



FOR IMMEDIATE RELEASE

Contact: Katie Gage 202.242.6281
kgage@springboardenterprises.org
www.springboardenterprises.org/builditbig



Ohio's Women Entrepreneurs Leverage Expertise

5 Companies To Be Showcased at Build It Big: Cleveland

Cleveland, Ohio -- July 14, 2011 – Venture catalyst [Springboard Enterprises](#) has selected five outstanding women-led companies from Northeast Ohio to participate in a new accelerator program – [Build It Big: Cleveland](#). The companies, selected for their high growth potential and track record of milestone achievements, will present their businesses at a showcase on September 14, 2011 at Key Tower. [To learn more click here.](#)

Build It Big: Cleveland provides showcase companies with their own personal accelerator, tapping into the know-how of each program partner to chart effective strategies for expanding their businesses. The companies will take part in one-on-one strategic counseling sessions with experts and thought leaders from the three program partners – [Key Bank](#); law firm [Thompson Hine LLP](#); and accounting firm [Meaden & Moore](#).

“We are thrilled to work with such an exceptional group of Ohio women entrepreneurs, pushing the envelope in brilliance and innovation,” said Karen McCarthy, CPA at Meaden & Moore. “Our goal is to combine their leadership with the partners’ expertise to develop bigger, stronger businesses.”

The five showcase companies, selected from a pool of applicants, represent the diversity of enterprises in Northeast Ohio - from retail and publications to business products and services to social media. The selected companies and their women leaders are:

- Lisa Bachman, [All Points Connect](#) -nationwide grassroots marketing agency
- Betsy Hubbard & Debra Jasper, [Mindset Digital](#) -high-energy, high-level social media training
- Jodi Marchewitz, [iGuiders, Inc.](#) -Guided Shopping Experience™ application
- Kimberly Martinez, [Bonitas International](#) -collection of fashion lanyards
- Stephanie Silverman & Susan Borison, [Your Teen \(YT\)](#) -print magazine dedicated to parents raising teens

“Our founding core vision of Key4Women is to provide access to capital and customized solutions, as well as education and networking opportunities to women-owned businesses,” remarked Maria Coyne, KeyBank’s head of Business Banking and founder of Key4Women. “We are proud to realize that vision through **Build It Big: Cleveland**, by empowering women entrepreneurs to build exceptional businesses.”

“Cultivating more entrepreneurial enterprises in Northeast Ohio is vital to our economy, and we are particularly proud to focus on high-potential female-led businesses,” commented Heidi Goldstein, chair of Thompson Hine’s women’s initiative, Spotlight on Women®. “Thompson Hine is ranked among the top law firms in the country for women, and that success is a result of creating an environment where women can thrive. **Build It Big** fosters the same goal.”

“This is an opportunity to leverage the knowledge and expertise of industry leaders to strategize the path I will take to massively scale my business,” said Jodi Marchewitz, Founder and CEO of iGuiders, Inc.

###



About the Partners

*Cleveland-based, **KeyCorp**, is one of the nation's largest bank-based financial services companies, with assets of approximately \$92 billion. KeyBank provides financial solutions, networking opportunities and ongoing education to women-owned businesses through Key4Women.*

***Meaden & Moore** is a full-service accounting firm dedicated to assisting businesses to develop strategies to thrive in today's global economy. The firm's career development program is dedicated to promoting the technical training, personal growth and leadership development of women professionals.*

***Thompson Hine LLP**, a business law firm with nationally-acclaimed client services has been supporting women entrepreneurs for years, with their Spotlight on Women's initiatives, a pacesetter in promoting and celebrating women in business.*

*Venture-Catalyst **Springboard Enterprises** is the premier platform where entrepreneurs, investors, and industry experts meet to build great women-led businesses. Springboard educates, sources, coaches, showcases and supports high growth companies seeking equity capital for expansion. The women-led companies in the Springboard portfolio have raised over \$5.5 billion including 8 IPOs, and legions of high value M&As.*