



## Advisors/Mentors – A Network of Service Providers

The Center recruits a network of successful entrepreneurs, business leaders, and technical experts willing to give their time and expertise to help guide others in building and growing their businesses.

**Individualized Advisory Services:** Advisors/Mentors are called on to assist entrepreneurs with a variety of topics on an informal and/or as-needed basis. These may include such things as reviewing financials, polishing a funding pitch to investors, designing a marketing plan or locating a key employee. As an Advisor/Mentor, you become visible in our database so that we may contact you when a client needs assistance in your specific area of expertise.

**Advisory Teams:** The Center may assist clients in building an advisory team that helps guide them through growth and with acute problem solving. Each of these people has a functional-area expertise and has held positions within their industry. Time commitments vary depending on client needs.

**Why Advisors/Mentors Help Our Clients:** We have found many reasons that Advisors/Mentors help our clients, including:

1. **Give back to the community by supporting and promoting entrepreneurship** - Successful entrepreneurs, business leaders, and professionals have a strong commitment to giving back to the community. It is also a rewarding experience to share the wisdom of success, failures, challenges, and learning with others who are experiencing a similar path.
2. **Stay connected** - Advisors/Mentors may find that a long-term relationship will develop with clients with whom they work.
3. **Network and build relationships** - The Center boasts an impressive list of volunteers, innovative entrepreneurs, community leaders, corporate members, and sponsors. Working with the Center's clients also means working with other experienced professionals. There is a great opportunity to network across companies and industries, as well as building long-lasting relationships.
4. **Develop ongoing business relationships** - Frequently, Advisors/Mentors involved in developing a plan are invited by the entrepreneur to help assist in follow through.
5. **Feel personal satisfaction from helping a client succeed** -- There is truly nothing like seeing a business succeed due, in part, to your contribution.
6. **Have fun!**

Advisors/Mentors and clients must be open, committed and ready for a dynamic and challenging relationship based on trust, mutuality, and dedication to professionalism. It is important to set goals and expectations at the beginning. Both parties should be selective as to what project, problems, or demands will be addressed, and should develop a system of identifying results and planning future activities.

### Role of the Advisor/Mentor:

- Help the client through difficult situations and build self-confidence
- Establish clear, open two-way communication
- Be a source of information, expertise, encouragement, and guidance
- Help develop creative and independent thinking

Revised June 2011



Roaring Fork  
Business Resource Center

### Advisor/Mentor Registration

*Please complete and return with a \$100.00 fee in a check made payable to "Roaring Fork Business Resource Center".*

Name \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Email Address \_\_\_\_\_

1. **Please provide a short, two-sentence summary of your background:**
  
2. **Management level or profession**(e.g., CEO, CTO, CFO, GM, IP Attorney, CPA):
  
3. **Professional degrees, licenses, certificates, etc.:**
  
4. **Areas of technical expertise and number of years in the field:**
  
5. **International experience** (e.g., Europe, Asia, Japan):
  
6. **Experience in which stages of entrepreneurship** (e.g., founder, early stage, principal):
  
7. **Fundraising experience on either side of a transaction** (e.g., venture capitalist, angel, successfully raised money):
  
8. **Is the business a member of a Chamber of Commerce?** Y\_\_ N\_\_ N/A \_\_\_ If yes, which one?
  
9. **Is the business accredited with the Better Business Bureau?** Y\_\_ N\_\_ N/A \_\_\_ If yes, has there been a complaint filed against your business in the past three years? If yes, for what reason?
  
10. **Why would you like to become an Advisor/Mentor?**

**Other comments** (please share any other information to help us assign you as an advisor or mentor):

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P.O. Box 987, Glenwood Springs, CO 81602 • (970) 945-5158 • info@rfbrc.org • www.rfbrc.org



## Advisor/Mentor Code of Ethics

The Roaring Fork Business Resource Center (“Center”) has set forth the following principles of behavior and standards of conduct to guide our efforts in contributing to an environment in the region where new, emerging, and existing businesses can start, develop, and grow to become sustainable, resulting in more profitable businesses, job creation and retention, capital generation, economic diversity, a positive impact on the communities, and retention of existing dollars in the regional economy. We fully realize that no Code of Ethics is of value without an inherent level of trust in the integrity of one another and a commitment from each of us to conduct ourselves at the highest levels of professional conduct. In that spirit, this Code of Ethics is set forth.

- We will represent the Center professionally.
- We shall honor confidentiality regarding the information submitted by applicants, advisors, mentors, and clients.
- We will not actively promote our company, its services, or actively solicit business while acting in a pro bono capacity on behalf of the Center.
- We will follow-up with clients of the Center in a timely, professional, and confidential manner.

By signing below, I acknowledge that I willingly accept this Code of Ethics set forth above and that I will abide by it.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

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