



TRISCENDNP DEPLOYS EMPLOYEE STOCK OWNERSHIP PROGRAM (ESOP). ALL EMPLOYEES ARE NOW OWNERS OF THE COMPANY.

The move further aligns Triscend with its Non-Profit Clients and Partners



January 23, 2024 – Dallas, TX — Following three consecutive years of record growth, [TriscendNP](https://triscendnp.com/) announced today that it has further aligned itself with the missions of its non-profit clients and partners by expanding ownership to all the employees of the firm. This was accomplished by implementing an Employee Stock Ownership Program (ESOP).

Dale K. Edwards, Principal and Cofounder of TriscendNP, stated: “Triscend strongly believes that specialized professional services, such as executive benefits, requires assembling extraordinary and devoted talent. To provide measurably superior outcomes and

exceptional service to our clients and partners, we believe every member of the team needs to have the opportunity and responsibility of ownership. We believe you either pay the talent, or you pay Wall Street. We have chosen to pay the talent.”

Matt Morris, Vice President of Client Relations, and newly minted owner, added: “The opportunity to participate in ownership of TriscendNP is a meaningful and life-changing one. Not only does it show that our firm shares the same mindset of our not-for-profit partners, but it will allow us to recruit and retain top talent in an increasingly competitive industry.”

About TriscendNP

Non-profit organizations exist for the express purpose of serving their communities and their members, and not the interests of investors. Similarly, TriscendNP is owned by every member of the firm, rather than the public market or individual owners. Celebrating 23 years, and serving credit unions, healthcare systems and other non-profit organizations nationally, TriscendNP strives to be the standard of excellence in providing executive benefit solutions, empowering nonprofits to attract and retain mission-driven champions.

<https://triscendnp.com/>

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