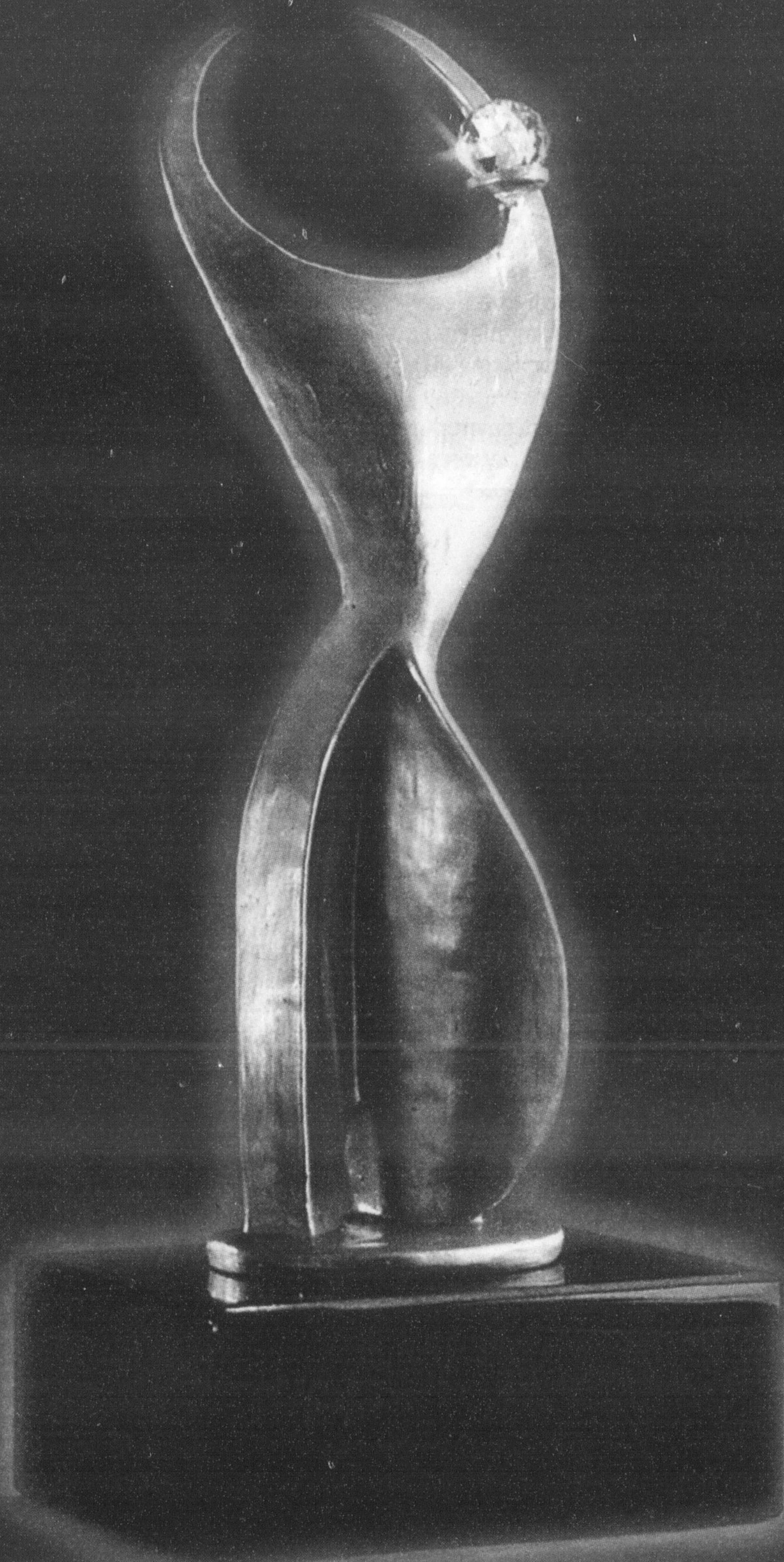


# 2005 ATHENA Awards



**Thursday May 28th, 2005.  
Glencairn Golf Club  
9807 Regional Road 25, Halton Hills.**

The ATHENA Award program was started over 23 years ago when Martha Mayhood Mertz found herself to be the only woman on the board of her local chamber. She knew this did not represent the important leadership role that women play in the community and she established an award program that honoured individuals who mentored women and fostered their leadership potential.

The ATHENA Leadership Model articulates a philosophy of leadership that advocates for leadership from the heart and head.

Like the base of the ATHENA Sculpture, ATHENA leaders have a strong sense of self. They know who they are, operate from a clear set of values and from that foundation are able to lead and inspire others.

Relationships are important to them and they recognize and respect the talents of others and have a collaborative operating style.

Standing firm in the midst of uncertainty, these leaders act with integrity and have the courage to speak the truth, test relationships and confront traditional thinking.

Unstoppable forces for good, ATHENA leaders are fierce advocates. Recognizing that something needs to be done, they ignite the passion in themselves and others.

People are drawn to their "careism", generosity of spirit and giving back is integral to all they do. Recognizing the value of lifelong learning, they are both the teacher and learner, demonstrating both a willingness to listen and heed advice.

And last but by no means least, ATHENA leaders celebrate life with exuberance and optimism. They recognize the limitless possibilities of life.

This model bolsters the increasing attention being paid to mentoring and coaching as developmental tools to leadership.

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\* Customer Service - Index Survey Conducted by Synovate. Most recent survey conducted July-Sept 2004.