



Shelby Scarbrough

EO San Francisco
EO President, FY2007/2008

Shelby Scarbrough was elected President of EO. EO made significant headway against its strategic goals this year. Among them were leadership-development programs and membership benefit enhancements, designed to give members a great EO experience.

HIGHLIGHTS

- EO celebrated 20 years of explosive growth during the 2007 EO Las Vegas University, held from 24-28 October, 2007 in Nevada, USA for 1,000+ members.
- In November 2007, the EO Global Board recognized the uniqueness of Canada's chapters, the quality of its members and its ability to mature at a quick rate by making the country its own EO region.
- The EO Accelerator program entered its second year. 150 Accelerator contestants participated in 10 chapters in 2007.
- In March, EO launched its innovative new "Rock Star" program. The Rock Star status was developed by a member to provide chapters with an "all-or nothing" approach to diagnosing potential areas of concern, identifying how and where to focus their energy.
- In April, EO expanded its executive education offerings by partnering with world-renowned Babson Executive Education, a division of Babson College, the number one college in the United States for entrepreneurship. This partnership produced the first ever EO/Babson Executive Education Seminar, to be held 19-22 October 2008.
- On 14 April, 2008, EO unveiled a principle part of its EOaccess plan: the new public website.
- EO hosted two record-breaking GLCs this year: the first was held from 8-10 May, 2008 in San Francisco, California, USA for 552 members; the second was held from 22-24 May, 2008 In Dubai, UAE for 207 members.
- The Global Board finalized the EO Five-Year Strategic Plan, which focuses on five core components: leadership, membership, personalization, communications and strategic alliances.