



Center for  
**Community Wealth Building**  
An Inclusive Economy That Works for All



**SMALL BUSINESS  
MAJORITY**



## FOR IMMEDIATE RELEASE

Denver, Colorado — Feb 27, 2025 — In a dynamic gathering aimed at shaping a brighter future for Colorado's entrepreneurial ecosystem, the 2nd annual Entrepreneur Day of Action brought together roughly 70 small and local business owners from across the state to learn and advocate for small business. This event empowered attendees to use their business experiences to influence policy and foster meaningful relationships with legislators.

### **Advocacy for Entrepreneurs:**

The Day of Action offered participants opportunities to learn effective self-advocacy strategies, emphasizing the importance of direct communication between entrepreneurs and lawmakers. By sharing their personal business challenges and successes, entrepreneurs were empowered to influence supportive policies for small businesses. This included engaging in floor lobbying—where entrepreneurs met informally with legislators to discuss key issues—and participating in structured sessions, witnessing, and, for some, taking part in testimony at legislative hearings.

### **Key Focus Areas:**

- **2025 Legislation Review:** Attendees engaged in discussions on key legislation affecting business, healthcare, housing, and other critical areas.
- **Meetings with Policymakers:** Entrepreneurs had the opportunity to meet directly with policymakers to voice their concerns and suggestions.
- **How to Testify:** Practical sessions guided participants on effectively testifying in legislative sessions to drive impactful change.

### **Inspiring Remarks:**

The event featured inspiring remarks from Lt. Governor Dianne Primavera, Senate President James Coleman, Representative Naquetta Ricks and Representative Lorena Garcia, who emphasized the power of entrepreneurial advocacy in crafting effective state policies.

### **Host Organizations:**

This collaborative effort was hosted by the Center for Community Wealth Building, Good Business Colorado, Rocky Mountain MicroFinance Institute, and Small Business Majority, each playing a vital role in championing economic and social progress for small business owners in Colorado.

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Entrepreneurs had the opportunity to engage in floor lobbying on current bills outside the House Chambers.



Don Tubbs, a local entrepreneur from Boulder County, discussing education funding freeze and economic concerns with District 12 Rep. Kyle Brown.





Senate President James Coleman addressing the crowd





Participants of the Day of Action included volunteer lobby captains, constituents from across the state, and local 501(c)(3) organizations advocating for small businesses.