmexicochannel.com, www.thebostonchannel.com, www.channel6000.com, www.channel3000.com, www.thekansascitychannel.com, www.click2houston.com, July 25, 2000.

“A New Sheriff in Dot Com Town; The Pink Slip,” Resources Connection Newsletter, July 2000.

“Tense Times for Small Biz,” Crain’s Chicago Business, by Lee Murphy, June 12, 2000.

“Top dollars: Best-paid executives in Michigan,” Free Press Business Writer, by Lorene Yue, June 12, 2000.

“Chutzpah May Be Missing Coin in Salary Negotiations,” Information Week, by Candee Wilde, June 12, 2000.

“Big Executive Pay, Crowded Field Make CheMatch IPO Look Risky,” The Wall Street Journal, by Robert Elder Jr., May 24, 2000.

“Houston’s Best Paid Executives,” Houston Chronicle, by L.M. Sixel, May 21, 2000.

“Houston firms slower to use stock options’ lure for compensation,” by www.chron.com, by L.M. Sixel, May 19, 2000.

“Tech companies face rising salaries, survey finds workers less willing to take stock options in lieu of higher pay,” The Orange County Register, by Jan Norman, May 3, 2000.

“Who Wants To Be A Millionaire,” Computerworld, by Bronwyn Fryer, May 1, 2000.

“Executive search companies to maintain tech-firm interests,” Atlanta Journal-Constitution, by Tammy Joyner, Wednesday, April 19, 2000.

“Tech workers mull options, given tech volatility, ‘new economy’ employees may rue the way they’re paid,” CNNfn, by Alex Frew McMillan, April 18, 2000.

“Employees may demand cash as stock sink,” Cnet News.com, by Rachel Konrad, April 13, 2000



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

“Running Boards,” The Wall Street Journal, by Karen Jacobs, April 6, 2000. “Building Effective Boards,” by www.intuitive.com, by Karen Jacobs.

“Today’s Startups Need A New Breed of Board,” startup.wsj.com, by Karen Jacobs.

“Employees Accept Early Retirement from Norfolk, Va.- Based Railroad,” The Roanoke Times, by Lois Caliri, March 3, 2000.

“Dealing with Bad Situations,” www.cio.com, by Gary Baxter, February 15, 2000.

“The “Work Week / At Work: Dot-com casts its shadow on the traditional,” The San Diego Union Tribune, by Michael Kinsman, February 14, 2000.

“Holiday Bonuses Becoming A Ghost of Christmas Past”, SmallBiz Finance, www.bankrate.com by Robyn A. Friedman, December 23, 1999.

“E-firms Change Business Rules – Start-ups Get Top Talent,” by Diana Kunde, The Dallas Morning News, December 13, 1999.

“Suite Deal,” LA Times, by Alan Abrahamson, December 15, 1999.

“E-commerce helping redefine work, pay,” The Dallas Morning News, by Diane Kunde, October 27, 1999

“Should You Let It Ride?” Bloomberg Personal Finance, 1999

“What Are Executives Worth? Trends for the Next Millennium,” www.wilsongroup.com, Fall 1999, Vol. 1 #4.

“Considering Options; Some stock incentives re-priced to keep workers,” The Dallas Morning News, by Diana Kunde, September 23, 1998.

“Overhauling Sales Compensation,” Controller Magazine, www.businessfinancemag.com, by Joanne Sammer, August 1998.

“Firms Find Ethics Affect the Bottom Line; Liability, Customer Alienation can be Expensive Penalties for Companies that Morally Cut Corners,” Salt Lake Tribune, by Diana Kunde, July 8, 1998.

“Dunlap Faces a Fight Over His Severance Pay,” The Wall Street Journal, by Martha Brannigan & Joanne S. Lublin, June 16, 1998.

“Embracing Ethics: Companies Find it Pays to Keep Eye on Conduct,” The Dallas Morning News, by Diana Kunde, June 10, 1998.

“Harvest of Gold: Local Executives Reap the Rewards of Taking Stock Options Over Salary,” Houston Chronicle, by Charles Boisseau, June 7, 1998.

“Stay Bonuses’ for Executives Draw Criticism,” Houston Chronicle, by Charles Boisseau, June 7, 1998.

“Being an Employee Advocate and a Manager,” Workforce, by Jennifer Laabs, May 1998.

“Executive Pay,” Business Week, by Jennifer Reingold, Richard A. Melcher & Gary McWilliams, April 20, 1998.

“The Road to Profit,” Bloomberg Personal Finance, by Robert A. Bennett, April 1998.

“Enhanced Liability ISO vs. Nonqualified Stock Options,” Risk & Insurance, December 1997.

“Staying Afloat,” Human Resource Executive, December 1997.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"Check Out Your Own Value on the Market," The Wall Street Journal, www.delawareonline.com, October 6, 1997.

"How Do You Know What You're Worth in A Job Marketplace," The Wall Street Journal, www.nason-nason.com September 30, 1997.

"Do You Know Your Worth in the Career Marketplace?" www.2roads.com, by Hal Lancaster, September 11, 1997.

"HR Goes To Court -- Defending The Company Is A New Role", Workforce, July 1997.

"The Best-Paid Executives in Houston, Opting To Cash In -- Salary-Less CEO Bets On Success," The Houston Chronicle, June 15, 1997.

"Little Explanation for Metro Buyout," Houston Chronicle, September 28, 1996.

"What Happened To My Raise?" The Dallas Morning News, September 4, 1995.

"OPEA-Requested Job Classification Study Underway," OPEA Advocate, July 1995.

"Supervisors Earn Less In Changing Workplace," Houston Chronicle, by L. M. Sixel, July 28, 1995.

"Continental CEO Given Bonus To Stay Put," Houston Chronicle, by Ralph Bivins, May 2, 1995.

"Spotlight Shifts to Board Pay," Business First, by Carrie Shook, week of May 1, 1995.

"High-Level City Workers Fare Best At Budget Time," City & State, Houston Chronicle, by Julie Mason, April 29, 1995.

"Some CEOs Get Hefty Raises," Business First, by Carrie Shook, week of April 24, 1995.

"Firms Brace for FASB Rule on Executive Stock Options," Employee Benefit News, May 1994.

"Longnecker Addressed BAY Membership," The Link, Texas A & M University, by David A. Hanse, Spring 1994.

"What's My Cut?" The Wall Street Journal, by Gilbert Fuchsberg, April 13, 1994.

"A Piece of The Action," The Dallas Morning News, by Diana Kunde, November 10, 1993.

"Stock option rule vs. Share values," The Houston Post, by Cynthia Shanley, July 25, 1993.

"Money Talks: Thought, Talk & Speculation: Taxing Advice," The Houston Post, June 15, 1993.

"Stock Holders Face Information Overload," The Houston Post, by Michel Davis, April 25, 1993.

"Executives To Show Creativity, Find Ways To Get Around System," The Dallas Morning News, by Diana Kunde, February 1993.

"Money Talks: Thought, Talk & Speculation: Taxing Twice," The Houston Post, February 1993.

"Is Reform Information Overload?" The Houston Post, by Mike Davis, January 18, 1993.

"New SEC Rules Shed Light on Gray Areas," The Houston Post, by Victoria McNamara, January 17, 1993.

"Money Talks: Thought, Talk & Speculation: Bonus Season," The Houston Post, December 19, 1992.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

11011 Jones Road,
Suite 200
Houston, TX 77070

281.378.1360

LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"It's Good News/Bad News on Oil Industry Pay," World Oil, by Thomas R. Wright, Jr., November 1992.

"Cashing In On Options," The Dallas Morning News, by Jennifer Files, November 1, 1992.

"A Better Variety of Pay Carrot," Houston Chronicle, by Jim Barlow, October 22, 1992.

"Study: Cutting Veteran Executives May Be Costing Oil Companies," The Oil Daily, by Tom Stewart-Gordon, September 9, 1992.

"Money, Jobs Thrown Away By Oil Companies," Tulsa World, by Chris Schein, September 6, 1992.

"Salaries Decline For Oil Execs, But Compensation Goes Up," The Houston Post, by Sam Fletcher, August 31, 1992.

"A CEO Pay Hotline," Business Ethics, featured in the Resources Section, July/August 1992.

"Plan To Limit Deductibility Of Executive Pay Deplored," The Houston Post, by Michael Davis, June 1992.

"Exxon's Execs Get Bonus Hike," The Houston Post, by Michael Davis, May 1992.

"Defending Salaries Of Top Executives: Peat Marwick Sets Up Hotline To Help CEOs," The Houston Post, by Jane Baird, March 18, 1992.

"Lots of Politicians In Washington Could Use This Sort Of Service, Too," The Wall Street Journal, by Amanda Bennett, March 1992.

"Inside Word - Money Tips from The Experts...Reload Option," From Staff Reports in the Business Section, The Houston Post, February 9, 1992.

"Incentive to Produce," Houston Chronicle, by L. M. Sixel, 1991.

"Kinder Cuts," Houston Chronicle, by L. M. Sixel, November 10, 1991.

"Minimizing The Impact Of The Minimum Wage Increase," Food & Service, by Sally Bell, July 1991.

"Rare Stock And Bond Certificates Can Turn Into Profitable Hobby," The Houston Post, by Jane Baird, March 12, 1991.

"Corporations Turning To Tough, Well-Paid Directors," Dallas Times Herald, by Irwin Frank, 1990.

"Taxing Christmas Cash," In brief by Houston Business Journal, December 17, 1990.

"Oil Firms Beefing Up Worker Benefits," The Dallas Morning News, by Maria Halkias, August 22, 1990.

"Benefits Spectrum," KPMG Peat Marwick, Summer 1990.

"Flexible Benefits Plans Becoming More Popular," Houston Business Journal, by Jim Phillips, July 16, 1990.

"The NBA Is Paying Out Like There's No Tomorrow," Business Week, by Todd Vogel, February 5, 1990.

"Texas Bankers Coming Up Short," The Dallas Times Herald, by Dean Takshashi.

"Analyst Predicts Pay Will Be Higher In '90s Oil Industry," The Houston Post, by Sam Fletcher, December 24, 1989.



BRENT M. LONGNECKER

CCC, CCP, CBP,
GRP, CECF

CHAIRMAN & CEO

LONGNECKER & ASSOCIATES

📍 11011 Jones Road,
Suite 200
Houston, TX 77070

📞 281.378.1360

🌐 LONGNECKER.COM



LONGNECKER
& ASSOCIATES
ALL IN.

"A Little Christmas Cheer," [The Dallas Morning News](#), by Diana Kunde, December 19, 1989.

"Financial Compensation Practices Changing," Financial Institution Briefs by the [Houston Business Journal](#), November 13, 1989.

"Financial Collapse Spurs A Shift Toward Incentive Pay," [Dallas Times Herald](#), by Robert Deitz, October 26, 1989.

"Oil Companies Stabilizing, Trying To Hold On To Employees," [The Houston Post](#), by Sam Fletcher, October 22, 1989.

"Oil Prospects Brighten," [Odessa American](#), October 19, 1989.

"Escaping A Bad Situation," [The Dallas Morning News](#), by Maria Halkias, October 18, 1989.

"Talent Drain Hitting Services," [The Houston Post](#), by Sam Fletcher, September 26, 1989.

"Service Drain: Oilfield Suppliers Hit Hard By Bust Wage Uphill Battle," [The Houston Post](#), by Sam Fletcher, September 26, 1989.

"Compensating Balances: MCorp Loan Forgiveness Spurs Ethics Debate," [The Dallas Morning News](#), by Diane Kunde, September 19, 1989.

"Compensation Catch-Up," [Dallas Business Journal](#), by Patsi Aucoin, August 14, 1989.

"PepsiCo's Stock-Option Plan for Workers Gets Mixed Reviews," [The Dallas Morning News](#), by Diana Kunde, July 25, 1989.

"Oscar and His Big-Budget Horror Movie," [The Dallas Business Journal](#), by Peter Osborne, May 1989.

"Parachutes Too Rigged, CEO Thinks," [Austin American-Statesman](#), by Kirk Ladenhorf, May 8, 1989.

"Executive Pay," [Business Week](#), by John A. Byrne, Ronald Grover and Todd Vogel, May 1, 1989.

"Petroleum Executives' Pay Trails Other Industries," [Oil & Gas Journal](#), January 9, 1989.

"How Much Is A Lawmaker Worth?" [The Dallas Morning News](#), by Diana Kunde, January 10, 1989.

"Wall Street's Fallout," [Dallas Times Herald](#), by Amy Stromberg, December 28, 1987 - January 3, 1988.

"Executive Compensation in Post-Crash Environment," [The Dallas Morning News](#), by Scott Burns, November 1987.

"Tough Times for Banking: Slow Raises For Executives," [Dallas Times Herald](#), by Jennifer Fine, October 20, 1987.

"Dallas The Best Place To Ask For A Raise," [Dallas Times Herald](#), by Christopher Bogan, May 25, 1986.