



FOR IMMEDIATE RELEASE

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2009 ATHENAPowerLink® Recipient Selected

Program Boosts Growth and Profitability of Woman-Owned Business

The ATHENAPowerLink® (APL) governing body named Linda Hundt, owner of Sweetie-licious Pie Pantry in Dewitt, MI, as the 2009 APL recipient.

APL is a year-long mentoring program designed to increase the growth and profitability of an established woman-owned business. Hundt will receive one year of free business counseling from a skilled advisory panel. The panel will consult to help Hundt achieve networking, capital, operational and strategic goals.

“Linda Hundt, owner of Sweetie-licious, represents the vision, knowledge and commitment to a strong business plan that are the foundation for success,” said APL Governing Body Co-Chair Theda Rudd. “We see this business as being on track to meet the long-term business goals. If we can accelerate this development, the company will become of an even greater asset to the Lansing region.”

Sweetie-licious Pie Pantry serves homemade pies using a variety of Michigan products. Hundt provides a unique twist by attaching a story to each pie honoring its tradition. She began as a home-based business in 2002 and grew into a retail bakery in 2005. In the past year, Hundt received first place at the Crisco National Pie Championships and the Food Network Pie Challenge. Sweetie-licious was also named the number one sweet shop in Michigan.

ATHENAPowerLink is a partnership between the Lansing Regional Chamber of Commerce and National City. APL is a trademarked program of ATHENA International and is locally administered by the Lansing Regional Chamber of Commerce. Previous winners include: Kathleen Valentine, owner of The Plant Professionals; Dr. Sue Maurer of Care Connections; Dr. Marcy Street of Doctor’s Approach Dermatology and Laser Center; and Angelia McGarry of Carolan and McGarry, CPA.

The Lansing Regional Chamber of Commerce is the largest business organization in the tri-county region, serving a business population of more than 14,000 companies. LRCC is dedicated to making business in the region more profitable by providing programs that create new customers, enhance member visibility and create a prosperous economic environment. LRCC members rely on four key areas to help them succeed: Business Advocacy, Business Expansion, Business Savings & Business Exposure.

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