



# Pro Bono Success Story

## Avery Horzewski

A fellow consultant suggested WIC as a great place to network, meet other women consultants, and learn best practices. Networking isn't something that comes easily to me, but from my first WIC meeting in 2001, I felt welcomed—and I've been coming every since. A welcoming atmosphere isn't the only thing WIC has given me—not by far.

Just a few of the reasons I keep coming back:

- **75% of my revenue over the past few years is directly related to my involvement with WIC.** Volunteering on WIC projects and committees and offering my services in WIC's silent auction helped me cultivate relationships with other consultants who now use my services and recommend me to their clients.
- **My WIC colleagues are a built-in advisory board.** They offer guidance on business challenges and provide a sounding board on crazy days or when work or life is getting the best of me.
- **WIC events provide opportunities for continual learning.** I'm continually amazed at the organization's ability to attract sharp, savvy individuals who are so open and willing to share. I can attribute 15 percent of my revenue to following the best practices I've learned at WIC meetings.



### Pro Bono Snapshot

**WIC pro bono roles:** corporate communications chair, silent auction chair/coordinator, secretary, marketing & PR director, president

**Years as a WIC member:** nine

**Years as a Pro Bono Team member:** seven

### AVE Consulting, Inc.

AVE Consulting, Inc. helps companies of all sizes develop compelling and effective communication strategies and marketing collateral that help them engage with their customers in an authentic way to generate greater brand awareness, build customer loyalty, and increase sales.

Years in business: 12+ full time

- [Learn more at www.aveconsulting.com](http://www.aveconsulting.com).

