



NAWBO Holiday Celebration!

Welcome the holiday season with good cheer, wonderful food and magical music! Please join us for our chapter's annual Holiday Celebration, an ideal NAWBO event to share with friends, loved ones and business associates. Meet and mingle with NAWBO San Francisco Bay Area Chapter members, corporate partners and special guests—the Bay Area Chapter of the American Society of Women Accountants.

We are delighted to celebrate the season at ACT—The Geary Theater. Decorated for its

production of “A Christmas Carol.” The Lobby, the Sky Bar and Fred’s Lounge will be ours for the evening! Dubbed the “Splendid Temple of Drama” by the local press of its day, such notables as Sara Bernhardt, Sammy Davis Jr., Clark Gable, Marlene Dietrich, Olympia Dukakis, Boris Karloff and Mae West all performed at The Geary Theater.

Come early for a backstage tour (5:30pm) and enjoy the magic of the theater!

Our event will be catered by long-time NAWBO Member Karen Bamberg of Cafe 44. Her holiday specialties are always memorable and delicious!

We will be entertained by two very talented musicians. Early music for the holidays will be performed by Dan Winheld (lute and vihuela da mano) and Rachel Winheld, soprano. With lute accompaniment, Rachel will present sacred and secular music from Italy, Spain, France, and England spanning the 13th to 16th centuries, including songs composed by Giulio Caccini, Cristóbal Morales, Josquin des Prés, Claudin de Sermisy, John Dowland, and others. Dan will perform 16th century solo works for lute and vihuela from Italy, Spain, France, and England, including recercari and fantasias by Francesco da Milano and Albert de Rippe; pavanas by Luis Milan; song intabulations by Julien Belin and Rogier Pathié; and pavans, galliards, and fantasias by Anthony Holborne, Robert White, and John Dowland.

December Meeting:

*Thursday December 12
6–9 pm
(backstage tour at 5:30pm!)*

RESERVE EARLY!

your paid reservation must be received by Monday 12/9/02

MAIL CHECK TO:

NAWBO-San Francisco
Rhoda Singer
985 Darien Way
San Francisco, CA 94127
415.333.2130

or

REGISTER ON LINE

<http://www.nawbo-sf.org>

Tickets:

\$40 members

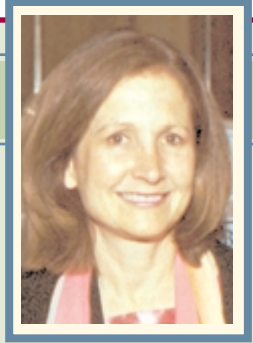
\$50 guests

cancellations made less than 48 hrs in advance are non-refundable



MEETING LOCATION:

ACT, The Geary Theater, on Geary between Taylor and Mason. The Sky Bar, Fred’s Lounge and the Lobby are ours for the evening!



As 2002 draws to a close, I am thrilled to report that NAWBO's membership is growing at a fast pace—we have nearly 180 members, 75% more than a year ago! At meetings and in committees, our new members are adding fresh ideas and energy to our chapter.

I believe that NAWBO's message, which combines practical programs with the spirit of success, is having an impact. Our programs have been drawing more and more people to our chapter and to our mission: *Grow– Thrive–Lead.*

Let's all come together at our Annual Holiday Party on December 12, to support each other, enjoy the company and keep out the chill! May our hearts be filled with compassion for those who struggle and may we continue our commitment to Peace in the New Year.

Happy Holidays,

Claudia

2003 Women Entrepreneurs Breakfast

Don't Forget to Nominate!

**2003 Women Entrepreneurs'
Breakfast (W.E.B.)
Friday, March 21, 2003**

Nomination Deadline: January 6, 2003

**Nominate Your Choices for this
year's Trailblazer or Rising Star**

You can nominate online at
http://www.nawbo-sf.org/news_web.htm
or call Rhoda Singer at 415-333-2130
to request a nomination form.

ARE YOU A NEW MEMBER?

Remember to check your roster listing for accuracy and add a description for your company! Please send changes to our Chapter Administrator Rhoda Singer at singerr@pacbell.net

Newsletter Team

Editor:

Jennifer Donahue
Marketing Communications for Businesses Large & Small
415-865-0250
jendonahue@earthlink.net www.jenniferdonahue.com

Design & Layout:

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

upcoming programs

- **Thursday, December 12**
Annual Holiday Celebration
at the Geary Theater
- **Thursday, January 9**
Dinner Meeting
Speaker: Phyllis Hill Slater
Inspirational event with Phyllis Hill Slater,
Past President of NAWBO National
- **Thursday, February 13**
Dinner Meeting
Wine and Chocolate Extravaganza
Celebrate Valentine's Day with Wine
and Chocolate!
- **Friday, March 21**
Women Entrepreneurs' Breakfast
Our Signature Fundraising Event
- **Thursday, April 10**
Dinner Meeting
Topic: Growing While It's Still Slowing
Speaker: Joanne Black,
founder of Sales Strategies for Business Growth
- **Thursday, May 8**
Networking Dinner
- **Thursday, June 12**
Dinner Meeting
Topic: Making Procurement Work
- **Thursday, July 10**
Dinner Meeting
Topic: Human Resources Issues

member to member events

Wednesday, December 18

Host: **Nooshi Naderi**
Location: The City Club, Time: 8am-10am
RSVP: Nooshi Naderi
nooshinaderi@earthlink.net
Special Topic to be announced

Wednesday, February 19

Host: **Isabelle Englund-Geiger,**
Fox Parlor Design
Time: 5:30pm-8pm
Location: Fox Parlor Design, 1286 Folsom Street
San Francisco, CA 94103
Phone 415.503.1845
Details: Start with some mingling and wine and
cheese, followed by a 30 minute presentation
about graphic design—how it can help
businesses become more successful, how to
use it as a strategic tool and finally where to
find a designer, what to look for and how to
work with one.
RSVP: Theresa at 415.503.1845
or email theresa@foxparlor.com

Wednesday, March 19

Host: **Danielle Bauter,**
Bookkeeping for Small Business
Time: 6pm-8pm
Location: 1325 Indiana Street, #309
San Francisco, 94107
Details: Learn more about the host's and other
guests' businesses at this informal wine and
cheese networking evening. Come gaze
through the telescope at our spectacular bay
views and enjoy the ambience of this
live/work loft while getting to know each
other in a casual and comfortable setting.
RSVP: Danielle at 415.643.3836
or danielle@checkyourbooks.com

Liz Vasile Galin, Ariste Research Group

A Season of Changes

The end of summer brought many changes for Elizabeth Vasile Galin, dba Ariste Research Group, beginning with a move across the bay to San Francisco. The company is now located at 669 Green Street in the heart of North Beach, and thanks to expert technical service from **NAWBO member Ann Bisagno and Tom Synder of Xantrion, Inc.**, its office technology systems are fully functional and better than ever.

Ariste Research Group is dedicated to helping philanthropic and for-profit organizations develop and evaluate programs and products that support excellence in community relations, emerging market strategies, service innovations, and community based social change programs engaging underserved populations globally.

In August, Ariste Research was selected to evaluate the Women's Funding Network's *Women of Color Development Incubator*, a year-long training and mentoring program funded by the Kellogg Foundation to promote global diversity in the fundraising profession and bringing together women of color from Europe, Africa, Asia, Latin America and the United States.

A study of strategic planning in non profit organizations, co-authored by Elizabeth Vasile Galin and sponsored by the David and Lucille Packard Foundation, has recently been published on the Packard Foundation website and can be viewed by going to <http://www.packard.org/pdf/2002oepother2.pdf>.

Ariste Research Group's most recent undertaking is in collaboration with Global Business Network to support The California Endowment's strategic implementation plan for programs designed to build the capacity of community organizations to promote health and health care among underserved populations in California.

Liz Vasile Galin, Ph.D.
Ariste Research Group
669 Green Street
San Francisco, CA 94133
phone: 415-362-7770; fax: 415-362-7773
email: lvasile@aristeresearch.com
www.aristeresearch.com

Roslyn Layton Strategic Advancement

Transforming Mines to Vines All Over the Globe

Roslyn Layton has secured a fundraising project with Roots of Peace, an international humanitarian organization devoted to ridding the world of landmines. Roots of Peace transforms mines to vines—removing the seeds of destruction and planting the seeds of hope (namely grapes and other crops).

The organization has raised \$150,000 for the demining of the Shomali Valley in Afghanistan, the valley north of Kabul that produced grapes for 1000 years.

Please see Roslyn's invitation later in this newsletter for information about an event on December 5: **Mines to Vines: A Global Toast to Peace**. With this event and the support of Sir Paul McCartney, Roslyn Layton Strategic Advancement hopes to produce a *Harvest of Hope*.

Roslyn Layton
Roslyn Layton Strategic Advancement
460 Francisco Street
San Francisco, CA 94133
phone: 415-296-7607
email: roslynlayton@yahoo.com

Seismic Installations

Preparing Clients for The Big One

Seismic Installations just completed a job with a new client—The Molecular Science Institute—and is currently working with Kaiser Permanente on several projects. Seismic Installations, specializing in Non-Structural Hazard Mitigation, prepares its clients for the next big earthquake. They are eager to do business with a fellow NAWBO member! Please contact Seismic Installations with any questions at the numbers shown below.

Olivia Ramirez Florence, Owner
Jerry Florence, Project Manager
Seismic Installations
P.O. Box 182
Concord, CA 94522
phone: 925-504-5959; fax: 925-709-0507
email: onjflo@aol.com

Stacey Lapuk Interior Design

Holiday Fundraising for the Community

Stacey Lapuk Interior Design is participating in two major fundraising events this holiday season. On December 5, the Special Olympics annual fundraiser will present *Spirit of the Trees* at the Mark Hopkins Hotel on Nob Hill. Stacey Lapuk, along with other top Bay Area interior designers, will decorate full size trees to be auctioned at this black tie event. Cocktails, dinner, live and silent auctions, and entertainment by Jules Broussard and the San Francisco Gay Mens' Chorus, along with the decorated trees and many other prizes will be featured. Tickets are \$150. From December 4-13, the American Society of Interior Designers presents *At Home for the Holidays*, benefiting the Children's Hospital Center for Child Protection. Stacey Lapuk will join other designers in creating elegant vignettes in over 80 showrooms for this event. Tickets are \$30 (\$25 advance). Please contact Stacey Lapuk Interior Design for more information.

Stacey Lapuk, ASID, CID
Stacey Lapuk Interior Design, Inc.
437 Wellesley Avenue
Mill Valley, CA 94941
phone: 415-383-9223; fax: 415-381-6646
email: lapuk@pachell.net
www.staceylapukinteriors.com

Jill Lublin, Promising Promotion

"Do the Dream" in Los Angeles

Jill Lublin, author of the best selling book, *Guerrilla Publicity*, announces that KLAC in Los Angeles is now broadcasting her radio show, *Do the Dream*, in addition to the Clear Channel station, KSDO, in San Diego. *Do the Dream* focuses on celebrities, CEO's, and extraordinary people who are achieving their dreams. Aside from hosting *Do the Dream* and authoring *Guerrilla Publicity*, Jill Lublin is the CEO of the public relations consultancy, *Promising Promotion*, as well as an internationally renowned speaker. You can contact Jill at (415) 883-5455 or by email at info@promisingpromotion.com

Jill Lublin
Promising Promotion
P.O. Box 5428
Novato, CA 94948
phone: 415-883-5455; fax: 415-883-3299
email: jill@planetlink.com
www.promisingpromotion.com

Jennifer Donahue

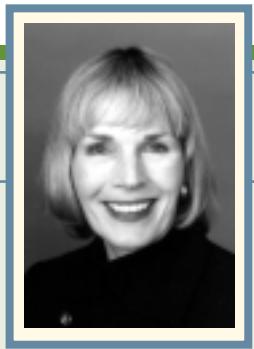
Lots of Projects in the Oven

Jennifer Donahue spent part of a busy fall helping two of her bakery clients promote new projects. **Noe Valley Bakery & Bread Company** opened a new store on Solano Avenue in Albany to complement its flagship store on 24th Street in San Francisco's Noe Valley neighborhood. Jennifer designed promotional collateral, signage and all supporting materials for the new store opening and wrote the tagline "Indulge Yourself on Both Sides of the Bay" to promote the bakery's retail expansion. Jennifer is also helping Noe Valley Bakery & Bread Co. develop a new website. Jennifer has handled the design and writing of all the marketing collateral for this award-winning bakery for almost two years.

The San Francisco Baking Institute, a client of Jennifer's since she started her business in 1999, trains professional and serious home bakers from all over the world at its state-of-the-art facility in South San Francisco. Most of the Institute's classes are week long workshops. This year, the company is expanding its class offerings to include a longer 14-week training program aimed at students interested in baking careers. Jennifer designed and wrote a 4-color, 12 page marketing piece on a very tight budget to accommodate the needs of this small client. She is also helping to put a new section on the company's website to further support the marketing.

Jennifer is happy to announce the addition of some new clients this fall that are either NAWBO members, or come referred by NAWBO members: Synergy Business Solutions, Nosh Productions, Inc. and Trident Delivery Services.

Jennifer Donahue
Marketing Communications
for Businesses Large and Small
1245 Folsom Street
San Francisco, CA 94103
phone: 415-865-0250; fax: 415-865-0253
email: jendonahue@earthlink.net
www.jenniferdonahue.com



San Francisco Ranks Number One in Social Capital

Many of us who make our livelihoods in the Bay Area take the local political scene for granted. It is only when we travel to other parts of the state or the country that we realize that others think we are off the charts in political activism, leftism, and tolerance. Are we really so “rare and special?”

*“Are we really so
‘rare and special?’”*

Yes, we are. An article by Rich DeLeon in the newsletter of the San Francisco Planning and Urban Research Association (SPUR) summarizes extensive statistics from the 2000 Roper Social Capital Benchmark Survey. By all measures, San Francisco stands out from all other U.S. cities in:

- Type and level of political participation
- Social, Racial and Ethnic Diversity
- Secularism
- Tolerance

Our closest rivals in political activism were Seattle and Boston. Sadly, Silicon Valley, Los Angeles and San Diego averaged only 30% to 40% rates of politically active and savvy citizens, while over 50% of San Francisco residents belonged to a group that: took local action for reform (that’s NAWBO!), were likely to know the names of their state’s two U.S. Senators, regularly read a daily newspaper, and participated in a whole range of political activities.

Not surprisingly, San Francisco is also—by far—the most liberal city in the United States. Over 70% of whites in San Francisco identify themselves as being “very liberal” on social and economic issues. The nearest cities—Seattle and Boston—did not even come close (at 43%). DeLeon concludes that San Francisco’s open and tolerant political climate is what attracts creative individuals to the city and contributes to its productive workforce. He suggests that our city might work better if “leaders of capital and community talk to one another in pursuit of

mutual accommodation, rather than continually struggling to bash each other’s brains in.”

NAWBO-SF’s motto this year is: Grow. Thrive. Lead. As a bipartisan association of women who care about women’s issues as well as business success, we are role models for the intersection between economic growth and social responsibility. Our individual and collective business success and political power demonstrate that capital and community can grow together.

Remember that NAWBO is here to help your business. Right now we are working to increase procurement opportunities with government, help straighten out the abysmal worker’s compensation insurance situation in California, clarify and simplify Independent Contractor regulations, and monitor business tax fairness in the City.

Sharon Gadberry, Ph.D.
Managing Partner
PowerTransitions
120 Montgomery Street, Suite 1950
San Francisco, CA 94103
Ph: 415 403-7002
Fx: 415 392-4909

**Mark your calendars for 2003
PUBLIC POLICY DAYS in
Sacramento, April 7 & 8.
That is when we make our voices
heard to our legislators. We hope
SF NAWBO will be the biggest
delegation there!**

Welcome!

Wanda Aviles
Scent From Above Fragrances
4817 Belford Peak Way
Antioch, CA 94531
phone: 925-778-3112
email: smartrecruiter2002@yahoo.com

Danielle Bauter
Check Yourself: Bookkeeping for Small Business
1325 Indiana Street, #309
San Francisco, CA 94107
phone: 415-643-3836
fax: 415-643-0236
email: danielle@checkyourbooks.com
www.checkyourbooks.com
High quality and affordable bookkeeping services to small businesses. Our bookkeepers offer a wide range of skills from general bookkeeping to payroll to tax preparation.

Donna Bletzinger
Dyer Stephenson
1563 Solano Avenue, Suite 514
Berkeley, CA 94707
phone 510-525-8019
email: donna@dysterstephenson.com
www.dysterstephenson.com

Irene Blomgren
Technology Resources, Inc.
2686 Derby Drive
San Ramon, CA 94583
phone: 888-327-7090
email: ireneb@trijobs.com
www.trijobs.com
Managed flexible staffing solutions in engineering marketing and sales for IT and Biotech industries.

Nancie Bottmeyer
The Madison Company Realtors
810 College Avenue
Kentfield, CA 94904
phone: 415-459-1550
fax: 415-459-6418
email: nancie@madisoncompanyrealtors.com
www.madisoncompanyrealtors.com
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Janet Campbell
JL Campbell Financial
2656 Bridgeway, #200
Sausalito, CA 94965
phone: 415-339-8944
email: janet@jlcampbellfinancial.com

Shamila Chand
Serenity Home
17 So. 45th Street
Richmond, CA 94806
phone: 510-708-3484
fax: 510-965-5988
email: shamila@serenityhome.org
www.serenityhome.org

Sarah Duncan
Alternative Advantage Management, Inc.
18000 Incline Road
Hayward, CA 94541
phone: 510-786-0223
fax: 510-786-9022
email: aaminc1@hotmail.com

Diane Glas
DecisionTrac
353 Bel Marin Keys Blvd., Suite 9
Novato, CA 94949
phone: 415-884-3635
fax: 415-382-7441
email: dian.glas@decisiontrac.com

Christina Harbridge
Bridgeport Financial, Inc.
405 Sansome St., 4th Floor
San Francisco, CA 94111
phone: 415-986-7879
fax: 415-986-7865
email: christina@nicelydun.com
www.nicelydun.com

Eve Hinman
Hinman Consulting Engineers, Inc.
200 Division Street, Suite 302
San Francisco, CA 94103
phone: 415-621-4423
fax: 415-621-4447
email: ehinman@hce.com

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Patricia Iriks
3642 Sonoma Avenue
Sonoma, CA 95405
phone: 206-338-5779
fax: 206-338-5779
email: cb303@mail.com

Phyllis Martin-Vegue, ASID
Simon Martin-Vegue Winkelstein Moris
989 Market Street
San Francisco, CA 94103
phone: 415-546-0400
fax: 415-882-7098
email: pmartin-vegue@smwm.com
www.smwm.com

Keiko Marutani
Keis International, Inc.
77 Geary St., #550
San Francisco, CA 94108
phone: 415-203-6331
fax: 415-695-0101
email: keiko@keis-intl.com
Computer consultant, international licensing,
liaison services

Sharon Miller
Renaissance Entrepreneurship Center
275 5th Street
San Francisco, CA 94103
phone: 415-541-8580
fax: 415-541-8589
email: sharon@rencenter.org
www.rencenter.org

Elizabeth Moore
OP Contract
400 Second Street
San Francisco, CA 94107
phone: 415-778-2019
fax: 415-512-5668
email: EAM@opcontract.com
www.opcontract.com
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Kimball Geiger & many more. Delivery, installation,
asset management, mode management, storage-refurb.

I. Lee Murphy-Reed
MurphyReed Design Group
2 Warren Drive
San Francisco CA 94131
phone: 415-665-5549
fax: 415-433-4015
email: ileer@aol.com

Danielle Ochs-Tillotson
610 16th St., Suite 310
Oakland, CA 94612
phone: 510-763-1900
fax: 510-763-5952
email: d_ochs@pacbell.net

Jill Peterson-Burns
Jill Peterson Management
12 Geary Street, #601
San Francisco, CA 94108
phone: 415-831-4000
fax: 415-831-4100
email: jill@jp-management.com
www.jp-management.com

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NAWBO Holiday Celebration!

Thursday December 12, 6-9 pm
(backstage tour at 5:30pm!)

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between Taylor and Mason.

The Sky Bar, Fred's Lounge and the Lobby
are ours for the evening!

Kirby Sack

The Kirby Sack Properties
49 Geary Blvd., #500
San Francisco, CA 94108
phone: 415-981-8320
fax: 415-981-8229
email: kirbysack@aol.com

Sue Sakaki

The EnviroSystems Group
1745 Leimert Blvd.
Oakland, CA 94602
phone: 510-531-5377
fax: 510-531-3337
email: sakaki@esgcon.com

Merina Ty-Kisera

Veraxiis
P.O. Box 167
Mill Valley, CA 94942
phone: 415-380-8334
email: merina@veraxiis.com

Kerry Weiner Elkind

The Elkind Group
1024 Anza Blvd.
San Francisco, CA 94118
phone: 415-876-8461
fax: 415-876-0291
email: kerry@elkindgroup.com
www.elkindgroup.com

Felicia Whittingham

Renaissance Entrepreneurship Center
275 5th Street
phone: 415-541-8580
fax: 415-541-8589
email: felicia@rencenter.org
www.rencenter.org

Tessa ten Tusscher

Bay Area Psychological Testing Assoc.
447 Battery St., #230
San Francisco, CA 94111
phone: 415-296-8081
fax: 415-296-8471
email: tessa@bapta.com
www.bapta.com

**National Association of Women Business Owners
San Francisco Bay Area Chapter**

2002-2003 EXECUTIVE OFFICERS:

PRESIDENT — CLAUDIA VIEK, CLAUDIA VIEK CONSULTING
PH: 415-824-5228 Fx: 415-282-7697 EM: CVIEK@SBCGLOBAL.NET

VICE PRESIDENT — NANOSHKA JOHNSON, NOSH PRODUCTIONS, INC.
PH: 415-437-6744 Fx: 415-437-6155 EM: NAWBOSF@NOSH.COM

SECRETARY — DANIELLE BAUTER, CHECK YOURSELF
PH: 415-643-3836 Fx: 415-642-0236 EM: DANIELLE@CHECKYOURBOOKS.COM

TREASURER — MAY PON, M. BUTTERFIELD-BROWN & ASSOC., LTD.
PH: 415-864-3235 Fx: 415-864-0320 EM: MAYPON@BBATAX.COM

IMMEDIATE PAST-PRESIDENT — SUSAN GRANT, WINGUTH, GRANT & COMPANY
PH: 415-283-1970 /CALL TO FAX; EM: SGRANT@WINGUTHGRANT.COM

2002-2003 BOARD COMMITTEE CHAIRS:

CORPORATE PARTNERS — DIANA KIMBRELL, KIMBRELL & CO.
PH: 415-331-1334 Fx: 415-331-8734 EM: DIANA@KIMBRELL-CO.COM

LEGAL COUNSEL — TERESA PAHL, HANSON BRIDGETT
PH: 415-995-5079 Fx: 415-541-9366 EM: TPAHL@HANSONBRIDGETT.COM

MARKETING CHAIR — MELISSA MONSON, MONSON COMMUNICATIONS, LLC
PH: 415-543-7200 Fx: 415-543-7717
EM: MELISSA@MONSONCOMMUNICATIONS.COM

MEMBERSHIP CHAIR — HEATHER SAGER, CARLTON, DiSANTE & FREUDENBERGER LLP ("CDF")
PH: 415-981-3223 Fx: 415-981-3246 EM: HSAGER@CDFLABORLAW.COM

NATIONAL LIAISON — SYNDI SEID, ADVANCED ETIQUETTE
PH: 415-928-1912 Fx: 415-928-4641 EM: SYNDISEID@ATT.NET

NAWBO CALIFORNIA LIAISON — JACKIE REIMANN, SECURE FUTURES
PH: 650-227-0345 Fx: 650-341-1449 EM: JACQUELYN.REIMANN@SFIA.COM

PROGRAMS CO-CHAIR — SUSAN GRANT, WINGUTH, GRANT & COMPANY
PH: 415-283-1970 / CALL TO FAX EM: SGRANT@WINGUTHGRANT.COM

PROGRAM CO-CHAIR — LIZ VASILE, ARISTE RESEARCH GROUP
PH: 510-444-5590 Fx: 510-444-5127 EM: LVASILE@ARISTERESEARCH.COM

PUBLIC POLICY — SHARON GADBERRY, TRANSITION MANAGEMENT GROUP
PH: 415-403-7002 Fx: 415-392-7097 EM: SHARON@TMGPM.COM

PUBLIC RELATIONS — CYNTHIA HARRIS, STRATEGY ASSOCIATES, INC.
PH: 650-598-2240 Fx: 650-598-2242
EM: CHARRIS@STRATEGYASSOCIATES.COM

CHAPTER ADMINISTRATOR — RHODA SINGER
PH: 415-333-2130 Fx: 415-586-6606 EM: SINGERR@PACBELL.NET

NIGHT OF A THOUSAND DINNERS

December 5, 2002



*Adopt-A-Minefield Benefit Gala, September 18, 2002, Los Angeles.
(l to r.) Nabela Hadi, Acting Executive Director, Adopt-A-Minefield, Brian Wilson,
Adopt-A-Minefield Goodwill Ambassadors Sir Paul McCartney and Lady Heather Mills McCartney,
Heidi Kubn, Founder, Roots of Peace.*

We cordially invited you to dine with us and thousands of people around the world on December 5, 2002 for the "Night of a Thousand Dinners" converting demined land to productive agricultural use by turning seeds of destruction into seeds of hope.

Roots of Peace has launched the Harvest of Hope Campaign to remove the deadly seeds of landmines from the vineyards of the Shomali Valley in Afghanistan—replacing minefields with grapevines which have flourished for thousands of years before war.

Our proud partners in this effort are the United Nations Association of the USA's Adopt-A-Minefield Campaign, and The HALO Trust. Together, we will literally transform Mines to Vines giving farmers the dignity to cultivate their lands without the fear of landmines beneath their feet.

Over 27 varieties of grapes and raisins were once a primary source of export.

Enjoy the bountiful harvest of the season by hosting a dinner.

Join global leaders, caring citizens, diplomats, celebrities, and generous Rotarians around the world who will host dinners in their homes and other venues to raise funds for mine clearance and survivor assistance.

By graciously hosting a "Night of 1000 Dinners", you will:

☘ Clear Landmines ☘ Save Lives, ☘ Support Landmine Survivors

Please register online at www.1000dinners and be sure to select HARVEST OF HOPE
For further questions, please contact Roots of Peace www.rootsofpeace.org or 415-455-8884.



Wednesday, December 11, 2002

11:00 a.m. to 7:00 p.m.

Renaissance Entrepreneurship Center

275 5th Street (at Folsom)

San Francisco

www.rencenter.org

Please Join us for Our

Annual Holiday Party and Gift Fair

Buy unique, high quality gift items from our local graduate business owners:

Jewelry • Clothing • Home Accessories

Organic Body Products • Plants • Cards

Stationery • Hats • Printed Textile Products

Ceramics • Decorative Glass • Ornaments

Drinks, Snacks and Dessert!!

For more information contact Lee James at (415) 541-8580

Come celebrate the Holidays with Renaissance!



275 FIFTH STREET, SAN FRANCISCO, CA 94103 ♦ (415) 541-8580 ♦ WWW.RENCENTER.ORG

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(415) 753-6221; gherr54711@aol.com

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Graduate Owner: Wendy Allen
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(415) 487-0423; wendy@miss-fitt.com
www.miss-fitt.com

SHEILA MOON

Graduate Owner: Sheila Moon
Design/Manufacture of Women's Clothing
(415) 558-9260; sheila@sheilamoon.com
www.sheilamoon.com

SUZANNE GEORGE SHOES

Graduate Owner: Suzanne George
Made to Measure Footwear - crafted by hand
(415) 775-1775; suzshoes@mindspring.com

HULA SISTERS

Graduate Owner: Kristen Kane
Swimwear Manufacturing
(415) 648-2075; hulas@mindspring.com
www.hulasisters.com

AMY O'CONNELL JEWELRY

Graduate Owner: Amy O'Connell
Handmade Jewelry and Stones
www.lapidaryart.com

MELISSA BORRELL JEWELRY DESIGN

Graduate Owner: Melissa Borrell
Jewelry Design
(415) 505-7813; info@melissabdesign.com
www.melissabdesign.com

MELISSA JOY MANNING METAL

Graduate Owner: Melissa Joy Manning
Jewelry Design (510) 465-4413
www.mjmmetal.com

MUSCOVIE DESIGN

Graduate Owner: Jersey McDermott
Contemporary Bridal Jewelry
(415) 282-4281; muscoviedesign@earthlink.net

RENEE WILLIS DESIGNS

Graduate Owner: Renee Willis
Fine Jewelry and Objects of Art
(510) 204-9621; rwillis@lmi.net

PAALA

Graduate Owner: Janna Stark
Young Women's Clothing Design
(415) 867-2252; janna@paala.com
www.paala.com

MAXIMUM MAMA MATERNITY

Graduate Owner: Paula Mattisonsierra
Professional and Casual Clothing Line for the Mother-to-be
(415) 585-3139; paulams@maximummama.com
www.maximummama.com

A LA FOLIE

Graduate Owner: Nafissa Tayebi
Select European Intimates
(510) 893-6543; nafissa@visitalafolie.com
www.visitalafolie.com

BOSSALINI

Graduate Owner: Eugene Steptoe
Branded Casual Clothing for the New Millennium
(866) 750-1282; info@bossalini.com
www.bossalini.com

RETAIL OPERATIONS

OOMA

Graduate Owner: Kate Logan
Retail Women's Clothing and Accessories Store
1422 Grant Ave, San Francisco
Hours: Tu-Sat 11-7 pm; Sun 12-6 pm
(415) 627-6963; kate@ooma.net
www.ooma.net

SEE JANE RUN SPORTS

Graduate Owner: Lori Shannon
Retail Women's Athletic Clothing Stores
1. 3870 24th Street, San Francisco
2. 5817 College Ave., Oakland
Hours: Mon-Fri 11-7 pm; Sat 10-6 pm; Sun 11-5 pm
(415) 401-8338 or (510) 428-2681; lori@sjrsports.com
www.seejanerun.com

SUGARPOPPY

Graduate Owner: Catherine Montalbo
Retail Contemporary Women's Clothing Store
1552 Polk St., San Francisco
Hours: Mon-Fri 11-8 pm; Sat 11-7 pm; Sun 12-6 pm
(415) 775-4979; sugarpoppy@earthlink.net

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- GET INSPIRED AND ENERGIZED BY THE IDEAS AND EXPERIENCE OF OTHER PROFESSIONAL WOMEN
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- CREATE INNOVATIVE AND EFFECTIVE CHANGES IN THE BUSINESS CULTURE
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nawbo news

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san francisco bay area chapter

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