

## ATHENAPowerLink® Program



### About the Program

Jacksonville's ATHENAPowerLink® program, one of only 29 offered nationwide, targets women-owned businesses that are at least two years old and beyond the initial start-up difficulties.

In essence, the program "links" the business owner with a panel of unpaid advisors who agree to work with her for one year to meet her stated business goals and objectives. Business owners learn to network, access capital and implement best practices from these volunteer advisors.

The panels of advisors are chosen from local leaders and professionals in their fields. They bring expertise to the business and are hand selected based on the specific needs of the business owner.

### Requirements to apply

Applicants must complete an application, submitted during stated enrollment periods. To be considered, the company must meet all of the following criteria:

- The 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; or at least \$100,000 for service businesses
- clearly defined company objectives and goals

### What Graduates Are Saying

*"It has been said the "only true gift, is a portion of oneself." My ATHENA panel included six business professionals always willing to "gift" their time, talents and expertise to help my business grow. Our gross revenue year to date is more than 25% above where we were this time last year. This significantly exceeds the 6% increase that my fellow franchisee owners experienced nationwide. We have added 18 new full and part-time employees this year, with total employees now at 78. Kathryn Murphy, President/CEO, KRM Resources, LLC dba Comfort Keepers and a 2010 ATHENAPowerLink® graduate.*



The Jacksonville Women's Business Center is a program of the Jacksonville Chamber Foundation, a 501(c)(3) organization. JWBC is partially funded by a cooperative agreement with the U.S. Small Business Administration. SBA's cooperation does not constitute or imply its endorsement of any opinions, products or services. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. All SBA programs are extended to the public on a nondiscriminatory basis.