



# Powerhouse

Providing clients with virtual team solutions worldwide!

We serve as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our team provides project/retainer-based work in key service areas companies need, such as



## Business Development

Award nomination writing  
Proposal writing  
Contract management  
Partnership packages

Strategic planning  
Grant writing  
Opportunity/market research

## Company Development

Company teambuilding  
Professional development plans  
Hiring (plans and processes)  
Project management  
Talent management

Departmental mentoring/coaching  
Accountability partnering  
Orientation (and ongoing training)  
Process/resource development

## External Communication

Product/service campaigns  
Speech writing  
Media crisis management  
Media relations  
Analyst relations  
Branding  
Brochures  
Social media  
Website development & maintenance

Contributed articles drafting  
Press releases (writing and targeted distribution)  
Press/media tours  
Magazines  
Annual reports  
Script development (video, commercials, and radio ads)  
e-Newsletters  
Graphic design

## Internal Communication

Newsletters

Executive communications

## Marketing

Large-scale event planning

Conference/trade show planning/attendance

- » Powerhouse is comprised of freelance team members who, coordinated through a central point of contact, work as part of your team.
- » We're virtually based and service clients worldwide.
- » We're different from most "freelance" companies because we become your freelance team that supports your company as a whole.
- » Powerhouse provides access to a wide range of talent with no overhead cost to you. The talent is 100% managed by Powerhouse.

## Check out what our clients think of us:



“Powerhouse Planning is our go-to partner for marketing and corporate development. They’re exceptionally responsive and incredibly detail-oriented. PH never rests until the product is perfect. They’re unstoppable, and we couldn’t be more pleased. As an entrepreneur, it is rare to find a service provider as passionate about my business as I am. Powerhouse genuinely wants us to succeed, and that shines through in everything they are engaged in.”

**Chuck Wythe, Business Development, Cape Henry Associates, Inc.**



“Powerhouse has been an indispensable resource for our business. Jessica used her knowledge of business and company development to move us toward growth and reaching our goals. What has impressed Nomadés most is Powerhouse’s genuine motivation to see us be successful. It has been an absolute honor to partner with you. Thanks, Powerhouse!”

**Christy DeWitt, Director of Business Development and Sales, Nomadés**



“The Powerhouse team has been essential in helping us scale our venture in a way that has the potential to help so many more military families than we’d ever dreamed. Jessica’s rock-star team of military spouse talent was a key element in our choosing to partner with them. Organized, professional, precise, and punctual are just a few of the ways I would describe Powerhouse and their work, and I would recommend them 1,000 times over for anyone looking for a strategic content or marketing assist.”

**Kellie Artis, Chief Operations Officer, MILLIE**



“I hired Powerhouse when I needed help with a large rebranding effort. I knew Powerhouse would come through on time and on budget, and I wasn’t disappointed! I love working with confident, positive, action-oriented team members, which is exactly what Jess has assembled. Plus, I fully support the mission of Powerhouse to create employment opportunities for military spouses. What better way to give back to those who give so much other than to provide mobile careers they can pick up and move wherever the military sends them?”

**Rissa Reddan, Senior Vice President of Marketing, PayNet, Inc.**

## Check out what our freelancers think of us:

“I am extremely proud and honored to be a part of the Powerhouse Planning team. My favorite things about working with Powerhouse include the opportunity for a healthy work/life balance, the encouragement and support to continue to grow and utilize my professional skills while concurrently supporting my husband’s service to our country, and the ability to connect and work with a tremendous team around the world to provide amazing services to the clients who contract with Powerhouse. I am most proud to work with Powerhouse because of the integrity and top-notch, service-oriented business ethic Jessica holds strong to in every decision she makes on behalf of both Powerhouse and our clients.”

**Jennifer Kirkpatrick, Executive Assistant and Proud Military Spouse**



“I am incredibly grateful to be a part of the amazing team at Powerhouse Planning. When I became a military spouse, I vowed to support my husband’s service and sacrifices—which meant undertaking a series of geographical moves across the country and eventually overseas. I wondered if I could ever again have a successful and fulfilling career while navigating this new sea state of military life and motherhood. I held hope that I would again find an organization with the level of leadership I had been accustomed to in my early career, but also one that would empower me to maintain a career—wherever our military service would take us. After several years of searching for the best fit, I found Powerhouse, and it stood out like a brilliant lighthouse through a deep fog. I am impressed by the leadership and teamwork evidenced daily, and I feel fortunate to work with such a talented group of individuals. Powerhouse has given me the opportunity for meaningful work, unparalleled work-life balance, and the chance to learn and grow in a career that can go wherever we are called to serve. Thank you, Jessica Bertsch. Thank you, Powerhouse.”

**Julie Kirchner, Technical Writer and Proud Coast Guard Spouse**



“Working at Powerhouse is truly a blessing! As a military spouse, you always wonder how you’ll continue your career after every move, and once I found out I was going to be a mama, I knew I wanted an opportunity stay home with my son. Powerhouse Planning gave me that opportunity. Even though my background is in education, Jessica recognized my other talents and allowed me to grow in those areas. Every day I wake up feeling so thankful and blessed for a healthy work/life balance that allows me to continue my career while supporting my husband and raising our son. When you work as a freelancer for Powerhouse, you don’t just become part of a very supportive and passionate team—you become family.”

**Meghan Traynor, Social Media Specialist and Proud Military Spouse**



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### Get connected with us!

[www.powerhouseplanning.com](http://www.powerhouseplanning.com)



### Certifications & Designations:

