

ATHENA PowerLink
NAWBO[®] Delaware Valley Region

ATHENA*PowerLink*[®] is a Business Mentoring Program



- ◆ Administered by the ATHENA International, a non-profit organization
- ◆ Designed to increase the growth and profitability of women owned businesses

ATHENA PowerLink[®]

- ◆ "Links" women business owners with a panel of advisors recruited to meet the specific needs of her business
 - Panel members work with the owner at no charge for one year to assist her in meeting her business objectives
 - Corporate Sponsors are given the opportunity to designate panel members

- ◆ The Panel helps women-owned businesses
 - Develop and expand profitability
 - Explore new opportunities
 - Gain access to capital
 - Implement best practices

"The ATHENAPowerLink program unites women business owners with hand-selected mentors and business leaders who have the skills and expertise to advise the business owner on her goals and objectives at no charge for their services for an entire year.

The results to date have been outstanding."

Linda Stevenson, Director, National City
Women Business Initiative
and ATHENAPowerLink Chair, Erie PA

Success Story!

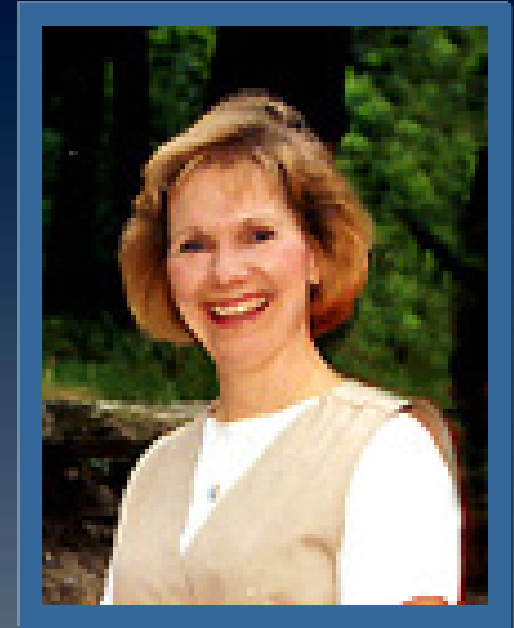
Beverly Fetzner, Brookside Homes

- ◆ Founder and owner of Erie home nursing care company, Comfort Care & Resources Inc.
- ◆ For several years secretly planned to expand her business to include private homes that offer 24-hour supervised care for elderly patients
- ◆ Believed that many elderly patients want to avoid institutionalized nursing homes – where the schedules are typically rigid and the care is impersonal
- ◆ She believed that she could build a template for a successful alternative – one that provides residents with home-cooked meals, personalized medical care and the freedom that they have enjoyed for the rest of their adult lives

Success Story!

Beverly Fetzner, Brookside Homes

- ◆ The result is Brookside Homes – three-bedroom ranch houses that are the start of what Fetzner hopes will be a successful new direction for her business
- ◆ *ATHENA PowerLink* helped improve skills:
 - Marketer and manager
 - Develop a long-term plan for Comfort Care's future
- ◆ Make connections with local businesspeople
- ◆ Identified an ideal partner for the Brookside Homes project



Success Story!

Anita Brattina, Direct Response Marketing, Inc.

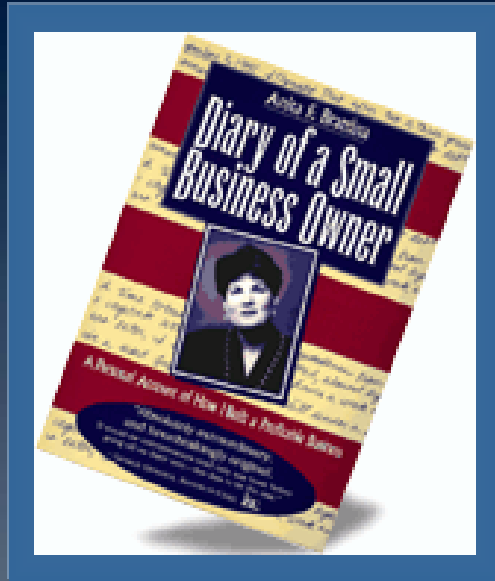
- ◆ Had a business with over \$1 million in annual sales
- ◆ Trouble making payroll!
- ◆ Reluctant to apply to *ATHENA PowerLink* because she was embarrassed by her problems

"My advisory panel made me question everything 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.

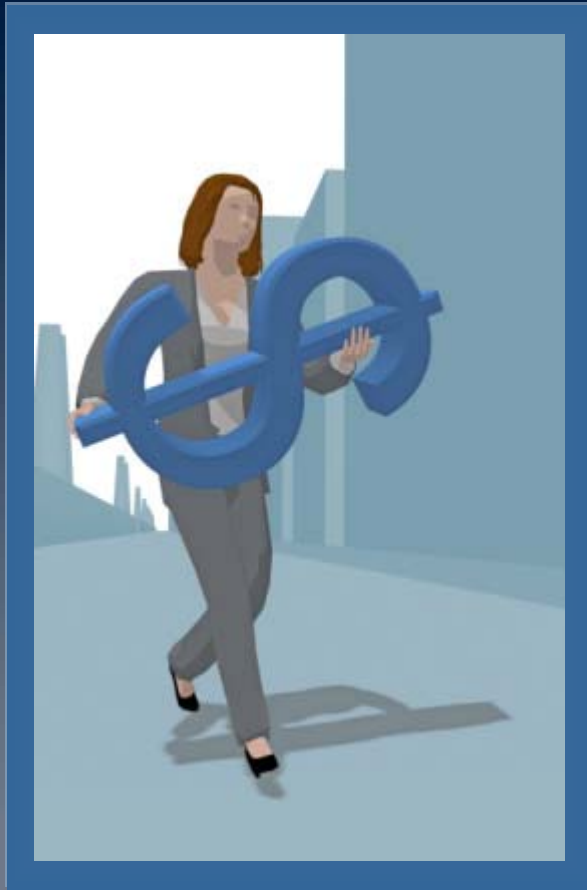
Success Story!

Anita Brattina, Direct Response Marketing, Inc.



- ◆ Problems solved!
- ◆ Profitability restored!
- ◆ Wrote a top selling business book!

Profile of the Typical ATHENA PowerLink WBO



- ◆ Average age is 47
- ◆ 91% - at least some college education
- ◆ 69% - had personal income under \$50,000 before ATHENA
- ◆ Afterwards, the same 69% had personal income up to \$100,000
- ◆ 87% - no prior experience with mentors

ATHENA PowerLink Stats

| | Fiscal Year Before Panel | Fiscal Year After Panel | % Increase |
|--------------------|-----------------------------|----------------------------|---------------|
| Sales | \$666,860 | \$1,256,818 | 88% |
| Net Income | \$104,375 | \$143,390 | 38% |
| Personal Income | \$39,405 | \$61,707 | 57% |
| FT Employees | 8 | 10.9 | 36% |
| PT Employees | 2.8 | 4.9 | 75% |

Mentoring Works!

Local Program Participants

Governing Body

The group of individuals who oversee the program in their community, and select the WBOs for the program

Woman Business Owner

Must be a majority owner and active manager of her company

Advisory Panel Members

A group of seasoned professionals who agree to mentor the business owner on an unpaid basis for 1 year

Panel Coordinator

Individual who serves as a liaison to the Governing Body and Women Business Owner and handles meeting logistics

Who Serves on the Governing Body?

- ◆ 1 NAWBO representative per sponsoring chapter:
 - Philadelphia
 - Delaware
 - South Jersey
- ◆ 1 Panel Coordinator - Governing body liaison to
 - Advisory Panels
 - Program Participants
- ◆ 1 High ranking area SBA representative
- ◆ 1 Women's Business Development Center (WBDC) Rep
- ◆ Several Corporate Sponsors from various industries – Senior/VP level
- ◆ One or more Media sponsor(s)

What are the Criteria for Selecting the WBO?

Must meet minimum criteria of:

- ◆ 51% woman owned
- ◆ Two years in business
- ◆ Two full-time employees
- ◆ Annual revenues of
 - \$250,000 for a manufacturing or retail business
 - \$100,000 for a service business
- ◆ Clearly defined business goals

... *Anticipation of Success*

Advisory Panel Members



High-level business professionals from areas such as:

- ◆ Law
- ◆ Marketing
- ◆ Finance
- ◆ Human Resources
- ◆ Technology/IT
- ◆ Government
- ◆ Manufacturing

A One-Year Commitment

- ◆ Participate in quarterly meetings with the business owner
- ◆ Attend training in serving as a panel advisor
- ◆ Sign confidentiality and release and hold harmless agreements
- ◆ Meet as a whole and at their convenience





Benefits of Sponsorship

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- ◆ Strengthen community
 - Aid business growth; promote employment, taxes and spending
 - 81% U.S. buying decisions made by women
- ◆ Prestigious opportunity to designate Advisory Panel Members for program participants
- ◆ Good publicity - positive economic results for *PowerLink* business and community
- ◆ Corporate sponsor recognition
 - Program marketing materials
 - On all 3 chapter web sites
 - Media interviews

Benefits of Sponsorship (cont.)

- ◆ Networking and business opportunities with:
 - Other Governing Body Members
 - Advisory Panel Members
 - Members of three NAWBO Chapters
 - *ATHENA PowerLink* Program Participants
- ◆ Always remembered as the champion who made it possible

Levels of Sponsorship

- ◆ Three decision-making levels of support
 - Platinum: \$10,000/year for 2-3 years
 - Gold: \$5,000/year for 2-3 years
 - Silver: \$2,500/year for 2-3 years
- ◆ Other levels of support
 - Supporters of *ATHENA PowerLink*, NAWBO® Delaware Valley Region: gifts from \$500-\$1000
 - Friends of *ATHENA PowerLink*, NAWBO® Delaware Valley Region: gifts from \$100-\$499

Benefits of Platinum Level Support

- ◆ Industry exclusivity
- ◆ One position on the Governing Body
- ◆ Opportunity to participate on the committee to review and select program participants
- ◆ Opportunity to fill 2 Advisory Panel positions per year of your commitment
- ◆ Participate in media opportunities to help get the message out to area WBOs
- ◆ Showcase your company by hosting one or more of the quarterly networking events
- ◆ Company name and logo highlighted in various program documents
- ◆ Company name and logo listed on the three NAWBO Chapter web sites

Benefits of Gold Level Support

- ◆ One position on the Governing Body
- ◆ Opportunity to participate on the committee to review and select program participants
- ◆ Opportunity to fill 1 Advisory Panel positions per year of your commitment
- ◆ Showcase your company by hosting one or more of the quarterly networking events
- ◆ Participate in media opportunities to help get the message out to area WBOs
- ◆ Company name highlighted in various program documents
- ◆ Company name listed on the three NAWBO Chapter web sites

Benefits of Silver Level Support

- ◆ One position on the Governing Body
- ◆ Opportunity to participate on the committee to review and select program participants
- ◆ Showcase your company by hosting one or more of the quarterly networking events
- ◆ Company name highlighted in various program documents
- ◆ Company name listed on the three NAWBO Chapter web sites

Benefits of "Support" Level of Support

- ◆ Company name listed in various program documents
- ◆ Company name listed on the three NAWBO Chapter web sites
- ◆ Knowledge that you have helped your sister WBOs to be successful

How Will the Sponsor Funds be Used?

Funds will be used for:

- ◆ Administrative assistance
 - To track the success of WBOs in the program
 - To assist with the scheduling of the Advisory Panels
 - To fulfill program and governmental reporting requirements
- ◆ Advertising and marketing efforts to get the word out about this phenomenal opportunity
- ◆ Quarterly networking events for WBOs, Advisory Panels members, and the Governing Body
- ◆ Our share of funds to be paid to the ATHENA International for each WBO in the program

Amongst Women-Owned* Businesses between 1997-2004 ...

| Growth amongst the states and Washington DC | Employment Growth | Sales Growth |
|---|----------------------|-----------------|
| Pennsylvania | 38th | 39th |
| New Jersey | 49th | 40th |
| Delaware | 51st | 51st |

*According to the Center for Women's Business Research, a Washington, DC advocacy group. Growth numbers reported are for privately-held, majority (51% or more) women-owned firms

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