



FOR IMMEDIATE RELEASE

CHICAGOLAND CHAMBER'S ATHENA PROGRAM WELCOMES THE TERCET GROUP

Chicago...November 15, 2004 - The Tercet Group, a marketing and design firm in Chicago's West Loop, announces it has been accepted as a participant in the Chicagoland Chamber of Commerce's ATHENA*Powerlink* program.

ATHENA*Powerlink* is a business development program designed to help women-owned firms of all sizes elevate their business to the next level of growth and profitability. The program does this by assigning each participating company an advisory board comprised of a range of business professionals, both male and female. The board and firm work together for one year to assess business goals, identify the company's strengths and weaknesses, and create a workable plan for reaching those goals.

There is no cost to participate in the ATHENA*Powerlink* Program, but in order to be considered a company must meet the following criteria:

- be 51% owned and actively managed by a woman or women;
- have been in operation for a minimum of two years;
- have at least two full-time employees or a number of employees whose total work hours add up to two full-time positions;
- have annual revenues of at least \$250,000 for a retail or manufacturing business, or \$100,000 for a service business; and
- must have clearly defined objectives and specific reasons for seeking and advisory panel.

ATHENA*Powerlink* is a program of the national ATHENA Foundation, and administered locally by the Chicagoland Chamber of Commerce's Entrepreneurial Center. Additional information is available at www.athenafoundation.org or www.wehaveanswers.org.

"Good Things Happen in Threes": About The Tercet Group

Since 1999 The Tercet Group has worked with companies of all sizes and industries to help them attain their business goals as their marketing communications partner. Tercet was founded on the belief that marketing communications shouldn't cost a fortune and comes full circle...in other words, there is an undeniable relationship between an agency, its clients and the people with whom these clients do business. For more information visit www.tercetgroup.com or call 312.432.7550.

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