



**FOR IMMEDIATE RELEASE**

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## **THE TERCET GROUP NAMED ATHENAPowerLink® CHICAGO AREA BUSINESS OF THE YEAR**

**Chicago...June 22, 2006** – The Tercet Group, a marketing and design firm based in Chicago’s West Loop, received the ATHENAPowerLink® Chicago Area 2006 Business of the Year Award from the Chicagoland Entrepreneurial Center (CEC).

The award was presented to The Tercet Group’s founding partners – Aimee Floto, Pamela Helminski and Terri Scales – on June 15<sup>th</sup> during the CEC’s Third Annual ATHENAPowerLink® “SHE” Reception. The ATHENAPowerLink® program is operated locally by the CEC, and in partnership with the National Association of Women Business Owners-Chicago Area Chapter and the Women’s Business Development Center. National City Bank and Foley & Lardner LLP provide financial support for the program, which connects women business owners with professional advisory panels for 12 months at no cost.

The Business of the Year Award is given to program participants who exemplify the value of advisors and mentors by effectively utilizing their volunteer advisory panels to achieve new business milestones, and in turn, by sharing their enhanced skills, knowledge and networks with current and prospective program participants to promote business growth at the community level.

The Tercet Group completed the ATHENAPowerLink® program in February 2006 and credits much of its success with the active involvement of its advisory panel:

- John Bielecki – Founder & CEO of CompassLead Consulting, Inc.
- Claire Gregoire – Founder & President of KAMDEN Strategy Group
- David Houle – Strategist & Futurist; Founder of evolutionshift.com
- Scott Issen – Director of Strategic Initiatives for the CEC
- Kathleen Pasulka-Brown – Partner, Foley & Lardner LLP

**About The Tercet Group**

Founded in 1999, The Tercet Group is a marketing and design firm committed to helping small and mid-sized companies become more successful through effective use of a customized blend of communication tactics. Additional information is available at [www.tercetgroup.com](http://www.tercetgroup.com) or by calling 312.432.7550.

**About ATHENAPowerLink®**

The ATHENAPowerLink® program, which connects women business owners with professional advisory panels for 12-months at no cost, acts as an incubator of ideas, strategies and best practices, as well as a catalyst for growth. It also offers local business leaders the opportunity to share their knowledge with women entrepreneurs. More information is available at [www.chicagolandec.org](http://www.chicagolandec.org) or by calling 312.494.6777.

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