

FOR IMMEDIATE RELEASE

LOCAL WOMEN BUSINESS OWNERS LAUNCH WOMEN'S SMALL BUSINESS ACCELERATOR

September 9, 2012—Central Ohio is now home to the Women's Small Business Accelerator (WSBA), the first incubator in this region dedicated to mentoring, educating and guiding women as they explore, launch and build their small and micro businesses. Founded by entrepreneurs and women-business owners Mary McCarthy and Caroline Worley, women-business owners who have built their own businesses around mentoring and supporting small businesses, the WSBA is a non-profit organization focused exclusively on women who, while the largest percentage of small business owners, still lag behind men in average sales, employee numbers, and securing funding .

"Because of the election, there is a lot of focus on securing the small business owner's support," said Mary McCarthy, WSBA co-founder and partner of Your Management Team, Inc. "This most recent presidential cycle also focused quite a bit on pay disparity for women with the passage of the Lilly Ledbetter Fair Pay Act in 2009. It's clear that while women may still be identified as a minority, they are garnering a lot of attention in the political world stage." Now is the right time to start this type of resource.

According to the United States Department of Commerce Economics & Statistics Administration's "Women-Owned Businesses in the 21st Century":

- Women-owned businesses account for almost 30% of all non-farm, privately-held U.S. firms (2007) and employ 7.6 million workers.
- In the 10-year period between 1997 and 2007, women-owned businesses grew twice as fast as men-owned businesses, adding jobs where other businesses lost jobs.
- Businesses owned by women are unique in terms of their size, the size of industries they're typically in, and their average sales and employment figures.
- Women business owners generally start with less capital and are less likely or willing to take on debt to expand their businesses.

The accelerator, located at 403-409 W. Main Street in Westerville, is just over 6,000 square feet of co-working space divided into four suites, two conference rooms, two kitchens, a creative space, and access to a beautiful training space that accelerator participants can lease at a reduced rate. The accelerator offers approximately 35 office spaces, including private offices and cubicles, available to women-business owners at or below competitive market rates. To further assist business owners, the Women's Small Business Accelerator will provide mentoring through monthly, facilitated peer-to-peer roundtables and training classes over a variety of topics ranging from writing a business plan through operational topics that assist business owners in expanding their businesses past the start-up phase. Office space will begin leasing in October, made possible in part by a sizeable donation of office furniture from King Office Interiors and a donation of the space from John Zettler, owner of Zettler Hardware, until each suite is fully leased.

The Board of Directors for the WSBA includes:

Sandy Blanquera, founder of Social Boomerang, Sharon DeLay, owner of BoldlyGO Career & HR Management, Shannon Feucht of the SBA, Tom Guy of Innovate New Albany and Mary Relotto of Dames Bond. All board members also have extensive experience working with small business owners.

Mary McCarthy is co-founder of WSBA and Your Management Team, as well as a volunteer with SCORE Columbus, on which she was the Chairperson from 2007-2010. She sits on the Athena PowerLink Governing Body, is the 2013 chair of the NAWBO Columbus Visionary program, as well as on the Public Policy Committee, and is on the programming committee for the Westerville Chamber. Through her company, Mary has provided training to over 1,000 small business owners in the central Ohio area.

Caroline Worley is also a co-founder of WSBA and Your Management Team, and also owns Worley Law, a law firm focused on small businesses. She is the President-elect of NAWBO Columbus, sits on the Athena PowerLink Governing Body, and is President of the Women's Committee for the Westerville Chamber.

For more information about the WSBA or to arrange a tour, contact Mary McCarthy at mary@yourmanagementteam.net or 614-602-6530.

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