

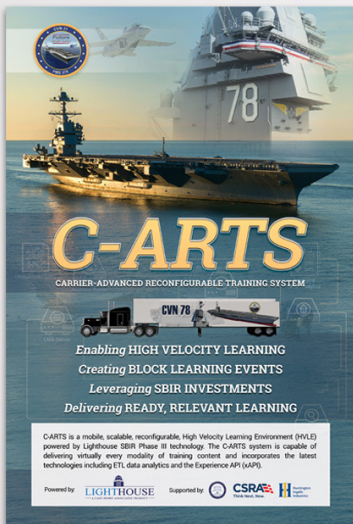


Case Study



Extending Team Capabilities: A Study in Long-Term Partnership

Cape Henry Associates (CHA) was founded in 2004 as a service-disabled, veteran-owned small business dedicated to manpower analysis, personnel analysis, and training (MPT) services. They are the creators of the proprietary technology stack Lighthouse, which is currently used in support of several military technology applications.



Business Name: Cape Henry Associates, Inc.

Website: cape-henry.com

Industry or Business Type: Military Contractor

Powerhouse Services:

- Project Management/Marketing Consultancy
- Technical Writing
- Graphic Design
- New Media Strategy
- Website Design/IT Support
- Quality Assurance
- Video Editing
- Exhibit and Trade Show Support

Benefits: Services allow Cape Henry Associates (CHA) to consistently delegate project management and marketing needs to an organization they know fully understands their mission and operations, allowing them to focus on the critical needs of their clients.

Challenge

CHA, a growing small business contractor, needed a team dedicated to fully supporting and managing its marketing needs so that it could focus on supporting America's armed forces through the development and implementation of cutting-edge technology and other training needs.

Solution

The consistency of services provided to CHA since 2015 means that Powerhouse truly works as an extension of the CHA team, providing full-time team support at a fraction of the cost of full-time employees and with a true understanding of CHA's mission and operations. Operating as a full-time marketing retainer, Powerhouse provides marketing materials, project management expertise, technical writing, and exhibit and trade show support for CHA.



Powerhouse

Results

Since 2015, Powerhouse has been providing an impressive array of marketing and corporate development services. In that time Powerhouse has provided

- 1,000+ pieces of marketing collateral rebranded and/or created
- 15+ press releases
- 4+ strategic marketing plans (2018-2020)

"Powerhouse Planning is our go-to partner for marketing and corporate development. They're exceptionally responsive and incredibly detail-oriented. Powerhouse never rests until the product is perfect."

- Chuck Wythe, Chief Revenue Officer, Cape Henry Associates

Powerhouse has also been involved in the following CHA success stories:

- Composition of award application resulting in 2018 MS&T Award Winner, Outstanding Innovative Product Award
- Composition of award application for Fantastic 50 (2017 and 2018)
- Annual I/ITSEC conference attendance and increased participation
- Design of the C-ARTS trailer exterior graphics
- Recognition of CHA as a 2019 "#1 Best Company to Work for" award winner

"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," said CHA Chief Revenue Officer Chuck Wythe.



Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a "team within your team," supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse helps our clients realize their mission worldwide while providing sustainable careers for military spouses and veterans.

Visit powerhouseplanning.com to learn more.



Powerhouse