



ATHENA PowerLink®

ATHENA PowerLink®

A business mentoring program designed to increase the growth and profitability of women-owned businesses

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Dear WBO:

On behalf of the ATHENA PowerLink Erie Governing Body we are excited to announce that we are now accepting applications for the ATHENA PowerLink® program.

The ATHENA PowerLink® program is a national mentoring program that connects selected business owners with a skilled advisory panel, free of charge for one year. Erie women business owners have benefited from this outstanding entrepreneurial program for over 20 years. The previous women business owners that have excelled from this program are from a diverse industry base including commercial/residential interior decorating and window care, employment agency, residential financial and settlement services, home healthcare, retail sign business and designer glass. All of these entrepreneurs have achieved substantial financial growth in sales, income and employees as a result of their commitment and participation in this program.

We would like to strongly encourage you to consider applying if you are interested in receiving expert advice and invaluable insight on growing your business enterprise.

Attached you will also find a copy of the ATHENA PowerLink® application...

To find out more information please contact me at [athenaerie.stevenson@gmail.com](mailto:athenaerie.stevenson@gmail.com) or 814-504-6362. You may also visit the [athenaerie.org](http://athenaerie.org) website to download a program application. Applications will be accepted until October 15. **Please let me know if you need an extension.**

Sincerely yours,

Linda L. Stevenson  
Governing Body Chairperson  
ATHENA PowerLink®



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application form

Date \_\_\_\_\_

NOTE: Final acceptance date for application: \_\_\_\_\_

Woman Business Owner(s) \_\_\_\_\_

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Cell/Pager \_\_\_\_\_

E-mail Address \_\_\_\_\_

Web Address \_\_\_\_\_

QUALIFICATION QUESTIONS:

Month/Year business began \_\_\_\_\_

Percent of business owned by one or more women \_\_\_\_\_

Does the Applicant actively manage the business? (circle one) Yes No

Number of employees (include applicant if applicable):

Full Time \_\_\_\_\_ Part Time \_\_\_\_\_

Date fiscal year ends \_\_\_\_\_

Sales or revenue history (use annual fiscal year numbers; do not include cents):

Last fiscal year \$ \_\_\_\_\_

Previous fiscal year \$ \_\_\_\_\_

2 years previous \$ \_\_\_\_\_

Projected for this fiscal year \_\_\_\_\_

Budget for next fiscal year \_\_\_\_\_

Is there anything the ATHENA PowerLink® program should know about you or your business; i.e., do you have any litigation pending? Are there significant personal or business financial difficulties of which we need to be aware?

1

Have you applied for an ATHENA PowerLink® Advisory Panel before? (circle one) Yes No

If yes, when, and please describe why you did not receive one.

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*application form*

**BUSINESS QUESTIONNAIRE:**

Do you have a business plan? (circle one)    Yes    No  
(If yes, please send business plan with application, if possible.)  
Briefly describe your goals for the business.  
Over the next one year:

Over the next five years:

Do you have financial projections for the next one to two years?  
(circle one)    Yes    No  
(If yes, please send financial projections with application, if possible.)

Does your business currently have a board of directors?  
(circle one)    Yes    No  
(If yes, how many directors, and describe their areas of expertise.)

Do you expect any significant change in business ownership or operation during the next 18 months? (circle one)    Yes    No  
(If yes, please describe.)

**2**

Briefly describe your business' products.  
(Include any business literature with application.)

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A T H E N A  
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# ATHENA PowerLink®

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Who are your three largest customers? Approximately what percentage of last year's sales do they represent? Approximately what is your average size sale overall?

Briefly describe your business' major strengths and major weaknesses.

Briefly describe your major competition and its/their strengths and weaknesses.

What are your primary tasks as president/owner?  
Which do you enjoy more:  
(a) running the business or (b) being in the industry?

What frustrates you most about running your business?

What is your highest business priority and how do you see an Advisory Panel being able to help you reach that priority?

Have you participated in a Small Business Administration Program such as SCORE or an SBDC? If so, please state when and describe how your business benefited.

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What successful adviser/advisee relationships have you had while running this business?

What good advice have they given you? How has this affected your business? Has it resulted in any lasting or permanent change?

What kinds of people would you like to see on your Panel?  
What characteristics do you think a good adviser should have?

The information contained in this application is provided for the purpose of obtaining an unpaid Advisory Panel through the Athena PowerLink® program. I understand that you are relying on the information provided herein in deciding to grant an Advisory Panel, and therefore, I represent that the information provided is true and complete. You are authorized to make whatever inquiries you deem necessary, and you have permission to obtain a credit report on me or on my company from any credit reporting agency.

Please mail all applications with a postmark dated no later than October 15.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Social Security Number

\_\_\_\_\_  
Date

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Please return completed application and attachments to:

**Linda L. Stevenson**  
**Athena PowerLink®**  
**Governing Body Chair**  
**3208 Georgian Court**  
**Erie, PA 16506**  
**814-504-6362**