The Few You Can't Lose:
Retaining and Rewarding Key People in Manufacturing

Complimentary Webinar

February 11, 2027

PRŌMUS FINANCIAL

Whether you run a 30-person shop or a multi-plant operation, a handful of people carry an outsized share of the business. When a competitor calls one of them, what keeps them?

Cash has no hook, and a 401(k) has to treat everyone the same. In this complimentary webinar, Joel Gilley and Charlie Thiel of Prōmus will show how manufacturers can design retention and reward plans for those few people, and the trade-offs involved.

Feb. 11, 2027

10:00 AM – 11:30 AM

Complimentary Webinar

Virtual via Zoom

Registration is required: mrcpa.org/events

Times subject to change. Visit mrcpa.org/events for current details.

Webinar Highlights



- Find out why raises, bonuses, and a 401(k) often fail to keep your most important people
- Learn how to choose who participates and design each person's plan around what they want
- See how retention and reward plans work at a 30-person shop and at a multi-plant operation
- Understand vesting and how it ties a reward to someone staying
- Hear the trade-offs up front, including what these plans can't do and when they aren't the right fit
- Leave with practical questions to bring to your CPA and attorney

Who Should Attend

Owners, Presidents and CEOs; CFOs and Controllers; HR Directors and VPs of Human Resources; next-generation owners and family members preparing for succession.

Presenters

Joel Gilley | President | Prōmus

Joel Gilley has more than 25 years of experience helping organizations attract, retain, reward and transition key employees through customized non-qualified benefit plans. Founder and President of Promus Financial and a member of Peerless Business Advisors, Joel is a published author and featured speaker. A Lehigh Valley native, he graduated cum laude from Lehigh University with degrees in Finance and Marketing.

Charlie Thiel | Managing Partner | Prōmus

Charlie Thiel is a Managing Partner at Promus Financial, where he engineers executive and business-owner compensation strategies designed to recruit, retain, reward, and retire key talent. His work centers on the compensation gaps that standard planning leaves behind — the ones that decide whether a business keeps its most valuable people or loses them. His focus is business owners and executives: closing the executive benefit gap and structuring deferral, retention, and continuity plans that keep leadership teams intact through growth and transition.

More information available at mrcpa.org/events or contact Nicole Pierce at nicole.pierce@mrcpa.org.