



AthenaPowerLink®

*A national mentoring program that connects selected women business owners
with a skilled advisory panel of local professionals.*

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Greetings to the 2005 Program Candidate!

Thank you for your interest in participating in the ATHENA *PowerLink*™ program. As a woman owned business you can have the benefit of an advisory panel of Erie's finest professional that are specifically selected to help you attain your desired business growth.

Completing the 2005 ATHENA *PowerLink*™ program application is the first step in the nomination process. Please give us your candid response to each question so we can gain a better understanding of your areas of concern, your business strengths and weaknesses. This information will be helpful in determining if an advisory panel is what you need and if so what professionals should be selected for your panel.

If your business is selected, I will set up a meeting with you to gain a better understanding of your business goals. Prior to this meeting, you will be introduced to the Panel Coordinator who will help you throughout the entire program process.

The structure of the "Panel Year" is to hold five meetings, and the first meeting is an Introductory Session, which is scheduled to last approximately two hours. You will be asked to share a history of the company at this meeting. The remaining four meetings should not run more than one hour. As you can see, we realize just how important your time is as well as your panel of professionals.

Enclosed is a brief overview of the program to help you in your decision to make this valuable commitment of your time. ATHENA *PowerLink*™ is one of the most dynamic programs in the nation available to women business owners and those fortunate to participant find it to be a rewarding experience. Applications are due by **March 15, 2005**. If you have any questions on the application process or the program; please call me at 814-871-1380 or Debra Steiner at 814-871-7713.

Sincerely,

Linda L. Stevenson
Governing Body Chairperson
ATHENA*PowerLink*®