

# The LEAP Program

**A special  
program for  
women  
business  
owners**

## What is the LEAP Program?

LEAP stands for Launching Entrepreneurial Advisory Panels

The LEAP Program creates customized advisory panels for established businesses owned or co-owned by women. These panels of women and men provide advice, assistance, and expertise to help the entrepreneur grow, change, and/or enhance her business.

LEAP also helps program participants connect with University of Wisconsin and community resources, while learning the value of using advisory panels and networking to benefit



- Over 30 LEAP Teams created since inception
- 150+ Advisors on past or present teams

"...excellent networking opportunity, a lot of fun, and a great group of people to work with"

**Cay Villars,**  
**Celebris Consulting**  
**LEAP Advisor**



**A special program  
for women  
business owners**

**Launching  
Entrepreneurial  
Advisory  
Panels**

# LEAP

**Coordinated by  
UW-Madison's:**

- **School of Business**
- **Women in Business Council**
- **Weinert Center for Entrepreneurship**

# Overview

The **LEAP** Program is a collaborative effort between community partners and experts, the UW-Madison School of Business, the Women in Business Council, and the Weinert Center for Entrepreneurship.

The purpose of the program is to:

- ◆ Assist established women entrepreneurs by forming advisory panels suited to the needs and growth goals of their businesses
- ◆ Provide training and access to UW and community resources for both the entrepreneurs and the advisors
- ◆ Facilitate the creation of working networks between LEAP participants, advisory panel members, sponsors, and other community organizations
- ◆ Create a pool of experienced women and men to serve on small business advisory panels and boards and eventually on larger boards of directors
- ◆ Contribute to the growth and success of women-owned businesses and to overall economic development

"Since I started with LEAP my annual sales have grown to \$1.3 million in 2005 and should reach \$2 million in 2006. I firmly believe that the processes LEAP helped me set up made all of this possible and they are still helping today."

**Lisa Hartig, One Call Dental Staffing, Inc.**



If you would like to be a LEAP Entrepreneur or Advisor or you or your organization would like to be a LEAP Sponsor or Supporter, contact::

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## For More Info

"...having 5-6 minds for 2 hours each month focusing on my business is the greatest.

**Jenna Ruehlow-Haney,**  
*Neway Directions*



### Who is eligible to have a LEAP Panel?

- Businesses primarily owned and operated by a woman (women)
- 3-5 years in business
- 1 or more employees or plans to hire one or more employees
- Potential for growth, improved profits and/or significant positive change for business
- Business owner and key staff committed to full participation in LEAP and use of LEAP Advisory Panel

### How can my organization or I become a LEAP Sponsor or Supporter?

- Financial contribution - \$2,000 - \$10,000 / year
- Host training or networking events
- As an individual, become a Friend of LEAP by contributing \$100 or more