

Dr. Amelia Kenyon of Professional Education Services Selected As Finalist in WomanUp & Pitch Competition



CNA TRAINING

Grand Rapids, Michigan Feb 19, 2022 (Issuewire.com) - Dr. Amelia Kenyon of Professional Education Services, LLC is a finalist in the West Michigan WomanUp & Pitch Competition!

Professional Education Services offers certified nursing assistant (CAN) training at their training center located in Grand Rapids, Michigan.

The WomanUp & Pitch Business Plan and Pitch Competition is a funding opportunity for women who wish to start or grow an existing for-profit business. Forty total finalists were selected, ten in each location, divided into two categories: Idea phase/Startup (in business less than 3 years and revenue less than \$250,000) and Established/Growth (in business for 3 years or more and/or revenue greater than \$250,000). Winners in each category at each location will be awarded cash prizes as follows:

1st Place — \$10,000

2nd Place — \$5,000

3rd Place — \$2,500

Audience Choice — \$1,000 (One winner per location)

The top forty finalists have been connected to advisors, coaches, and mentors who provided professional services and expert advice as the women create viable business plans and prepare to take the stage to pitch their idea to a panel of business experts and an audience of other entrepreneurs, small business owners, potential investors, and business and community leaders. The business plans, reviewed in advance of the pitch by each judge, account for 60% of the final score; the pitch accounts for 40%. Businesses must be at least 51% women-owned.

Dr. Amelia Kenyon, Program Director and co-owner at Professional Education Services, will represent PES, a CNA training program in West Michigan. PES was started in 2020 and became a leading CNA training program in West Michigan in 2021. PES plans to open more training centers in Michigan and throughout the United States in the next few years.

The pitch competition will be held on March 3, 2022, and Dr. Kenyon will pitch for a \$10,000 grant to help with growth costs and to help set PES's current training center as a testing center for past and future students.



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