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Motorcycle Industry Council
Media Relations
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MIC Announces PowerLily Gas Tank Mentorship Program Finalists

Finalists to Present Business Plans at AIMExpo 2016

IRVINE, Calif., Aug. 15, 2016 – Five female powersports entrepreneurs participating in the PowerLily Gas Tank program will present their business plans to powersports industry leaders at noon on Thursday, October 13, in rooms 310 E & F (North Hall), at AIMExpo 2016. In addition to the presentation, the finalists will be exhibiting at AIMExpo in booths 2703 to 2711, October 13 & 14 to industry dealers, and October 15 & 16 to the public.

The finalists are:

- **Debra Chin**, MotoChic – functional and fashionable apparel and accessories for women powersports enthusiasts.
- **Alisa Clickenger**, Women Motorcycle Tours – motorcycle tours specifically designed for female riders. Group riding experiences that are both empowering and fun.
- **Katie McKay**, ModernMotoMagazine.com – a print, digital and mobile magazine which showcases motorcycle apparel in a fashion-centric format.
- **Ashley Simpson**, Vixen Riding Gear – retail service that focuses on mixing, matching and merchandising women’s motorcycle gear and apparel.
- **Gina Woods**, Open Road Incredible Edibles – organic and natural artisan, handcrafted specialty confectionery bars for riders.

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The finalists have been working for more than six months with industry mentors to create successful business plans. Their mentors are:

- Eric Anderson, founder and partner, Vroom Network.
- Steve Johnson, past president and chief operating officer of Tucker Rocky Distributing.
- Frank Esposito, vice president of Scorpion Sports.
- Scot Hardin, chief marketing officer at Torrot/GasGas Motos North America.
- Mary Slepicka Green, past content/editorial director for Dealernews/Advanstar.
- Deb Drinan, director of business development for Nelson Rigg-USA.

The PowerLily “Gas Tank” program is similar to “Shark Tank,” where aspiring entrepreneur-contestants make business presentations to a panel of "shark" industry leaders. “Gas Tank” is specific to the powersports industry and available only to PowerLily members. It provides a platform for PowerLily members to work with industry mentors to hone business plans for a chance to pitch live in front of influential industry business leaders and gain insight, visibility, valuable feedback and industry connections.

“The opportunity to showcase the fresh thinking and unique talent of women who are passionate about powersports to industry VIPs is proof of our commitment to PowerLily and innovation,” said Sarah Schilke, chair of PowerLily and national marketing manager of BMW Motorrad.

PowerLily is a network of professional women in the powersports industry. PowerLily is committed to workplace equity, diversity and inclusion by helping companies in the powersports industry find capable, talented women, by expanding opportunities for women in the powersports industry and by providing programs for professional growth, education and leadership opportunities. PowerLily is an MIC Aftermarket subcommittee.

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To join, please visit the [PowerLily LinkedIn group](#), or contact Cam Arnold at carnold@mic.org.

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, AIMExpo, development of data communications standards, and activities surrounding technical and regulatory issues. As a not-for-profit, national industry association, the MIC seeks to support motorcyclists by representing manufacturers, distributors, dealers and retailers of motorcycles, scooters, ATVs, ROVs, motorcycle/ATV/ROV parts, accessories and related goods and services, and members of allied trades such as insurance, finance and investment companies, media companies and consultants.

The MIC is headquartered in Irvine, Calif., with a government relations office in metropolitan Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914. Visit the MIC at www.mic.org.

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