



*ATHENAPowerLink®*

# **ATHENAPowerLink® NAWBO® Delaware Valley Region**

PHILADELPHIA CENTER FOR  
ADVANCING ENTREPRENEURS



# ATHENAPowerLink® is a Business Mentoring Program



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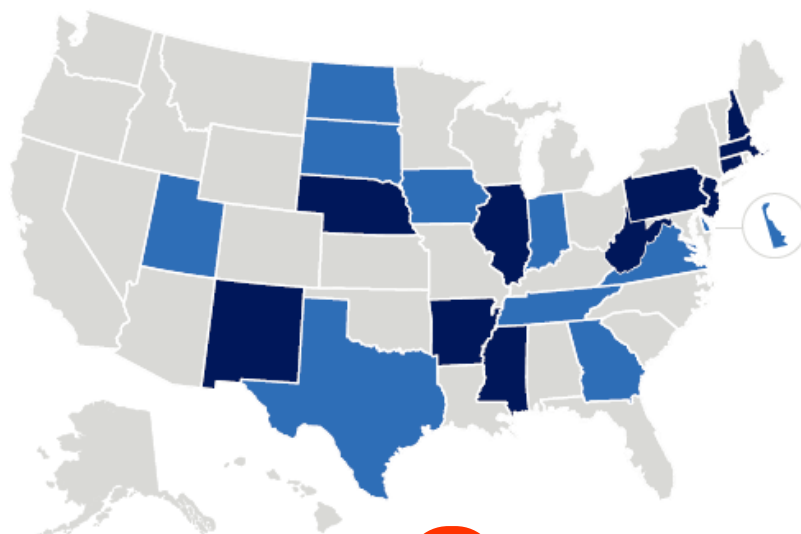
- ◆ Administered by the ATHENA International, a non-profit organization
- ◆ Designed to increase the growth and profitability of women owned businesses



A T H E N A  
I N T E R N A T I O N A L

# Why do we offer this program?

THE TEN STATES IN WHICH WOMEN-OWNED BUSINESSES HAVE THE HIGHEST AND LOWEST ECONOMIC CLOUT GROWTH RATE, 2007-2018

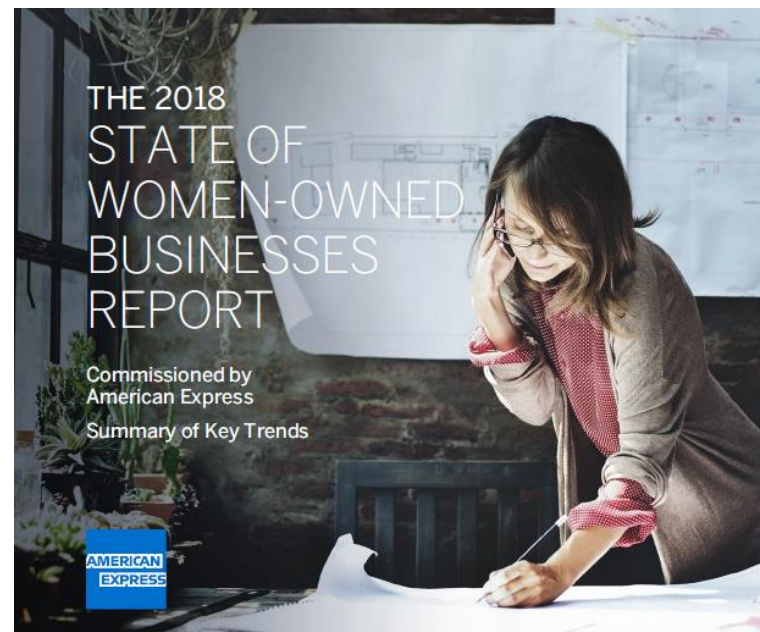


■ Highest Economic Clout Growth Rate  
South Dakota, Texas, Utah, Delaware,  
North Dakota, Tennessee, Indiana,  
Georgia, Iowa, Virginia



■ Lowest Economic Clout Growth Rate  
New Hampshire, Connecticut, Nebraska,  
West Virginia, Massachusetts, Arkansas,  
New Mexico, Illinois, Mississippi,  
Pennsylvania, New Jersey

(11 states included due to ties)





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# Why do we offer this program?

## ECONOMIC CLOUT

### State Economic Clout Rankings

Economic clout is defined as the growth in the number of firms and growth in employment and revenues. The top 10 states where women-owned businesses most increased their economic clout between 2007 and 2018 were geographically diverse:

1. South Dakota
- 2/3. Texas, Utah (tied for second place)
4. Delaware
- 5/6. North Dakota, Tennessee (tied for fifth place)
7. Indiana
- 8/9. Georgia, Iowa (tied for eighth place)
10. Virginia

The five states with the lowest economic clout were: Massachusetts, West Virginia, Nebraska, Connecticut and New Hampshire.

Other than Delaware, the Greater Philadelphia region is no where to be seen.

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Economic clout ranks all 50 states (and the District of Columbia) by the combined growth rates of women-owned businesses for number of firms, employment and revenues.

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### Metropolitan Area Economic Clout Rankings

From 2007 to 2018, the metropolitan areas that increased their economic clout — a combination of growth rates for number of firms, employment and revenues — were:

1. Charlotte-Concord-Gastonia metro area, NC/SC
2. San Antonio, TX
3. Austin, TX
4. Indianapolis, IN
5. Miami, FL
6. Richmond, VA
- 7/8. Detroit, MI / Memphis, TN (tied for seventh place)
9. Dallas, TX
10. Salt Lake City, UT

## Women Business Owners

- ◆ "Links" them with a panel of advisors recruited to meet the specific needs of her business
  - Panel members volunteer to work with the owner for one year to assist her in meeting her business objectives
  - Women business owners pay a one-time nominal fee to receive an advisory panel
  - Corporate Sponsors are given the opportunity to designate panel members

## Panel Members

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

# Success Story!

## Beverly Fetzner, Brookside Homes

- ◆ Founder Erie home nursing care company, Comfort Care & Resources Inc.
  - Beverly wanted to 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
  
- ◆ The result:
  - Brookside Homes with 3-bedroom ranch houses that were the start of Fetzner's dream for a successful new direction for her business



### **Additional ATHENAPowerLink benefits:**

- Improved skills:
  - Marketer and manager
  - Develop a long-term plan for Comfort Care's future
- New connections with local businesspeople
- 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 ATHENAPowerLink 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.



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



# Local Success Story!

## Adina Silberstein



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Queenie's Pets® is all about "Treating Pets Like Royalty". Adina Silberstein, founder and CEO of the professional pet sitting and dog walking company based in Northwest Philadelphia, wanted to continue to make the lives of pets and their humans better.



"I am so grateful for my ATHENAPowerLink panel. The return on investment was enormous. We benefited from some incredibly talented experts and a 545% increase in profit!" Adina closes with, "More than anything, I now have a team of happy employees who enjoy what they do - treating pets like royalty and making the lives of pets and their humans better."



# Local Success Story! Wendy Sachs, Philadelphia Nanny Network



## Philadelphia Nanny Network

*Since 1985, Wendy Sachs has demonstrated an uncommon ability to be completely tuned into the shifting needs of parents and children. Across four decades, she has innovated services that support children and families with unparalleled quality. As a well-respected voice in the industry, Wendy has used her knowledge and expertise to train an in-house staff that recruits the top nannies and household help.*

*Wendy's Panel helped respond to industry upheaval to keep her business thriving. Wendy has so benefitted from her Panel, she is keeping in touch!*

# Local Success Story!

## Allyson Christofferson, Rethink Innovations



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*“The ATHENAPowerLink® program **enabled me to get excellent advice from seasoned professionals** that, at that time, I would not have had access to and possibly may not have been able to afford. Their coaching **helped me build my own confidence** which is now evident in the way in which I run my business.”*

–Allyson Christofferson, President  
Rethink Innovations, A Technology Solutions Provider  
(609) 288-8406  
<http://myrethink.com/>

Today, Allyson is a strong advocate for this program because of the value she gained from her ATHENA advisory panel of professional experts.

# Local Program Participants

## Governing Body

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

## Women Business Owners (WBOs)

Must be a majority owner and an active manager of her company

## Advisory Panel Members

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

## Panel Liaison

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

# What are the Criteria for Selecting the WBO?

Must meet minimum criteria of:

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

***... Anticipation of Success***

# 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

# Advisory Panel Members

High-level business professionals from areas such as:

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





# Advisory Panels

***One year commitment by the Panel. Expected maximum of 25 total hours for the year (inclusive of all individual and group meetings)***

- ◆ Participate in quarterly meetings and interim conference calls with the business owner
- ◆ Occasional individual meetings with the business owner
- ◆ There is no expectation of providing individual work product
- ◆ Where services are requested, the Advisory Panel will be asked to provide 3 referrals
- ◆ Great networking, business and leadership growth opportunity





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# Benefits of Sponsorship

- ◆ 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
- ◆ Corporate Sponsor Recognition
- ◆ Company logo and/or name on newsletters & websites that reach approximately 3,000 professionals
  - ATHENAPowerLink® Greater Delaware Valley
  - Philadelphia Center for Advancing Entrepreneurs
  - 3 NAWBO chapters (Philadelphia, South Jersey and Delaware)

# 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
- ◆ Payment of a fee to ATHENA International for each WBO in the program

# ATHENA<sup>PowerLink</sup> NAWBO® Delaware Valley Region



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BENEFITS	PLATINUM	GOLD	SILVER	Cornerstone Patron
2 year minimum commitment, 3 year commitment desirable	\$10,000	\$5,000	\$2,500	\$1,000 (one-time)
Industry exclusivity	✓	—	—	—
One position on the Governing Body	✓	✓	—	—
Opportunity to participate on the committee to review and select program participants	✓	✓	✓	—
Opportunity to fill Advisory Panel positions per year of your commitment - based on need	2 POSITIONS	1 POSITION	—	—
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 highlighted in various program documents	NAME AND LOGO	COMPANY NAME	COMPANY NAME	COMPANY NAME
Company listed on website with link	NAME AND LOGO	COMPANY NAME	COMPANY NAME	COMPANY NAME