

January 2002



JANUARY MEETING

NAWBO NEWS

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

MARKETING IN TIMES OF ADVERSITY

How to plan and implement authentic marketing when times are hard.



with Robert Middleton

Join us for the first meeting of the new year at a new location on a new night! All meetings will now be held on the **second Thursday of each month** at **The City Club**. Located at 155 Sansome Street, The City Club is just 2 blocks from the Montgomery Street BART station.

RESERVE EARLY!

your paid reservation must be received by 1/4/02.

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

Or Register 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

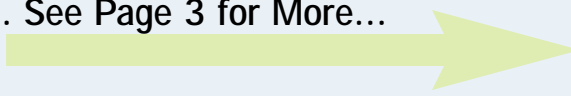
(just 2 blocks from
the Montgomery Street
BART station)

Robert Middleton, founder of Action Plan Marketing, has been helping service professionals market more effectively since 1984. Robert has worked with hundreds of clients and led workshops with thousands of participants on the subject of attracting new clients. Robert is the author of the *InfoGuru Marketing Manual*, an online eBook, and is in the process of writing a new book: *Playing Marketing Ball: Winning the Game of Attracting New Clients*. Robert is from Canada and has made his home in the San Francisco Bay Area since 1979. At our January Dinner Meeting, Robert will explore the following themes:

What is marketing really? It's connecting with people. It's informing them of the value you offer. It's making them aware of how you can make a difference. And in times of adversity, authentic marketing like this is needed more than ever.

Robert Middleton will cover the three areas of authentic marketing that you need to emphasize when times are hard. These three areas are: Offering Something, Building Relationships and Providing Extraordinary Service. Robert will share stories and strategies of how you can market successfully in times of adversity, and not only survive, but thrive.

**Plus, Offer a Champagne Toast to Our Members
Who Have Been with Us for 10
Years Plus. See Page 3 for More...**



president's message



SUSAN G. GRANT
PRESIDENT

With the start of a new year our thoughts naturally turn to considering new ideas, new practices and new beginnings. Our chapter is kicking off the new year with many exciting changes that will bring renewed energy and possibilities to our monthly meetings.

These are just some of the new things on the horizon for our chapter... We will now be gathering at The City Club for our monthly dinner meetings and meeting on a different night—the second Thursday of each month. We will continue to build and energize our organization with new members and we are instilling recognition and honors for veteran members into our monthly program schedule. Our fresh, compelling calendar of programs will help all members learn, grow and manage their businesses. We are looking forward to the reintroduced format of a breakfast for our biggest event of the year—the Women Entrepreneurs Breakfast in April. And we will continue to support new political initiatives to help our membership.

Here are some new statistics: the number of women-owned businesses continues to grow at twice the rate of all U.S. firms, and those businesses show significantly greater increases in employment and revenues, according to a new report from NAWBO's sister organization, the Center for Women's Business Research (founded as the National Foundation for Women Business Owners). Between 1997 and 2002, the Center estimates that the number of majority-owned, privately-held women-owned firms will stand at 6.2 million in 2002. Sales generated by women-owned firms increased by 40% nationwide during the period, nearing \$1.15 trillion. These firms will employ nearly 9.2 million workers in 2002, up 30% from 1997, which reflects a growth rate that is one-and-one-half times the national average.

Other interesting statistics: The Sacramento-San Francisco-Oakland corridor is among the top 10 metropolitan areas in the country with the greatest share of women-owned firms, ranging from 32.5% in Oakland to 30.8% in Sacramento and San Francisco.

California is number one in the country based on the average of number of firms, employment, and sales. The largest share of women-owned firms remains in the service sector (53% or 3.3 million), which include business services, engineering services, and professionals such as lawyers, doctors and accountants.

However, most women owned firms have revenues of under \$1M. Why is that? I would be interested in hearing your comments on this and what, if anything, we should do about it. Here's my email address: sgrant@winguthgrant.com. I look forward to hearing from you.



Sharon Gadberry honored at City Club Wall of Fame event

member

spotlight

The City Club honored NAWBO's San Francisco Bay Area Chapter Public Policy Chair Sharon Gadberry at their Wall of Fame event on November 15. The event honors club leaders who have made significant contributions to community groups. Over 150 good friends attended, and Sharon received awards and commendations from Governor Gray Davis, Mayor Willie Brown, Senator Dianne Feinstein, Assemblyman Kevin Shelley, Supervisor Mark Leno, The Employers Group, the United Negro College Fund, the Women's Leadership Alliance (presented by our chapter's past president Sandy Sohcot), and last but not least, NAWBO San Francisco. Syndi Seid presented Sharon with the Wall of Fame photo (taken by NAWBO member Lats Latvis) now on display in the official City Club "Hall of Fame."

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NAWBO celebration!

Toast Our 10 Years Plus Members at NAWBO's First 2002 Meeting!

As part of our first meeting of the New Year in a new place, The City Club, on a new night, Thursday, we will be honoring our chapter members who have been members of NAWBO for ten years or more. Come join in a champagne toast to these awesome business women who have demonstrated their loyalty and support to NAWBO for many years!



NAWBO 10 Year Plus Member Roster

- Barbara Cappa**, Cappa & Graham Event & Destination Management
- Barbara Gilliard**, Emeritus Investment Management, Inc.
- Christine Krenzel**, Certified Public Accountant
- Christine Torrington**, M. Christine Torrington Photography
- Gwen Kaplan**, Ace Mailing
- Jackie Reimann**, Secure Futures
- Lela Jahn**, Jahn Investment Advisors
- Mary Ann Munro**, Strategic Resources
- Mary Pfeiffer-Smith**, Smith Bookkeeping Service
- Nancie Bottmeyer**, The Madison Co. Realtors
- Rosalie Bulach**, Name-Finders Lists Inc.
- Sandy Sohcot**, Sohcot Consulting
- Stacey Lapuk**, Stacey Lapuk Interior Design, Inc.


Nominate a Winner!


The deadline is fast approaching for nominations for Trailblazer and Rising Star Awards to be presented at the 18th annual Women Entrepreneurs Breakfast! Think about the women you know who deserve recognition for their outstanding business practices and be sure to nominate your choices by January 5.

2002 Women Entrepreneurs Breakfast

WHEN: April 30, 2002

NAWBO-SAN FRANCISCO BAY AREA CHAPTER is looking for two outstanding women business owners to be honored during our 18th Annual Women Entrepreneurs Breakfast on April 30, 2002.

 Trailblazer — a seasoned business owner (over five years in business) who has learned how to compete, to change, to create a solid, well-balanced successful business, and to be a mentor and role model for others.

 Rising Star — fewer than five years in her current business, which is in the purest entrepreneurial stage on the fast track, growing, succeeding, prospering.

Nominations will be closed after January 5, 2002.
All qualified nominees will receive application packets from NAWBO-SF after January 5, 2002.

Look on-line at nawbo-sf.org for a nomination form or for more information, please call: Barbara Morrison at 415-477-8416 ext. 207



Free (Small) Business Seminars

Gateway Berkeley in conjunction with
Xantrion presents....

"10 Easy Steps to Preventing System Crashes"

When: Tuesday, January 23, 2002
Time: 6:00 p.m. to 7:00 p.m.
Place: Gateway Business Solutions Center
2209 Shattuck Ave., Berkeley
(Across from Downtown Berkeley BART)

We invite you to a Free, Small Business Seminar on Preventing System Crashes and to a night where we talk about your technology needs.

We also provide Free Onsite Consultations and total solutions from hardware and networking to training your staff to maximize productivity.

Seating is limited, please contact us to confirm your attendance: Gateway, 2209 Shattuck Ave Berkeley CA, 94704; (Tel) 510-542-0450; (Fax) 510-542-0459 or patrick.brown@gateway.com

.....
MICROSOFT® Free Business Seminar!
In conjunction with other technology service providers such as Xantrion.

"The Big Day"

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.

Date: January 30, 2002
Location: TBD Oakland, CA
Time: 7:30 am to 3:00 pm
Who Should Attend: Business owners and employees who are interested in implementing technology solutions to improve the way they do business.

Upcoming Dates:

February 7, 2002 Emeryville, CA
February 23, 2002 Oakland, CA
March 19, 2002 Oakland, CA
April 4, 2002 San Francisco, CA

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

Be sure to mark your calendar now and visit our web site nawbo-sf.org for monthly updates!

THURSDAY, JANUARY 10, 6-9PM

Marketing Your Business in Times of Adversity with Robert Middleton of Action Plan Marketing and a Champagne Toast to our 10 Years + Members!

The City Club, 155 Sansome Street, SF

THURSDAY, FEBRUARY 21, 6-9PM

Business Trends: Is it Time to Re-Position your Business? Panel led by Alton Wright, President of Branuity-Plus, Honoring our Past-Presidents
The City Club, 155 Sansome Street, SF

THURSDAY, MARCH 14, 6-9PM

Big Vision, Small Business with author Jamie Walters
The City Club, 155 Sansome Street, SF

TUESDAY, APRIL 30, 7:30-9:30AM

18th Annual Women Entrepreneurs Breakfast
Sheraton Palace

THURSDAY, MAY 9, 6-9PM

Financing Your Business: Resources for Growth.
The City Club, 155 Sansome Street, SF

THURSDAY, JUNE 13, 6-9PM

Business Valuation: Beyond Business as "Baby"
The City Club, 155 Sansome Street, SF

THURSDAY, JULY 11, 6-9PM

Create Balance in Your Life:
Resources for Continuing Education and Personal Development
The City Club, 155 Sansome Street, SF

new
members

Lynn Caffrey, Principal, Cebiis

5000 Dublin Avenue
Oakland, CA 94602
Phone: 510-482-7420
Email: cebiis@pacbellnet
Business Description: Provide medical, dental, vision benefit programs to small businesses & individuals.

Iris Lynch, Personal Insurance Manager, CAL Insurance & Associates, Inc.

2311 Taraval Street
San Francisco, CA 94116
Phone: 415-680-2112; Fax: 415-680-2140
Email: ilynch@cal-insure.com
Referred by: Marlowe Ng
Business Descr.: Insurance agency.

Anne Bisagno, Principal—Business Development, Xantrion, Inc.

5330 College Ave., #320
Oakland, CA 94618
Phone: 510-420-1502; Fax: 208-330-0306
Email: abisagno@xantrion.com
Referred by: Julie McKillop
Business Descr.: Turns computer network into a tool for growing your company

Holly Brock-Cohn, Principal, Brock & Associates

6114 La Salle Ave., #296
Oakland, CA 94611
Phone: 510-531-7087; Fax: 510-531-6759
Email: Brock.assoc@att.net
Referred by: Susan Shargel
Business Descr.: Management & Human Resources consulting: outsource, interim and project work.

Tina McGovern, Owner, Tina McGovern Consulting

51 Lopez Avenue
San Francisco, CA 94116
Phone: 415-661-2645; Fax: 415-564-7432
Email: Mcgrinsf@aol.com
Referred by: Susan Grant and Julie McKillop
Business Descr.: Funding and consulting for non-profits.

Kass Hanson, Founder & CEO, Balance Act

106 Presidio Ave., #106
San Francisco, CA 94115
Phone: 415-771-3071; Fax: 415-771-3071

Email: kass@balanceact.com
Referred by: Barbara Morrison
Business Descr.: Corporate improvement & individual coaching firm. Proven measurable processes customized to clients.

Julie Wheeler, Principal, Strongrrl

275 Fifth Street
San Francisco, CA 94103
Phone: 415-495-4606; Fax: 415-495-8590
Email: Julie@strongrrl.com
Website: strongrrl.com
Referred by: Susan Shargel
Business Descr.: Full service graphic design firm specializing in print collateral for women owned businesses and non-profits that provide services for women and girls

Lulit Bezuayehu, CEO, LuLABS

4101 Tompkins Avenue
Oakland, CA 94619
Phone: 510-530-7467; Fax: 510-530-74468
Email: lulit@lulabs.com
Website: lulabs.com

Lisa Towner, President, RD Towner & Associates

1700 Montgomery St., #110
San Francisco, CA 94111
Phone: 415-495-2800; Fax: 415-546-4998
Email: bidcheck@aol.com

"PIZZA AND POP"

LUNCH AT GANSWORKS

Date: **January 17 (Thursday)**
Time: **12-2 PM**
Location: **GansWorks**
425 Market Street, Suite 2200
415-512-5200
Cost: **\$10**

RSVP to Adrienne at: agans@gansworks.com

business event

Small business Opportunity
and Support (S.O.S.) Night
*Presented by Anne Bisagno of Xantrion
in conjunction with Gateway*

February 27, 2002
6:30 to 8:30 pm
Gateway Store, 2209 Shattuck Avenue, Berkeley, CA
Across from the Berkeley BART. Parking on Center
between Shattuck & Milvia

\$10 for members; \$50 for non-members. Attendance
limited to 20 people.

Please call for more information: (866) 926-8746

RSVP by February 22nd to (866) 926-8746 or
abisagno@xantrion.com

Free Publicity for your Business!

Upcoming newsletter deadlines:

FEBRUARY NEWSLETTER — EMAIL ONLY
Mails February 1 (will be the first newsletter to
promote WEB)
Submission Deadline Date: 1/21

MARCH NEWSLETTER — EMAIL ONLY
Mails February 25
Submission Deadline Date: 2/15

WEB ONLY NEWSLETTER — EMAIL ONLY
Promoting the WEB Event on April 30
Mails March 15
Submission Deadline Date: 3/5

APRIL NEWSLETTER — EMAIL AND PRINT
Mails March 29
Submission Deadline Date: 3/11

Membership Committee News & Events

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! Join us! We're off to a great start.

The NAWBO Membership Roster is now available on
line at www.NAWBO-SF.org and it is password protect-
ed. Contact Rhoda Singer at singer@pacbell.net for your
password. Please use this list to build collaborative rela-
tionships with your NAWBO colleagues.

BIZNET—New NAWBO Membership Benefit

In February, we will launch our second cycle of BIZNET,
a new NAWBO Membership Benefit. BIZNET enhances
business networking among our members. Enjoy the
comraderie 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.
This first BIZNET program ran through the end of the
2001. You must be an active member to participate.
Sign up at our January Dinner Meeting or e-mail Roxane
Johnson at rjohnson@shargel.com. Don't miss out!

Pizza and Pop !

Take part in an informal luncheon held at GansWorks on
Thursday, January 17th from 12-2pm! Hosted by
Adrienne Gans and Susan Kirshenbaum, this is a small-
er, more intimate forum for friendly conversation among
colleagues, to share information about our businesses
and brainstorm strategies for abundance in 2002.
RSVP to Adrienne Gans: agans@gansworks.com
\$10 Refreshment Fee

GansWorks offers management consulting to help companies formu-
late business strategies with PlaySolving, build entrepreneurial lead-
ership through executive coaching, and remove communication
barriers to collaborative teamwork.

JOIN THE FUN and JOIN OUR COMMITTEE!

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



2001-2002 BOARD OFFICERS:

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415-283-1970, EXT. 102 PHO/415-986-1630 FAX/SGRANT@WGDSEARCH.COM

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TREASURER — MAY PON, M. BUTTERFIELD-BROWN & ASSOC., LTD.
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CHAPTER ADMINISTRATOR — RHODA SINGER
415-333-2130 PHO/415-586-6606 FAX/SINGERR@PACBELL.NET

Monson Communications LLC has been busy, as investors have begun dipping their toes into the market for initial public offerings. After a lackluster year in the equity markets, Monson helped LogicVision with their IPO, the first technology deal since July of this year.

Monson's most recent success is NetScreen Technologies, Inc. which makes ASIC-based Internet security systems, and priced on December 11, 2001, a 160 million dollar offering. Monson provided both companies with IPO prep services which included strategic messaging, presentation development and executive coaching. Since 1999 Monson Communications has been involved in 2+ billion in equity offerings.

Melissa Monson, founder and CEO of Monson Communications LLC, has been helping clients articulate well-crafted, persuasive messages to the investment community since 1989.

This has been a busy time for NAWBO Membership Chair Susan Shargel. This fall, at the suggestion of NAWBO member Jenise Gaskin, Susan addressed the Firm Administrator section of the Association of Legal Administrators (ALA) on the topic of "Designing a Competitive Benefits Package." She outlined the components of a competitive benefits plan and discussed how to control health care costs and maintain employee satisfaction. She gave a similar presentation to the Firm Administrators section of the California Society of CPA's.

Additionally, Shargel & Co. Insurance Services published their second Benefits Issues eNewsletter, an executive briefing on key issues affecting medical benefits plans. This issue outlined the reasons behind the rising costs of health care premiums and options for controlling these costs. E-mail rjohnson@shargel.com to request a copy.