



# COLORADO

Office of Economic Development  
& International Trade

## EMPLOYEE OWNERSHIP COMMISSION: MARKETING COMMITTEE

TUESDAY, March 3, 2020

1600 N. Broadway; Ste 2500

Denver, CO 80202

2:00 p.m.-3:00 p.m.

Rocky Mountain Room

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## AGENDA

Section 1	2:00 p.m.	<b>Road Map- Where we are heading</b>	Sandy Shoemaker and Kerry Siggins
Section 2	2:15 p.m.	<b>Outline of Staff Needs</b> <i>Assist us as a 'subject matter expert'</i> <ul style="list-style-type: none"><li>• Review our Development of Materials / Content<ul style="list-style-type: none"><li>➤ Defining the <b>In-Between</b> to broaden the Spectrum of Employee Ownership Options (Profit Sharing, Stock Appreciation Rights, Phantom Stock, etc.)</li><li>➤ Script development for <b>EO Learning Platform</b> to train the trainer (SBDC Network) and Colorado Business Owners<ul style="list-style-type: none"><li>- Overview of EO Concept</li><li>- Succession Planning</li><li>- ARE (Attract, Retain and Engage) Employees</li><li>- Modules on the In-Between</li></ul></li><li>➤ Identifying top <b>Colorado EO business</b> examples to highlight in EO Learning, Videos, Film, Etc.</li><li>➤ Defining <b>EO Network Resources</b><ul style="list-style-type: none"><li>• Sources of Capital</li><li>• Expanding Professional Service Provider Network</li><li>• Partner Organizations</li></ul></li></ul></li></ul>	Glenn Plagens & Nikki Maloney
Section 3	3:00 p.m.	<b>Adjourn</b>	

