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**THE FOUNDATION FOR ENTERPRISE DEVELOPMENT LAUNCHES
TRAILER FOR “WE THE OWNERS:
EMPLOYEES EXPANDING THE AMERICAN DREAM”**

*New documentary about the power of employee ownership created to educate and inspire
the next generation of students, educators, and business leaders about the
“art of the possible”*

(SAN DIEGO and DENVER) May 3, 2012 -- Who should own the business? What does it mean to be an “owner?” [*We the Owners: Employees Expanding the American Dream*](#) explores these questions. Produced by The Foundation for Enterprise Development and directed by Passage Productions, the trailer opened the 2012 National Center for Employee Ownership (NCEO)/Beyster Institute Conference. The film is scheduled for release Summer 2012. Educational materials and trailer are available now for free at www.wetheowners.com.

We the Owners captures a rare insider’s view of employee ownership at work at Namasté Solar, DPR Construction and New Belgium Brewing Company, demonstrating ‘out-of-the-box’ thinking by founders and employees who dared to share both responsibility and wealth. Their stories show that - even in times of economic hardship - long-term, sustainable growth strategies can be based on the voice, vote and commitment of employees.

Viewers call the trailer:

- “Very moving, powerful, inspirational.”
- “Intelligent. Honest. Unlike anything done before.”
- “A game changer. A powerful authentic idea presented with the full magic of cinematic art.”

Viewers also said the film will help with training employees, educating board members and founders. The employees’ message is clear:

- Ownership matters to all types of employees and companies
- Participation and responsibility are essential and integral to ownership
- Employee ownership -- in various forms -- is key for success

"Research on the impact of employee ownership is clear and compelling, but we finally have a film that shows its human side by telling the stories of employee owners," said Loren Rodgers, executive director, NCEO.

The film's value in the classroom is particularly compelling. Employee ownership is proven to help drive a company's success, yet a recent MBA graduate says, "There's a gap between that being taught in business schools and the need for it in business schools." *We the Owners* fills that educational gap.

Adds Joseph Blasi, J.R. Beyster professor, School of Management and Labor Relations, Rutgers, "*We the Owners* effectively uses research and expert insights as a springboard for deeper exploration into the inner-workings of well-organized employee-owned companies."

View the trailer and pre-order the film at www.wetheowners.com.

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