

MENTORING MATTERS!

ATHENAPowerLink® NAWBO® Delaware Valley

The National Association of Women Business Owners Greater Philadelphia Chapter, Delaware Chapter and South Jersey Chapter presents ATHENAPowerLink® NAWBO® Delaware Valley, a national mentoring program that connects selected women business owners with a skilled advisory panel of local professionals.

The PowerLink program began in 1992 in Pittsburgh, Pennsylvania when two businesswomen recognized that female entrepreneurs often lack access to valuable advisors and mentors. The premise was simple – panels of volunteers willing to advise women business owners on important issues can help them achieve greater success. Today, as ATHENAPowerLink® expands across the country, the program continues to help women grow their businesses.

How Does It Work?

ATHENAPowerLink® NAWBO® Delaware Valley program, one of only 24 in the nation, concentrates on women-owned businesses that are at least two years old and beyond the initial start-up difficulties. In essence, the program "links" the business with a panel of unpaid advisors, who agree to work with her for one year to meet her business goals and objectives. Business owners learn how to develop networks, access capital and implement best practices with assistance from these volunteer advisors.

The Woman Business Owner Requirements

Businesses are selected from a field of applicants by a governing body made up of volunteer community members. Once the specific needs are determined, the local program recruits local professionals to provide the necessary guidance. The business owner is then linked with a volunteer advisory panel that is tailored to fit the company's needs. To be considered, the company must meet all of the following criteria:

- Business must be at least 51% owned and actively managed by a woman.
- Minimum of two (2) years in operation.
- Minimum of two (2) full-time employees (including the owner).
- Annual revenues of at least \$250,000 for retail or manufacturing businesses.
- Annual revenues of at least \$100,000 for service businesses.
- Clearly defined company objectives and goals.
- Desiring ATHENAPowerLink's assistance in meeting those objectives/goals.

" My advisory panel made me question every thing I did and how I did it and why I did it ... they gave me the language of business that I had been missing. "

Anita Brattina, President,
Direct Response Marketing, Inc.
- First PowerLink recipient, 1992

Panel Members are leaders and professionals in their fields. They bring expertise to the business and are selected based on the specific needs of the business owner. Each panel commits to working with the business owner for one year. Panel Members can serve more than one time.

If you have questions or would like to apply, contact **Candace Roberts, Chair Governing Body,** ATHENAPowerLink® NAWBO® Delaware Valley at 215 592-6590 or croberts@quantum-think.com