

Help Women Business Owners Grow Their Companies in 1 Year

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Rethink Innovations is a Technology Solutions Provider that designs, installs, and maintains corporate audio-visual technology for corporations in New York, New Jersey, eastern Pennsylvania and Delaware. After learning about the Athena PowerLink® program that offers women business owners (WBOs) advisory panels for one year, Allyson quickly applied. Today, she's a strong advocate for this program because of the value she gained from her Athena advisory panel of professional experts.

Allyson noted that she gained a tremendous amount of self-confidence by working with her Athena advisory panel. Input from her panel members gave her the assurance she was doing more things right than she realized. Also, when she needed to adjust the way in which she was addressing key decisions, her panel provided excellent guidance that enabled her to redirect those decisions and business practices. The advice from her panel of professional experts positioned Allyson to become more strategic and focused in how she addressed her target market and the services Rethink Innovations offers.

According to Allyson, "The Athena PowerLink® 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 Christoffersen, CEO, Rethink Innovations
www.myrethink.com

ATHENAPowerLink®, a licensed NAWBO® program is one of only 24 programs in the nation that provides women-owned businesses (2+years) with executive advisors in the fields of finance, technology, business consulting, marketing and related areas of expertise that are crucial to the growth and success of any business.

During the application process, the Governing Body meets with the woman business owner (WBO) to determine if she is coachable, has a business plan to execute, and a vision of where and how she wants to grow her business.

This program is designed to build on success to increase headcount, profitability, and personal wealth. Advisory Panels are convened to fill the specific needs and gaps in the expertise of the WBO.

Advisory Panel members commit to 20 hours for 1 year, consisting of 4 in-person meetings, and 3 telephone calls. There may be a desire to schedule a one-on-one meeting with the WBO.

Serving as an Advisory Panel Member is satisfying and enjoyable as you interact with the WBO and the other Panel Members, to help the business evolve and grow over the course of a year.

To learn more about the ATHENAPowerlink program navigate to: www.apl-nawbodv.org/ or email Barbara Koroncai at: bkoroncai@barrpino.com

Applicants are selected on a rolling schedule. Panels are formed as approved applicants are accepted.



GREATER PHILADELPHIA FOUNDATION
FOR WOMEN ENTREPRENEURS

National Association of Women Business Owners

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