

The Power Group is celebrating its 25<sup>th</sup> anniversary this year, reflecting on a journey that began with a passion for connecting people, brands and communities through powerful storytelling. Founded in 1999 by Amy Power as a solo venture, the firm has evolved into a thriving full-service PR firm known for its creative and fearless approach to problem-solving that creates results.

Amy proudly describes herself as ‘the first businesswoman she created,’ highlighting her commitment to personal and professional growth. Her entrepreneurial journey has always been about more than just business. She is deeply passionate about empowering women to lead, not just in the workplace, but in every aspect of their lives. She often says that her feet ‘hit the floor every morning’ because she is excited about creating the next generation of empowered businesswomen, a passion that continues to inspire her team and clients.

This year, Amy achieved another significant milestone by purchasing The Power Group’s own building in the Design District, underscoring the firm’s growth and ongoing success. This acquisition not only represents a physical expansion but also symbolizes the company’s deepening roots in the community and its commitment to fostering creativity and collaboration. The Power Group acts as partners with its clients, not just vendors, and approaches its work with a long-term vision, thinking in decades rather than years. Over the past 25 years, The Power Group has partnered with Golden Chick for 24 of them, demonstrating its commitment to building lasting, successful relationships.

The Power Group stands out in the industry for its versatile approach, operating across business-to-business (B2B) and business-consumer (B2C) models. With dedicated supervisors for each, it adapts to meet the distinct needs of different markets. Its industry-agnostic approach draws insights from various fields, enriching creativity and delivering greater value to clients. As an award-winning crisis PR firm, The Power Group remains calm in a crisis, consistently delivering results under pressure, offering a full range of services to its clients, including public relations, media relations, social media and more, to provide tailored solutions. Committed to unsurpassed service, the agency prides itself on being a team of experts without egos.

Beyond The Power Group, Amy is deeply involved in the entrepreneurial community. Since 2015 she has been an active member of the Entrepreneurs’ Organization (EO), and just completed her term as president of the Dallas Chapter. Her leadership also extends into the broader business community. Under Amy’s guidance, The Power Group runs on the Entrepreneurial Operating System (EOS), a framework that has helped streamline processes, boost productivity and enhance focus and accountability at every level. She has been widely recognized for her leadership, named one of Dallas’s most admired CEOs in 2018 by the Dallas Business Journal and has been recognized as one of the Top 25 Women in Business honorees. Last year, D’s CEO named her one of the 500 most influential executives in the city, further solidifying her position as a leader in the industry.

Amy has woven The Power Group’s core values—do the right thing, win together and create happiness and fun—into every aspect of the company’s leadership and culture. These values are not just words, they shape daily decisions and interactions. Amy firmly believes that a healthy culture is the foundation of success, offering memberships to Class Studios and organizing team building events to support the idea that “health is wealth.” The company’s “Win Together” philosophy is reflected in initiatives like Friday Shoutouts, which celebrate weekly team achievements. During the summer, The Power Group

implements "Summer Fridays," allowing the team to start their weekends early between Memorial Day and Labor Day to recharge and spend time with loved ones. This approach reinforces the belief that when team members are at their best, they collaborate more effectively, driving greater success together.

As The Power Group continues to grow, Amy is looking toward the future with excitement, determined to keep building a company where women are empowered through the love of what they do. With a vision for scaling and growth, she is actively exploring new opportunities that will not only expand the company but continue its positive impact on the community.