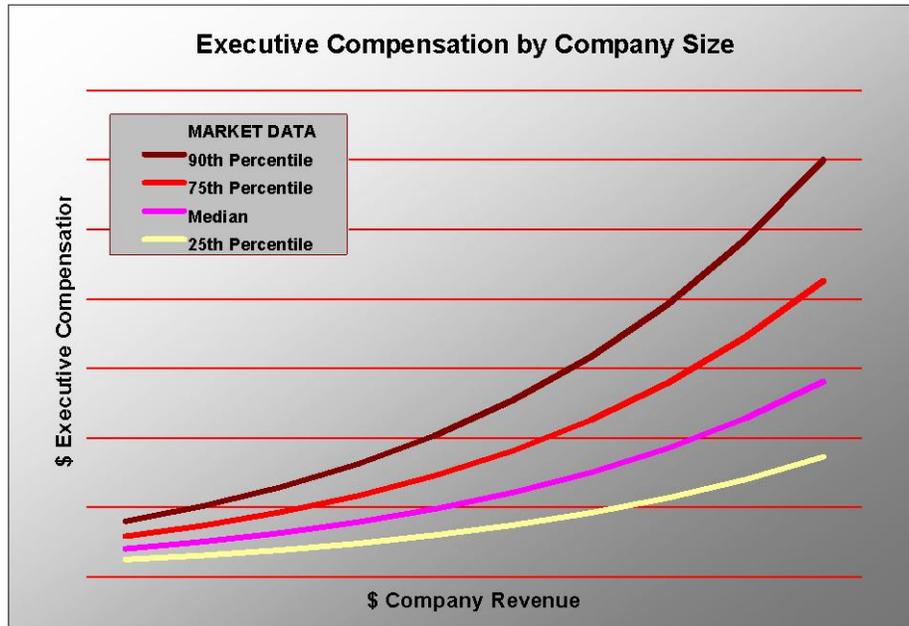


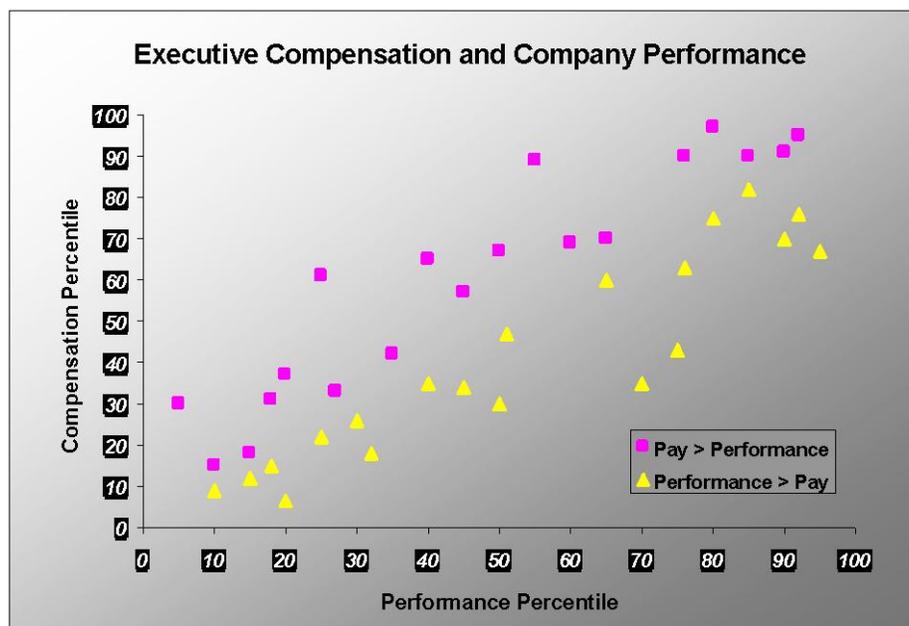


amidon research

Executive Compensation Consulting



Where does your company's top management see executive pay fitting into the picture above? Where do your company's shareholders see executive pay fitting into the picture below? How does your company bring the two pictures together to achieve its goals?



Devising an effective compensation program for your company's executives may not be a simple task, but the questions are straightforward:

- What is the desired mix of salary, bonus, long-term incentive, benefits, and perquisites?
- At what marketplace level does the company seek to set each form of compensation? all forms combined?
- What types of long-term incentive are best suited to a company's objectives: stock options or restricted stock? SARs or phantom shares? performance shares or performance units or dividend units?
- What measures of company performance determine awards: revenue growth or growth in market share? return on sales or return on equity? dividend yield or stock appreciation or total shareholder gain? strategic acquisitions or turnaround in earnings? rebound from insolvency or sustained growth in earnings per share?



amidon research designs **total rewards** programs for top executives.

Because the process involves the integration of company objectives and marketplace behavior, it typically generates a range of "what if" scenarios for taking action and measuring results.

The *first step* is often a detailed analysis of how compensation opportunities available to the top five or six executives at a company compare with what they might receive at other enterprises. We identify the premium a company may have to pay to recruit and retain key executives through troubled times; and we project the rate at which earnings and stock prices may need to rise, over the long run, for a company to achieve and sustain competitive rewards to executives and shareholders alike.

You need only answer a few short questions for us to begin. Please phone us at (708) 488-1950, fax us at (708) 488-1951 or e-mail us at askus@payline.us.

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