



For Immediate Release

Contact: Susan Johnson
sjohnson@womenpresidentsorg.com
212-688-4114 Office
917-601-5778 Mobile

**SAGE ADVICE PROGRAM OFFERED BY WPEO AND CAPITAL ONE
HELPS WOMEN BUSINESS OWNERS ACCELERATE GROWTH**

New York, New York (September 15, 2017) – Based on the success of the pilot of the Strategies to Advance and Grow Enterprises (SAGE Advice Program) launched last year, the Women Presidents' Educational Organization, in partnership with Capital One, is rolling out the unique one-year program for a second year. The objective is to expose women business owners to critical leadership skills and financial acumen needed to accelerate the growth of their companies.

SAGE Advice serves women-owned businesses in New York, Southern Connecticut, Northern New Jersey, Washington, D.C., Maryland and Virginia. Participating companies are officially certified by the Women's Business Enterprise National Council as women-owned with average revenues of \$500,000 or less.

Each SAGE participant must hold the highest office in the company and commit to quarterly meetings for one year. Each two-day session features classroom instruction combined with consultation with other successful entrepreneurs. Members of the Women Presidents' Organization (WPO) and Capital One help participants apply concepts learned during the SAGE Advice program. WPO is a membership organization for women presidents, CEOs, and managing directors of privately held, multimillion-dollar companies.

The program includes:

- Regular consultation with Capital One associates
- Interaction with successful women business owners
- Support network for sharing learnings and new ideas

“Capital One is pleased to partner with WPEO on the SAGE Advice Program because we are both committed to offering educational programs and providing networking opportunities and recognition for women-owned businesses,” said Susan Feiner, Vice President, Enterprise Supplier Management, Capital One and WPEO Board Member. “Capital One believes that diversity drives innovation in our supply chain and we're committed to having a supplier base that is reflective of our diverse associate and customer base.

Graduates were unanimous in their praise of the SAGE program. “One of my most profound moments was the realization I am not in this entrepreneurial glass house alone,” said Cheryl McCants, Impact Consulting Enterprises. “I am not alone in managing my staff, my family and my life. I am not the only business owner worrying about receivables and payables. And most importantly, I am not the only female, small business owner committed to exceeding my own expectations and achieving my business dreams.”

Pattie Sassano, FIT2Order, said, “SAGE Advice is a program for small WBENC certified companies that enables growth through business education and a robust support system. By applying the education and using the resources throughout the year, FIT2Order not only developed a dynamic, one-page business plan and stronger business acumen.”

“It is gratifying to see the result of this collaboration between Capital One, WPO and WPEO. By joining forces we are able to leverage their expertise and experience to strengthen women-owned small businesses in the pipeline. Our graduates attribute 35% of their revenue growth to the SAGE program. One business grew from \$400,000 to \$1 million in one year,” said Sandra Eberhard, Executive Director, WPEO-DC.

#

About The WPEO

The Women Presidents' Educational Organization (WPEO) is a regional affiliate of the Women's Business Enterprise National Council (WBENC), the nation's premier third-party certification organization for Women's Business Enterprises (WBEs). The mission of the WPEO is to create increased access to business opportunities for WBEs. Its programs develop skills and knowledge for WBEs, advocate in the public and private sectors, foster relationships between WBEs, corporations and the government, and provide full service, third-party certification to women entrepreneurs in areas that include New York, Northern New Jersey, Southern Connecticut, Washington, D.C., Maryland, and Virginia. WPEO is incorporated in the state of New York and is recognized as a 501(c) (3) organization. For more information please visit www.wpeo.us or call (212) 688-4114. Follow us on [Twitter @WPEONYDC](https://twitter.com/WPEONYDC). Like us on [Facebook @TheWPEO](https://www.facebook.com/TheWPEO).