

Where Can Women Business Owners Find High Powered, Pro Bono Advisors To Help Grow Their Companies?



"LifeCycle Software was started in 1999 and is a full service technology company with IT, Cloud and Custom Software services.

The ATHENAPowerLink program compiled an experienced and professionally active Advisory Panel from varied business units, and tailored to the technology sector for LifeCycle Software. The panel worked with LifeCycle to identify goals and mitigate risks – creating processes that remain in place today. The HR experience of one board member was invaluable and that relationship remains strong even after the advisory panel disbanded after the year term. The panel's experience moved LifeCycle to the next stage of company development and profitability. An invaluable experience!"

—Jane McLaughlin, CEO, LifeCycle Software
www.lifecyclesoftware.com

ATHENAPowerLink® NAWBO® Delaware Valley 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.

"The ATHENAPowerLink program is unique in its ability to use a think tank of local professionals to help make a business larger and more profitable.

My experience as a panel member has been personally rewarding as I worked with each business owner to define and execute her vision during the program.

Wells Fargo celebrates the strength, vision and innovation of women business owners and is proud to support ATHENAPowerLink in achieving our shared goals."

—Catherine P. Adams, Relationship Manager, Vice President
Wells Fargo Commercial Banking

To learn more about the ATHENAPowerLink program and/or to apply: www.apl-nawbodv.org
or email at: athena@philadelphiaentrepreneurs.org

Applicants will be selected on a rolling schedule.

**PHILADELPHIA CENTER FOR
ADVANCING ENTREPRENEURS**



ATHENAPowerLink® IS A REGISTERED TRADEMARK OF ATHENA INTERNATIONAL.
NAWBO IS A REGISTERED TRADEMARK OF THE NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS

