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# Champion Program

The ESP Champion Program has been launched to assist in promoting the ESP to member employees by identifying a "Champion" within each location who will be provided marketing tools and guidance to generate increased usage of the Employee Services Program.

## Selection of an ESP Champion

A successful Employee Services Program will depend on the identification of a "champion" at each facility. This person should be enthusiastic about the program and in a position to communicate with the entire workforce.

ESP will request participation by the Champion in a quarterly conference call meeting to share best practices and to receive information about the current promotion and what's new within the ESP.

