Present: Stephanie Gripne; Glenn Plagens; John Kovacs; Jason Wiener; Sandy Shoemaker

- Definition of EO - where draw the line? What % is enough to qualify as an EO firm. Discussion
- Journey mapping of customer experience, explore. Discussion
- Steps to EO deal
  - Awareness
  - Research
  - Explorations
  - 1st contact with a professional
  - 1st conversation
  - Technical experts involvement
  - Parties agree
- Agree to flesh out framework more.