

GO 39. 11/1994/5  
C.I.

# STATE OF COLORADO

**EXECUTIVE CHAMBERS**

136 State Capitol  
Denver, Colorado 80203-1792  
Phone (303) 866-2471



**D0005 94**

E X E C U T I V E O R D E R

Roy Romer  
Governor

**ESTABLISHING THE WOMEN'S BUSINESS OFFICE**

WHEREAS, the State of Colorado is committed to increasing the opportunities for all individuals to contribute to the economy of the state and the wealth of society;

WHEREAS, women constitute over 51 percent of the state's population;

WHEREAS, women and women-owned businesses should have a greater and more meaningful role in the state's economic development programs and in private economic development initiatives;

WHEREAS, women-owned businesses are becoming increasingly important to the state's economic strength, representing a significant proportion of Colorado businesses and significantly accounting for the number of employees, sales, receipts and payrolls generated;

WHEREAS, increasing economic opportunities for women will further improve the state's economy, both domestically and internationally;

WHEREAS, a centralized state advocate program is a necessary component in fostering economic vitality for women business owners and helping women achieve their full economic potential; and

WHEREAS, establishment of a Women's Business Office is a priority of the Women's Economic Development Council and was identified as one of the top 10 issues at the 1993 Statehouse Conference on Small Business.

NOW THEREFORE, I, Roy Romer, Governor of the State of Colorado, by virtue of the authority vested in me by the laws and Constitution of Colorado, DO HEREBY ORDER THAT:

1. A Women's Business Office is hereby created within the Office of Business Development (OBD).

## EXECUTIVE ORDER

## Establishing the Women's Business Office

Page 2

2. The director of the office shall be appointed by and be accountable to the Governor.
3. The duties of the Colorado Women's Economic Development Council ("Council") shall be expanded to include advising and reviewing the operations of the Women's Business Office in order to accomplish the goals and objectives set forth in this executive order.
4. The Women's Business Office shall work with the Council to:
  - a. Promote economic opportunities for existing and new women-owned enterprises in coordination with state economic development activities, especially the activities of small business;
  - b. provide direct services in conjunction with the Small Business Development Centers, Small Business Programs and the Minority Business Office and other public and private entities. Services include business and financial seminars, counseling and referrals to help women make more informed economic and business decisions;
  - c. advocate methods for state government to anticipate and respond to the economic interests and needs of women businesses;
  - d. promote women-owned business participation in procurement, purchasing and contracting in conjunction with public and private sector entities;
  - e. advocate educational and other economic opportunities for women; and
  - f. function as a central source of information, referral, program development, research and inter-organizational collaboration on women's economic issues and actively provide such information to the public.

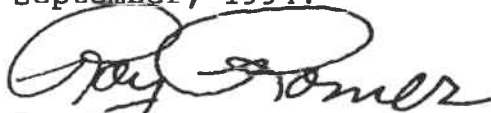
## EXECUTIVE ORDER

Establishing the Women's Business Office

Page 3

5. Colorado's goal for women business participation in state procurement shall be to achieve participation levels which reflect goals based on reliable, specific findings of disparity. Reliable studies support establishing women business goals ranging from a minimum of 8 percent to 23.8 percent of total dollars spent. The executive director of each state department is directed to make significant and measurable progress toward achieving these goals in cooperation with the Department of Administration and the Women's Business Office. The executive director of each state department shall designate one person within the department whose assignment shall be to act as the liaison between that department and the procurement division of the Department of Administration in support of this effort.

GIVEN under my hand and the  
Executive Seal of the State of  
Colorado this 7th day of  
September, 1994.



Roy Romer  
Governor

