

Naturally Colorado Forum

Frequently Asked Questions

Who can join a Forum?

You must be a current Naturally Colorado member to participate. Forums welcome brand leaders, functional operators, founders, and curated industry partners. The goal is a balanced, high-trust environment where the whole ecosystem can grow together. The Executive and Finance Forums are reserved for qualified brand members only (see below).

What happens in a Forum session?

Forums are collaborative working sessions. Each is led by an experienced CPG professional who facilitates focused, high-value conversations. Sessions include peer roundtables, live working sessions, real case studies, practical templates and tools, expert-led discussions, and honest operator dialogue. Every session is designed to deliver practical takeaways you can apply immediately to move your business forward.

How often do Forums meet?

Forums meet every other month for 90 minutes (6 sessions per year). Most Forums meet in person at various Front Range locations. The Sales Forum meets virtually.

What is the cost to participate in a Forum?

All Naturally Colorado members may attend one Forum session complimentary as part of their membership. To join a Forum for the full year, you can purchase the \$100 Annual Forum Pass, which secures your spot in all 6 sessions. The pass is valid for 12 months from your purchase date and automatically registers you for all future sessions.

Can I join a Forum mid-year?

Yes. Applications are accepted on a rolling basis. Your 12-month access begins on your purchase date, regardless of when you join.

Can I participate in more than one Forum?

No. Members are encouraged to join the forum most aligned with their current role.

Why do I have to pay another \$100 on top of member dues?

We are evolving our educational programming to now be offered through our Forums. We have always charged for our educational events as they require planning and various resources so that we can provide the most value to our community.

Why are the Executive and Finance Forums private?

These are confidential, brand-member-only spaces designed for candid discussion of sensitive topics such as: investor relations, personnel issues, capital strategy, margin pressures, and financial performance. Confidentiality agreements allow leaders to speak openly and share real challenges without concern.

What is the Executive Forum?

A private leadership circle for CEOs, Presidents, COOs, and senior operators of \$15M+ CPG brands. This trusted peer group is designed for candid dialogue around scaling complexity, investor pressure, personnel issues, capital strategy, and organizational challenges. It is confidential and nothing leaves the room.

What is the Finance and FP&A Forum?

A private, brand-focused group for leaders managing forecasting, cash flow, margin pressures, trade spend, and capital readiness. Members work through real financial models, tools, and case studies to turn finance from a stress point into a strategic advantage.

Is this just a networking group?

While strong peer relationships naturally develop, Forums are structured learning and collaboration environments, not traditional networking events. The focus is on solving real business challenges and building functional skills that strengthen Colorado's natural and organic ecosystem.

What makes Forums valuable over time?

Value compounds with consistency. As members build trust, share openly, and implement practical tools together, they develop stronger functional capabilities and a trusted peer network navigating similar growth challenges. Regular participation ensures deeper insight, stronger relationships and greater long-term return.

How do I apply?

[Complete the interest form](#). If you're unsure which Forum is the best fit, the Naturally Colorado team is happy to help guide you.