



Concerned about the long-term health and growth of your company?

Enterprise Saskatchewan and the Saskatchewan Economic Development Association are focused on the continued success of the Saskatchewan business community, through a partnership targeted at promoting the use of employee share ownership plans (ESOPs) and increased use of the Saskatchewan Employee Investment Fund Program.

There are a lot of good reasons why an employer would consider incorporating an employee investment fund into their business including: *increased employee motivation, improved maintenance of high cost equipment, increased customer satisfaction, an increase in shareholder value, higher retention of your best employees and increased ability to attract qualified recruits.*

The increased interest in these funds today is a result of the baby boomers, looking to retire and sell, using the employee investment program as a *succession planning tool*. What better way to sell your business than to pass it on to your existing skilled employees? Incorporated into a well planned exit strategy, ESOP's create a situation where employee shareholders are well positioned to acquire majority ownership when their entrepreneur employer is ready to sell the business.

Today employees are looking for more meaningful employment opportunities. Attracted to companies with ESOPs, employees see them as *an opportunity to build personal equity, increase the value of their role within the company, and truly impact the future of the business*. The result is a company where all partners are focused on the long-term health and growth of the company.

"Incorporating as an employee-owned worker co-op has been critical to our company's growth, reveals Terry Morash, publisher of Prairie Dog Magazine. "In all our big expansions — like doubling our publication frequency in 1999 from monthly to bi-weekly, launching Saskatoon's Planet S in 2002 and massively expanding our web presence in 2010 — Prairie Dog's democratic ownership and investment model has helped us leverage the capital we need to grow our business. This has been a huge advantage for us as we, like all news outlets, struggle through a changing media landscape."

Under the Employee Investment Program employees receive a substantial tax credit in return for investing, they have the opportunity to share in the company's success, and they end up owning a piece of the company. Employees who invest will receive 15% federal & 20% provincial tax credits on the first \$5,000 that they invest each year.

More...

Enterprise Saskatchewan (ES) is currently undertaking an initiative to promote the use of the Employee Investment Program within businesses across the province. In partnership with the Saskatchewan Economic Development Association, education and implementation services have been established to assist businesses with the process of developing an Employee Ownership Share Plan, making application to the Employee Investment Program, and establishing an employee investment fund.

For more information about the Employee Investment Program, please contact:

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