

Celebrating 30 Years of EO Significance

One Brand – One Culture – One EO

Thirty years ago, a handful of young entrepreneurs came together with the idea to learn and grow through shared experiences, laying the foundation for what would become the Entrepreneurs' Organization (EO). Now, three decades later, we are proud to celebrate EO's 30th anniversary, a significant milestone in our history and a testament to our impact as a global thought leader.

This year, as we embrace our past and look to the future, we will nurture "One Brand, One Culture, One EO," a priority that will drive our efforts at all levels of the organization and in all corners of the world. Our celebration will begin with a "kick-off" event during the Global Leadership Conference (GLC) in Frankfurt, Germany, from 29 April to 2 May, followed by a year-long campaign that will unite the EO community and a closing event at the 2018 GLC.

Through this anniversary initiative, we aim to:

- Emphasize our ambition to truly be the most influential community of entrepreneurs
- Generate greater awareness of organizational value, internally and externally
- Incentivize members, chapters and regions to share celebrations more broadly
- Spotlight EO's role in delivering significance and supporting the extraordinary
- Embrace our history, reflect on progress and look ahead to the next 30 years

The three pillars of our year-long campaign include:

- *Chapter events* – EO will provide a "celebration kit" and platform for chapter celebrations
- *Quarterly awards* – EO will honor the "best-of-the-best" celebrations throughout the year
- *EO patrons program* – Chapters are encouraged to invite one non-member to experience EO

Celebrating EO's 30th anniversary affords us an opportunity to embrace our impact, share our influence and remove the "best-kept secret" label. Together, we can predict EO's future, honor our far-reaching accomplishments, and of course, have fun along the way.

*To learn more about EO's anniversary initiative, please visit the EO 30th Anniversary website:
<https://eonetwork.org/anniversary>*