



february 2002

FEBRUARY MEETING

THURSDAY | FEBRUARY 21 | 6-9PM

NAWBO NEWS

THE NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS SAN FRANCISCO BAY AREA CHAPTER



BUSINESS TRENDS: IS IT TIME TO REPOSITION YOUR BRAND?

with Alton Wright of WrightBrands plus, honoring our Past Presidents!

Trends come and go, but businesses must weather their passing. How do businesses do this? They find ways to resonate with the emotional and psychological needs of their customers that make their brands distinct and relevant. To do this, companies sometimes reposition their brand. Sometimes they finally take one.

Alton Wright has devoted most of the last twenty-five years to help companies develop their image, identity and brands. He has worked with a range of companies, from tiny, one-person startups to the Fortune 100, and has guided them towards their successful goals. He is passionate about his work and the work left to do.

This presentation and discussion will help you understand the trends and influences your business, and more importantly, your brand, may be experiencing. You will discover ways to examine your market, make new connections with it and ultimately, make decisions that will "market-energize" your brand.

Alton Wright's strategic and creative background provides expertise on a variety of branding and communication issues, including brand strategy, branding execution, and business analysis. He has over 25 years of experience and education in the fields of marketing and advertising, covering areas such as corporate and consumer branding, brand management, identity development, public relations, and client and project management. Most recently, he was a co-founder of Branuity, a web-enabled, brand development offering. Prior to joining Branuity, he was the Director of Verbal Branding & Naming for Landor Associates in San Francisco. While at these companies, his clients have included companies such as Accenture, California Closets, Ford Motor Company, GE, Hewlett-Packard, Frito-Lay, Mattel and Visa International. Some of his recent branding credits include: Agilent Technologies, Canadian Airlines, Impiric and GE's new lighting product, Reveal.

RESERVE EARLY!

your paid reservation must be received by 2/15/02.

Mail check to:
NAWBO-San Francisco
Rhoda Singer
985 Darien Way
San Francisco, CA 94127
415.333.2130

Visit us On Line
www.nawbo-sf.org

Tickets: \$45/members, \$50 prospective members
cancellations made less than 48 hrs. in advance are non-refundable

ALL MEETINGS ARE AT THE CITY CLUB
155 Sansome Street

(just 2 blocks from the Montgomery Street BART station)

We will also be honoring our Past Presidents at this meeting. See more about our Past Presidents on page 3



SUSAN G. GRANT
PRESIDENT

Twenty-eight years ago, in the spring of 1974, a small group of Washington, D.C. business women began meeting informally to talk about common experiences, develop business skills, and exchange information. Back then, it was quite a different world than the one we inhabit. Very few women were in the ranks of entrepreneurs or professionals. Recognizing the value of the group, these women incorporated as the National Association of Women Business Owners in 1975. Two years later they began recruiting members from across the country, and in 1978 the first chapters were formed.

Entrepreneurship has grown immensely since those days. According to a study carried out by our sister organization, the Center for Women's Business Research, the number of majority-owned, privately-held women-owned firms will stand at 6.2 million in 2002. Our national organization, headquartered in the Washington, DC metropolitan area, is the only dues-based national organization representing the interests of all women entrepreneurs in all types of businesses. As an organization with a customer first philosophy, we:

- Strengthen the wealth creating capacity of our members and promote economic development
- Create innovative and effective changes in the business culture
- Build strategic alliances, coalitions and affiliations
- Transform public policy and influence opinion makers

As I write this letter, Public Policy Chairperson Sharon Gadberry and I are joining Board Secretary Barbara Kasoff in Los Angeles to meet with Shinae Chun, Director of the Women's Bureau of the Department of Labor. She has asked to meet with NAWBO women to discuss certain policy initiatives of the Bush Administration, most specifically, Compensatory Time for Private Sector Employees. She will discuss this and other initiatives, and carry back a message to the President from us.

For me, this is one of the great values of being in a highly visible, national organization such as this one. As one woman running a business, I make little difference to the political landscape. But as a member of a national organization, I'm a statistic that counts. Smart politicians pay attention to numbers. When they vote on issues that affect us, the more of us they see, the more they'll pay attention to what we want. It is important to have legislators understand fully what a powerful force we women business owners are. Strong, intelligent, competent, we are a potent force to be reckoned with.

I look forward to seeing you all at our February meeting on Thursday, February 21 at The City Club!

Have you been looking for an opportunity to educate your fellow NAWBO members about your product or service?

- Have you wanted to meet with NAWBO's Corporate Partners to talk business?
- Do you want to learn what other products and services your NAWBO members and Corporate Partners have to offer your business?

Then Mark March 14th on Your Calendar!

On March 14th, we will start our monthly dinner meeting at The City Club early so that our members and Corporate Partners will have more time to network and talk business. The evening will begin at 5:30pm and networking will be encouraged until dinner is served at 7:00pm when our regular program will begin. The March program features author Jamie Walters, sharing her views about building a business. The theme of her presentation is: "Big Vision/Small Business."

As an added benefit to our Members and Corporate Partners, we will be featuring 15 tabletop displays for those companies that would like to invest in a highly visible and one-on-one demonstration of their businesses. Reserve your table top display early! (available on a first-come-first-serve basis only. Price is \$150.00, which includes the cost of the dinner meeting for one). Reserve your tabletop space, with Helga Grayson at helga@trilogyit.com.

Reserve your space soon—a number of the spots are already gone!

Please do join us for dinner in March when the focus will be on making your exceptional business known to the NAWBO community! This is your opportunity to bring your brochures, your business cards and your sales skills and "work the room" in a fun, welcoming environment. We hope to see you there.

Newsletter Team

Edited by:

Jennifer Donahue
Marketing Services for
Small Business
415-831-5861
jendonahue@earthlink.net

Design & Layout:

Isabelle Englund-Geiger
Fox Parlor, Design &
Visual Communication
415-503-1845
isabelle@foxparlor.com
www.foxparlor.com

Announcing the 18th Annual Women Entrepreneurs Breakfast

A Networking Breakfast Honoring the Entrepreneurial Spirit

Tuesday, April 30, 2002

7:30 a.m. registration and silent auction

8:00 a.m. breakfast and presentations.

The Palace Hotel,

2 New Montgomery Street, San Francisco

The 2002 Rising Star and Trailblazer Awards will be presented.

NEW! A silent auction will feature NAWBO member services and products as well as other "only in San Francisco" items. A great opportunity to promote your business.

\$50 is the minimum ticket price. Sponsorships are available and encouraged. Please contact us for more information at 415-355-9988.

Past Presidents of Our Chapter to Be Honored at February 21 Dinner Meeting!

1987–1988	Suzanne Stohl
1988–1989	Neel Advani
1989–1990	Suzanne Taylor
1990–1991	Patricia Hooper
1991–1992	Lela Jahn
1992–1993	Kathryn Wunsch
1993–1994	Pamela Monroe
1994–1995	Aelea Christofferson
1995–1996	Sandra Sohcot
1996–1997	Syndi Seid
1987–1998	Lyn Sacco
1998–1999	Cynthia Ramsey
1999–2000	Lats Latvis & Jackie Reimann
2000–2001	Julie McKillop
2001–2002	Susan Grant

NAWBO Members meet for Power Lunch at GansWorks

Small format percolates lively discussion and generates business connections

Seventeen NAWBO members gathered at a luncheon hosted by Adrienne Gans, at her downtown office, January 17th. In a smaller, more intimate format, Adrienne facilitated introductions in which participants were encouraged to go beyond their 30-second elevator speech and include their longer term visions and goals for their business and their life. Said Adrienne, "it was wonderful to hear the power of women's vision expressed in their achievements, both in the present and as a springboard to future ventures." GansWorks is a management consultancy specializing in organizational strategy; offering leadership coaching, lifecycle business strategy design, and PlaySolving, a 3-D visual scenario planning tool.

WHAT THEY SAID:

"I was tremendously impressed by the women around the table, and excited about getting to know them better. What a great way to start the year!"

"I really enjoyed hearing more about these women and their businesses—many new, some who've been around for a while."

"This is the sort of thing that NAWBO can provide so well for its members."

"It was a pleasure to interact in such a well organized, informative and supportive environment."

A DIVERSE AND INTERDISCIPLINARY MEMBERSHIP

Susan Grant, SF-NAWBO president, and Susan Shargel, Membership chair helped kick off the meeting and corporate sponsor Kit Cole was represented. Members reflected a wide cross-section of businesses including: marketing and design, branding, financial services, benefits/insurance, human resources, mediation, organizational consulting, research and strategy, public relations communications, and retail. The lunch was catered by NAWBO member Karen Bamberg of Café 44.

WHAT'S NEXT

The Power Lunch was the second in a series of smaller, more intimate gatherings for NAWBO members, each unique. The next event will be hosted by **Anne Bisagno of Xantrion on February 27, 2002 6:30-8:30 pm in Berkeley**. For more information, contact Anne at: abisagno@xantrion.com

EMPOWER YOURSELF AND OTHERS: HOST A GATHERING

If you would like to host a gathering of 15-20 people, either for a wine and cheese evening, a luncheon, a breakfast, or...a different concept you'd like to offer, contact Susan Kirshenbaum at susan@kirshenbaum.com, who is coordinating the calendar.

Small business Opportunity and Support (S.O.S.) Night

Presented by Anne Bisagno of Xantrion in conjunction with Gateway

When: February 27, 2002
 Time: 6:30 p.m. to 8:30 p.m.
 Place: Gateway Store
 2209 Shattuck Ave., Berkeley
 (Across from Downtown Berkeley BART)
 Refreshment Cost: \$10 (members) \$25 (non-members)

Need to do more with fewer resources and compete with larger companies? We'll show you how by demonstrating technologies that reinforce your image, improve sales and service and increase productivity. We'll also answer questions specific to your situation.

Attendance is limited to 20 people.
 Please RSVP to (866) 926-8746 or abisagno@xantrion by February 22nd.

TMC Development's Tribute to Bay Area Small Business Owners

Barbara Morrison, NAWBO Board Member and owner of TMC Development, will be hosting her company's Annual Meeting this year at The City Club on Tuesday February 12, 2002 from 8 a.m. to 9:15 a.m. The gathering will highlight two SBA borrowers this year. One of those featured is NAWBO Member (and Rising Star Winner at the 2000 Women Entrepreneurs Benefit) Holly Suzara of Ascribe Business Services, Inc. A video presentation will describe each business and the impact TMC assisted SBA financing made in their growth. TMC Development assisted Holly with an SBA 504 loan to purchase her building located at 1245 Folsom Street.



NAWBO MEMBER HOLLY SUZARA TO BE FEATURED AT NAWBO MEMBER BARBARA MORRISON'S FEBRUARY EVENT

MICROSOFT® Free Business Seminar! "The Big Day"

In conjunction with other technology service providers such as Xantrion.

Date: February 7, 2002 & March 19, 2002
 Time: 7:30 am – 3 pm
 Location: Holiday Inn
 1800 Powell St, Emeryville, CA

Who Should Attend: Business owners or employees interested in implementing technology to improve the way they do business

Whether you're interested in improving efficiency, increasing market share, or integrating an E-commerce strategy, OR would like to see the NEW version of Windows & Office — you'll find everything you need to know at The BIG DAY.

To Register: www.msbigday.com or 877-435-7638

The Aging Family—Prescription for Caring

Come learn from experts with more than 20 years experience in the field of geriatrics.

Learn about what Medicare/Medi-Cal covers in long term care costs and which legal issues families should attend to and when. The latest in Alzheimer's treatments and behavioral techniques will be presented. Find out which kinds of dementia are reversible. You will gain practical information and resources that will support you in your concerns and the care of an aging family member.

When: Friday, March 15, 2002
 9 AM to 4 PM
 Presenters: Linda Fodrini-Johnson, LMFT and a guest Elder Law Attorney
 Classes are held at the Eldercare Services,
 1808 Tice Valley Blvd., Walnut Creek

Cost is \$35.00 this includes lunch
 To Register: Call (925) 937-2018

Member: Melissa Monson, Monson Communications LLC
email: melissa@monsoncommunications.com

An article by Melissa Monson recently appeared in the Silicon Valley/San Jose Business Journal, entitled "Build Investor Confidence with Effective Business Presentations."

The article focused on the importance of persuasive business presentations in a tough market. Tips for honing your presentation skills, *Simplify*, your presentation should have only three to five messages so it can be easily understood. *Use Visuals*, graphics help to tell your story but should support the spoken word, not compete with it. *Pay Attention to the Non-verbal*, how you move and use eye contact can often cancel out the words and reflect feelings.

In the final analysis, being an effective presenter is hard work but if you invest in your presentation short term what you say will be persuasive long term. For the complete article please visit our web site at www.monsoncommunications.com.

Member: Jill Lublin

Jill Lublin announces the creation of GoodNews Media, Inc., a news media and production company whose purpose is to provide positive news and information. The first project of GoodNews Media, Inc. is the syndicated radio program "Do the Dream" hosted by Jill Lublin. "Do the Dream" features interviews with captains of industry, visionaries, and everyday people who are making their dreams reality. This new program serves to inspire all of us to reach our highest potential. You can contact GoodNews Media at 415-884-2022 or info@goodnewsmedia.net.

Member: Jennifer Donahue

Jennifer Donahue has new digs! Jennifer is moving her teeny tiny home office to a great big "office" office in the building recently purchased by NAWBO member Holly Suzara, owner of Ascribe Business Services, Inc. Holly's building is located at 1245 Folsom Street. Jennifer's new office is on the second floor. Besides the trouble she will probably start making with Holly, Jennifer offers design, writing, production and planning of marketing communications for businesses large and small.

Jennifer Donahue — 1245 Folsom Street, San Francisco, CA 94103; phone 415-831-5861, fax 415-831-5865, jendonahue@earthlink.net

Member: Catherine Chung

Catherine Chung passed the CFP examination and will be certified within the next 30 days as a Certified Financial Planner, a major milestone achieved for her career. Catherine says, "I feel that with the education and knowledge I gained as a Certified Financial Planner, my clients and prospects will benefit from my accomplishment when I help them build and preserve wealth in the context of their short-term and long-term financial goals." You can contact Catherine at: Catherine Chung, Prudential Securities, 4 Embarcadero Ctr., #2400, San Francisco, CA 94111 Phone: 415-395-2478; Fax: 415-395-2561; Email: catherine_l_chung@prusec.com

Member: Isabelle Englund-Geiger, Fox Parlor Design

In early January Fox Parlor moved into new offices South of Market! Soon it was discovered they were across the street from Jennifer Donahue's new digs, and Ascribe Business Services. After settling in Isabelle began work on a job to be printed by Ascribe (on Jennifer's recommendation!) — a newsletter and Annual Report combination for the Bill Wilson Center. Fox Parlor has started off 2002 juggling both the move and several new accounts, including the Equal Rights Advocates and the Swedish Consulate.

Fox Parlor is a full-services print and web design firm. Isabelle Englund-Geiger, Fox Parlor 1286 Folsom Street, San Francisco, CA 94103 415.503.1845 FAX:415.503.1847; isabelle@foxparlor.com

bears, bears bears

THE BEARS ARE BACK!!!

By now, most of you have heard of the Entre-bear-neur Bears that our corporate partner, Kemper Insurance has developed in conjunction with Build A Bear, a NAWBO member. The bear is tastefully attired in a blue business power suit carrying a brief case with the NAWBO and Kemper logos. Marlowe Ng of Kemper Insurance will be raffling off two (2) of these ins-bear-ational bears at February's dinner meeting. Be sure and bring an extra business cards for the raffle! If you are interested in purchasing them directly from Marlowe, you may do so at the event for \$20.



It would be un-bear-able if you missed this opportunity!

No matter what business you're in,
regardless of its size, you may be sued.

Kemper has products to protect you.

Did you know that as a sole proprietor or a partnership, if you are sued and do not have liability insurance, your business and personal assets could be tapped to pay for damages? You may lose what you have spent years building up. Even if you are not found liable, there could be enormous defense costs to pay.

That is why you need **Kemper Premier Businessowners Insurance**. This policy provides liability coverage in case you injure someone or damage someone's property. It pays damages up to policy limits and also provides for defense costs in addition to policy limits.

If you are providing professional services, Kemper can also provide a professional liability policy that protects you in case your customer is dissatisfied with the services you rendered. Defense costs are also covered under this policy.

You have worked hard to create your business and make it successful. Take the time to protect it while showing your support for your national and local corporate partner, Kemper Insurance Companies. To find out more about your insurance needs, please contact your local Kemper agent and NAWBO member, **Renae Cannon at 415-680-2126**. Work with Renae to determine if the coverage being offered is right for you. Renae can review your insurance needs, explain what these policies cover and help you decide how much insurance to buy.



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Your new Membership Committee has great plans! We're creating programs to energize and inspire our loyal members and planning a major membership drive. We're helping build an organization committed to your business success!

The next planning committee meeting is set for **Wednesday, February 6th from 6-9 p.m.** at Heather Sager's office at 388 Market St., Suite 900. RSVP to Roxane Johnson at rjohnson@shargel.com. We'll be planning the Past Presidents Recognition and the New Member Drive.

Use the form on the last page of this newsletter to nominate new members, (by printing it, filling it in and faxing it to Rhoda Singer at 415-586-6606 or e-mail to Rhoda Singer at singerr@pacbell.net) and we will invite them to the February Dinner Meeting. The NAWBO Membership Roster is now available on line at www.NAWBO-SF.org and it is password protected. Contact Rhoda Singer at singerr@pacbell.net for your password. Please use this list to build collaborative relationships with your NAWBO colleagues.

THE BIZNET BUZZ:

BIZNET Members 2001 are talking! They are saying that the best part of BIZNET was "leads and new connections, a chance to expand my network" and "feeling like I had really connected to new people, being able to understand their businesses and sharing mine." The small groups were also a hit as was the fun, informal atmosphere of the meetings.

In February, we will launch our second cycle of BIZNET. Enjoy the camaraderie and collegiality of our talented and creative members and support each other as we grapple with business issues. Interested NAWBO members meet with 2-3 other members over breakfast, lunch or coffee. Each month you will be assigned to a different small group. Participants arrange their own meeting times. You must be an active member to participate. E-mail Roxane Johnson at rjohnson@shargel.com to be added to the February list. Most BizNet members will be back for the second cycle. Don't miss out!

JOIN THE FUN and JOIN OUR COMMITTEE!

Contact: Susan Shargel, Chair at:
sshargel@shargel.com
Heather Corcoran, Mary Janaitis, Susan Kirshenbaum,
Jackie Reinmann, Heather Sager, and Julie Wheeler

State Cracks down on Independent Contractors

According to an article in the Sacramento Bee (Jan. 7, 2002), Gayle Harger's company has been paying independent contractors to sales agents who represent her gift items to manufacturers. Despite the fact that this is standard for her industry, and despite the fact that her arrangements comply with IRS guidelines, the State of California has ruled that they are employees, and that she now has to pay thousands of dollars in unreimbursed expenses, employee taxes, fines, and penalties.

This discrepancy and confusion between Federal and State guidelines could be disastrous for many woman-owned small businesses, who rely on independent contractors for specialized services. It could also be disastrous for those women who work as independent contractors, who may lose opportunities for a livelihood as businesses stop using their services.

Small businesses have been concerned about this difficult situation for several years. Over the past three years, NAWBO-California has been hearing from our members that this is a top priority issue for their businesses. Last year a task force met and began working on a fair definition, one that would not result in employee exploitation but would allow companies to outsource to independent service providers.

At our last NAWBO-CA board meeting I was appointed to take the lead on this issue. This is very exciting, because it will be the first time that NAWBO-CA has taken the lead on a piece of legislation. Even though efforts have failed in the past, I am confident that when NAWBO is involved success will follow.



SHARON GADBERRY

You are invited to Sacramento on April 8, to participate in Public Policy Days. We will be meeting with legislators to impress upon them the importance of solving the independent contractor problem, plus making our views known on other issues. Mark your calendar now and join us.

2001-2002 BOARD OFFICERS:



PRESIDENT — SUSAN GRANT, WINGUTH, GRANT & COMPANY
415-283-1970, EXT. 102 PHO/415-986-1630 FAX/SGRANT@WGDSEARCH.COM

PRESIDENT ELECT — CLAUDIA VIEK, RENAISSANCE ENTREPRENEURSHIP CENTER
415-541-8584 PHO/415-541-8589 FAX CLAUDIA@RENCENTR.ORG

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2001-2002 BOARD COMMITTEE CHAIRS:

CORPORATE PARTNERS — DIANA KIMBRELL, KIMBRELL & CO.
415-331-1334 PHO/415-331-8734 FAX/DIANA@KIMBRELL-CO.COM

LEGAL COUNSEL — TERESA PAHL, HANSON BRIDGETT
415-995-5079 PHO/415-541-9366 FAX/TPAHL@HANSONBRIDGETT.COM

MEMBERSHIP — SUSAN SHARGEL, SHARGEL & CO. INSURANCE SERVICES
415-543-8949 PHO/415-543-9406 FAX/SSHARGEL@SHARGEL.COM

MARKETING — JENNIFER DONAHUE, MARKETING SERVICES FOR SMALL BUSINESS
415-831-5861 PHO/415-831-5865 FAX/JENDONAHUE@EARTHLINK.NET

NATIONAL LIAISON — SYNDI SEID, ADVANCED ETIQUETTE
415-928-1912 PHO/415-928-4641 FAX/SYNDISEID@ATT.NET

NAWBO CALIFORNIA LIAISON — JACKIE REIMANN, SECURE FUTURES
650-227-0345 PHO/650-241-1449 FAX/JACQUELYN.REIMANN@SFIA.COM

PROGRAMS — CLAUDIA VIEK, RENAISSANCE ENTREPRENEURSHIP CENTER
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PROGRAM FACILITATOR — CAROL FLEMING, THE SOUND OF YOUR VOICE
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415-403-7002 PHO/415-392-7097 FAX/SHARON@TMGPM.COM

PUBLIC RELATIONS — CYNTHIA HARRIS, STRATEGY ASSOCIATES, INC.
650-653-2764 PHO/650-653-2774 FAX/CHARRIS@STRATEGYASSOCIATES.COM

W.E.B. Co-CHAIR — HELGA GRAYSON, TRILOGY INFORMATION TECHNOLOGY
415-247-7700 PHO/415-247-7755 FAX/HELGA@TRILOGYIT.COM

W.E.B. Co-CHAIR — BARBARA MORRISON, TMC DEVELOPMENT
415-989-8855x207 PHO/415-989-3382 FAX/BARBARA@TMCD.COM

CHAPTER ADMINISTRATOR — RHODA SINGER
415-333-2130 PHO/415-586-6606 FAX/SINGERR@PACBELL.NET

Toi Sawatdee, Owner & Chef, Lemongrass Thai Cuisine, was given a rave review in the January 2002 issue of *Where Magazine* — *San Francisco!* Be sure to check out the prominent placement and beautiful accompanying photos of the welcoming interior of Lemongrass. Here is an excerpt from the review:

"Always using the freshest ingredients, this quaint little spot on popular Polk Street is sure to satisfy any Thai craving. Try the original Thai curries or Pad Thai noodles. The menu is overflowing with poultry, pork, beef, seafood, noodle and vegetarian dishes ... her own recipes of marinated chicken and pork satay, Thai toast, papaya salad, po tak soup chalk full of prawns, calamari, mussels and fish and original Thai curries, Lemongrass could potentially become addictive."

— Nicole Meoli, *Where Magazine*, January 2002.

Part II of this story: LEMONGRASS DELIVERS! With help from NAWBO Corporate Partner, Sally Dew.

Lemongrass owner Toi Swatdee teamed up with Sally Dew, President of Tommy Dew, to implement new technology on Toi's website (www.LemongrassSF.com) that allows easy and efficient online ordering. Customers can now email

Lemongrass catering and food to go orders, with a unique element that allows Lemongrass to receive each email order in the form of a fax.

This is an invaluable tool for Lemongrass Thai Cuisine, enabling the staff to deliver multiple orders, accurately and fast. 'Way to go, Sally@TommyDew.com!

To review Lemongrass' entire menu and to order catering, or Food to Go ONLINE, thanks to Sally Dew, please visit <http://www.LemongrassSF.com>. We trust you will enjoy our service and cuisine.

Lemongrass Thai Cuisine is located in the Russian Hill district, at 2348 Polk Street, at Union Street, near the Alhambra Theatre. Lemongrass Thai Cuisine, 2348 Polk Street San Francisco, CA 94109; Telephone 415-929-1183 and 415-346-1818; Fax 415-929-1182; Toi@LemongrassSF.com <http://www.LemongrassSF.com>



TOI SAWATDEE



NAWBO

Sponsoring Member

Takes pleasure in referring to the Membership Committee, for Membership in
NAWBO-San Francisco, the name of:

Full Name of Proposed Member

Business Name

Address

City, State, Zip

Telephone Number

e-mail Address



NAWBO

Sponsoring Member

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NAWBO-San Francisco, the name of:

Full Name of Proposed Member

Business Name

Address

City, State, Zip

Telephone Number

e-mail Address

nawbo benefits

- STRENGTHEN YOUR BUSINESS WITH NEW CONTACTS
- CREATE STRATEGIC ALLIANCES TO BENEFIT YOU AND YOUR BUSINESS
- GET INSPIRED AND ENERGIZED BY THE IDEAS AND EXPERIENCE OF OTHER PROFESSIONAL WOMEN
- GAIN A VOICE IN AFFECTING PUBLIC POLICY CHANGES

our vision

The National Association of Women Business Owners propels women entrepreneurs into economic, social, and political spheres of power worldwide.

our mission

- Strengthen the wealth-creating capacity of our members and promote economic development
- Create innovative and effective changes in the business culture
- Build strategic alliances, coalitions, and affiliations
- Influence opinion makers and transform public policy

corporate sponsors

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For details on programs and discounts offered by our national partners, contact Rhoda Singer, 415.333.2130.