

Expert points to consider for 2009 business plans in survival mode

BRAINTREE, Mass. — As many businesses face 2009 and a weakened economy business plans are shifting and many businesses have moved into survival mode. James E. (Jim) Moniz, CEO of Northeast VisionLink cautions decision makers to find ways to recognize hard work and achievement and offers points to consider in using executive compensation to attract, retain and motivate key employees.

How should companies, both private and public, use this and other vehicles to help incentivize and become more focused on the achievements of a company's strategic goals? Topics to be considered:

- Look at the effectiveness of what has worked in the past.
- If matching 401(k) is the one thing that you do for employees what happens when that goes away?
- Why deferral plans are such a popular executive benefit.

- How to use executive compensation to produce a positive gain for a company's financial statement.

- How to mirror a 401(k) program in offering investment choices under a plan.

- What it means to "legally discriminate" in providing an executive benefit to highly-qualified employees.

- How to integrate an incentive plan into a company's compensation program.

"We have all seen what has happened in a down economy," said Moniz, who adds, "In 2009 there will be many companies who wrestle with the issue of incentives and whether or how to implement them. We believe that incentives should be tied to the success of a company, and there are a number of specific strategies that help companies achieve this."

Please contact Colleen Cimini. 781-982-5557 to set up an interview with Jim Moniz.



