

PRESS RELEASE: Ricart & WSBA Form a Partnership to Drive Education Opportunity for Women Business Owners

Columbus, OH (February 14, 2014) – Ricart Automotive Group has teamed up with The Women’s Small Business Accelerator, Inc. (WSBA) to provide a scholarship for an aspiring woman business owner to receive six months of education and an additional six months of mentoring with the goal of creating the next successful central Ohio entrepreneur.

“The Ricarts, lifetime central Ohio residents and successful business owners, have been actively supporting educational initiatives in our area for years,” Said Mary McCarthy, president and co-founder of the WSBA. “They’re the epitome of successful entrepreneurs. They have built on their father’s single dealership, growing to one of the largest automobile dealerships in this area.”

The \$2,500 scholarship provides tuition for the Inspired Educational Program, an intensive program that includes over 70 hours of education and direct coaching assistance to help a woman clearly define her business concept and develop business, marketing and sales plans and guide a new business through their first one to three years. Additionally, the scholarship recipient will receive an additional six months of monthly collaborative mentoring through the WSBA’s Business Circles. “Whereas the education program is more intensive and structured, the Business Circles are driven by the participants’ needs,” notes Sharon DeLay, the WSBA’s Executive Director. “Our participants may have urgent issues they need to discuss, so we have a more flexible agenda in the Business Circles, allowing us to be responsive to the participants and their unique needs.”

Rhett Ricart, co-owner of Ricart Automotive Group, has been a supporter of the WSBA from its early days in 2013. "This partnership with Ricart will enable us to reach more women entrepreneurs in the Central Ohio area," says Mary McCarthy, president and cofounder of the WSBA. "We're very excited to have Ricart supporting us as we provide assistance to as many local business owners as possible through our expanded reach." In addition to providing a generous scholarship, Ricart is also providing promotional assistance about the WSBA education program opportunity through its own innovative marketing outreach.

A winner will be selected in late February based upon their business idea, unique story, and the reasons they feel they should win the scholarship. Any woman business owner (both new and existing) may apply for the scholarship by visiting <http://wsbaohio.org/ricart>.

About the WSBA:

The WSBA is a non-profit organization with a mission to help all women business owners, regardless of net worth or education level, achieve their business ownership dreams through empathy, mentoring, and education. Through our support and educational programs, the WSBA strives to reduce the failure rate for women microbusiness owners, thereby improving our economy through business growth and job creation.

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