

**RESERVE NOW!**

**18TH ANNUAL  
WOMEN ENTREPRENEURS' BREAKFAST  
TUESDAY, APRIL 30**

april 2002



**INTRODUCING THE 18TH ANNUAL W.E.B. HONOREES**

**NAWBO W.E.B.**  
THE NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS SAN FRANCISCO BAY AREA CHAPTER



OUR ANNUAL WOMEN ENTREPRENEURS' BREAKFAST IS OUR CHAPTER'S PREMIER EVENT AND FUNDRAISER.

EACH YEAR, WE PROUDLY RECOGNIZE THE ACHIEVEMENTS OF OUTSTANDING BAY AREA WOMEN ENTREPRENEURS. WE ARE INSPIRED BY THEIR STORIES AND ENERGIZED BY GATHERING TOGETHER IN ONE ROOM - VETERAN MEMBERS, POTENTIAL MEMBERS, OUR LOYAL CORPORATE SPONSORS, COMMUNITY AND BUSINESS LEADERS - ALL CELEBRATING THE GROWTH AND POWER OF WOMEN BUSINESS OWNERS EVERYWHERE. DON'T MISS THIS EVENT!

**RESERVE BY APRIL 19**

See Inside for Price and  
Reservation Details Or Call  
415-355-9988

Early Bird Specials  
Available! Order Your Tickets  
by April 15th and save!

Visit Us On-Line  
[www.nawbo-sf.org](http://www.nawbo-sf.org)

18TH ANNUAL  
WOMEN ENTREPRENEURS' BREAKFAST  
(W.E.B.)  
TUESDAY, APRIL 30, 2002

THE PALACE HOTEL  
2 NEW MONTGOMERY STREET  
SAN FRANCISCO  
7:30AM REGISTRATION AND  
SILENT AUCTION  
8:00AM-9:45AM BREAKFAST AND  
AWARDS PROGRAM

**2002 TRAILBLAZER HONOREE**



*Laura S. Scher*  
Chairperson and CEO  
Working Assets

**2002 RISING STAR HONOREE**



*Alice Ray*  
Co-Founder and CEO  
Ripple Effects

**GUEST SPEAKER**

*Susie Tompkins-Buell*  
Co-Founder  
Espirit de Corps

proceeds benefit the  
Renaissance Entrepreneurship Center



**STRENGTHEN . CREATE . BUILD . INFLUENCE**

*Our Thanks to the Corporate Partners Who Help Make W.E.B. Possible*

- Wells Fargo
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  - Kemper Insurance
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**TRAILBLAZER HONOREE**

**Laura S. Scher**  
**Chairperson and CEO**  
**Working Assets**

Laura Scher is something of a modern-day Robin Hood, an entrepreneurial activist who redistributes the wealth of the marketplace to those in need. She co-founded Working Assets in 1985 on the belief that building a business and building a better world are not mutually exclusive. *"We are showing the world that you can create a successful business that is committed to social change,"* says Laura. *"It's incredibly satisfying to know that a community of kindred spirits can have an enormous impact."*

Working Assets is a long distance, credit card, Internet services and wireless company dedicated to building a world that is more just, humane and environmentally sustainable. As CEO, Laura has helped Working Assets grow to more than \$140 million in annual revenue. The company supports positive social change by donating a percentage of its top-line sales revenue to progressive nonprofit groups working for peace, human rights, equality, education, and the environment.

Under Laura's leadership, the company has donated \$30 million to groups such as Planned Parenthood, Amnesty International, Greenpeace and Children's Defense Fund. Laura and Working Assets have been featured in national media, including People Magazine, Rosie O'Donnell Show, Fortune Small Business, New York Times, USA Today and NBC's Today show.

**RISING STAR HONOREE**

**Alice Ray**  
**Co-founder and CEO**  
**Ripple Effects**

Alice Ray is a nationally recognized expert in social learning, an award-winning media producer, and a visionary leader known for combining good works with good business. In the past 20 years, Alice Ray has started and led three organizations, all of which are thriving today. She has served as a business consultant and trainer to more than 100 organizations.

In 1997, Alice co-founded Ripple Effects, a company that develops and publishes social learning software programs. The company's mission is to use computer technology to prevent violence and positively impact social behavior, and to make enough money doing it, so that preventing suffering begins to be more lucrative than trading off it after the fact. In 1998, Ripple Effects released its flagship program, Relate for Teens. Under Alice's leadership, the company now offers a full line of products for students and teachers, that have won more than 20 awards from the health, software, education and communications industries.

Alice has also authored books, published articles and made numerous national and international presentations on subjects related to social emotional learning in school, community, and corporate environments. A master of short form communication and engaging media, she has received eight regional Emmys and a dozen national film awards, as well as awards for social leadership including a presidential letter of commendation for work on behalf of child safety. Her projects have been featured in major national print and broadcast media, including Newsweek, The New York Times, USA Today, NBC's Today show, Dateline NBC, ABC Nightline, CNN, and MTV.

**W.E.B. 2002 BENEFICIARY****Renaissance Entrepreneurship Center**

Founded in 1985, Renaissance is a nonprofit microenterprise development organization providing small business training and support services to help socially and economically diverse women and men throughout the Bay Area start and grow their own businesses. Through our Women's Business Center, a partnership with the US Small Business Administration, Renaissance provides special training, workshops and support services for women business owners. The success of Renaissance graduates demonstrates the accomplishments of our programs; over 80% of Renaissance graduates who started businesses report businesses success.

# silent auction

Support your chapter and grab some great deals at the same time! Bring your checkbook and be prepared for bidding on your favorite items from the list below. This is a great way to show your support for NAWBO and for the many local businesses, including our own members, who have helped make the 2002 Silent Auction such a wonderful array of choices for W.E.B. attendees! Just look at some of these values...

## ★ FEATURED CHAPTER MEMBERS

**Advanced Etiquette** - 1 adult admittance to a 3/4 day seminar titled: "World-Class Business and Social Etiquette and Protocol" \$275 value

**Eldercare Services** - Tea for 2 Gift Basket - one large basket filled with 1 China teapot, 2 china cups, English Breakfast tea, Almond tea cookie, Orange Marmalade, Shortbread cookie, Berry candy drop, Lady tea cookie, decorative napkins, truffles, decorative tile \$85 value

**King's Ransom** - peach, white, & black freshwater pearl illusion multi-strand necklace - \$150 value

**Kit Cole Investment Advisory Services** - 1 hr. of financial coaching \$325 value

**Law Office of Deborah Wilder** - 2 hours of legal research or consultation in the area of labor / employment, business or construction \$590 value

**Let's Talk Business** - one hour professional consultation communication skills \$200 value

**Promising Promotion** - 1/2 hour PR coaching & 2 Audio Tapes \$125 value

**Signs America, Inc.** - 2' x 6' banner - vinyl banner with vinyl logo, (winner designs banner) \$125 value

**Stacey Lapuk Interior Design, Inc.** - 2 hour interior design consultation, at our office, or at your San Francisco or Marin County home. They can create floor plan options; outline color & fabric schemes; address lighting needs; tackle window treatment possibilities; review furnishings \$500 value

**Strategems** - Conscious collaboration workshop (3 hours) - Learn step-by-step procedures for building human and technology systems for conscious collaboration \$750 value

## ★ ENTERTAINMENT

**A.C.T.** - 2 tickets to any preview performance \$70 value

**Aquarium of the Bay** - 2 adult ticket vouchers \$26 value

**Bay Meadows Racecourse** - gift certificate for Turf Club Party for 4, includes parking, tickets, programs, and \$100 for meal for 4 - \$180 value

**Berkeley Repertory Theatre**, 2 tickets to "Cloud Nine" \$85 value

**Blackhawk Museum**, 4 admission passes - \$32 value

**California Shakespeare Festival** - 2 tickets for Tuesday or Wednesday performance \$60 value

**Diablo Ballet** - 2 tickets to Diablo Ballet's season finale at the Dean Leshner Regional Center for the Arts in Walnut Creek on either Friday, May 3 or Saturday, May 4, 2002 at 8:00pm \$70 value

**Disneyland** - 2 tickets to either Disneyland or Disney's California Adventure \$86 value

**Marin Shakespeare Company** - 2 tickets to any 2002 summer season performance of A Thousand & One Arabian Nights, Much Ado About Nothing, or Macbeth \$44 value

**Mission Cliffs** - 2 Belay Safety packages for indoor climbing \$60 value

**Napa Valley Wine Train** - 2 round trip train fares \$60 value

**Oakland Museum of California** - 4 admission passes \$24 value

**Pier 39** - Fun Pack for 4, contains Pier 39 brochures and coupons offering over \$200 in savings. The Fun Pack also features complimentary tickets to The Great San Francisco Adventure, Blue & Gold Fleet, Turbo Ride, Venetian Carousel, Arcade Tokens and 2 hours of Free Parking \$190 value

**Red & White Fleet** - 2 tickets \$36 value

**Ripley's Believe It or Not** - 4 guest passes \$40 value

**San Francisco Museum of Modern Art** 2 passes \$20 value

**San Francisco Zoo** - 2 admission passes & 2 passes for Carousel, Safari Tram \$30 value

**San Jose Museum of Art** - 2 dual/family memberships \$140 value

**Six Flags Marine World** - 2 passes \$86 value

**Theatre Rhinoceros** - gift certificate good for 2 tickets to any main stage show \$40 value

**Villa Montalvo** - 2 tickets to a performance by Ottmar Liebert at the Fox Theatre in Redwood City on Sunday, 5/19, 2002 @ 7:30 pm \$70 value

**Wax Museum** - 4 tickets \$52 value

**Winchester Mystery House** - 2 tour passes \$34 value

**Yerba Buena Center for the Arts** - 8 Galleries Family Passes \$160 value

★ DRIVE A LEXUS OR A JAGUAR FOR THE WEEKEND!

Visit the Silent Auction to place your bid. ★

more...

silent

auction

### ★ HOTELS / GETAWAYS

**Amtrak West** - 2 round trip tickets, San Francisco to Sacramento \$100+ value

**Executive Inn, Embarcadero Cove, Oakland** - a weekend stay for 2 in a junior suite, valid Friday & Saturday nights only \$250 value

**Holiday Lodge in So. Lake Tahoe** - one night stay with a King size bed, valid Sunday - Thursday, expires 7/25/02 \$90 value

**Hotel Juliana** - 2 nights stay in a deluxe room \$478 value

**Park Hyatt, San Francisco** - 1 weekend night stay in a Deluxe room and Brunch for two in the Park Grill Restaurant \$500 value

**SF Marriott** - 1 night stay for two \$515 value

**Dandelion / Tampopo** - Japanese Iron Teapot with a pair of crackle glazed cups \$70 value

**Dragon Imports** - 3 lacquer violet containers & set of lacquer box containers \$60 value

**Dragon Imports** - 3 lacquer yellow containers & set of lacquer box containers \$60 value

**Heron Wines** - 1999 Magnum Heron Chardonnay & 1999 750 ml Heron Chardonnay \$100 value

**HomeChef Kitchen Store & Cooking School** - gift certificate for 3 demonstration classes - \$147 value

**Kenwood Vineyards** - gift certificate for VIP Tour & Tasting of their winery for 4 adults. Your visit will include a tour of our facility, a tasting of our finest wines and 2 - 750 ml bottles of our Sonoma County Chardonnay or Merlot as a gift \$90 value

**Oseito Bathhouse** - entry card for 8 visits \$56 value

**The Right Direction Pilates Studio** - one private pilates session and one group mat class \$100 value

**San Francisco Giants** - autographed baseball by Dusty Baker \$75 value

**Sunset Sauna** - 2 gift certificates, each for 1/2 hour massage \$80 value

**Toy Boat Dessert Café** - 15 - 2 for 1 ice cream cone certificates \$35 value

**Victoria Waters Photography** - Portrait sitting plus one 8 x 10 picture - black & white or color, of headshot, family, baby, pet or couple \$160 value

**Ron Wong** - one case of 1999 Sterling Chardonnay wine \$144 value

**YMCA** - 2 one-year family membership at Downtown Oakland YMCA \$1248 value

### ★ RESTAURANTS

**22/23 Restaurant in SF** - \$75 gift certificate

**Alana's Café in Burlingame** - gift certificate for dinner, valid Tuesday - Friday \$30 value

**Fior d'Italia** - gift certificate for lunch or dinner for 4 to include cocktails, wine and a gourmet four course meal, valid everyday at lunch and Sunday - Thursday dinner \$240 value

**La Mediterranee II** - gift certificate for one medium party platter \$54 value

**Palio D' Asti** - gift certificate for dinner for 4, valid Monday - Friday \$100 value

**Tommy Toy's Cuisine Chinoise** - Signature Dinners for 2, not valid on Fridays, Saturdays, Valentine's Day & New Year's Eve \$115 value

**Uno's Bar & Grill** - gift certificate \$25 value

### ★ SERVICES & OTHER WONDERFUL ITEMS

**Books Inc.** - gift certificate - \$25 value

**Club One** - one month membership \$100 value

**Cole Hardware** - gift certificates \$30 value

**Dale Carnegie Training of San Francisco**  
**Kim Marie Rebeiro** - training program \$1,500 value

All Silent Auction Items have been donated by businesses that believe in NAWBO's mission and membership...

Show your support by making this year's auction a record setting fundraiser!

### DID YOU KNOW?

An overwhelming number of current members tell us they first joined NAWBO's SF Bay Area Chapter after attending a W.E.B. event. It's the kind of event that makes you want to be a part of the history and future of women business owners!

reserve

now!

## W.E.B. (Women Entrepreneurs' Breakfast)

Tuesday, April 30, 2002

The Palace Hotel

2 New Montgomery Street, San Francisco

7:30am Registration and Silent Auction

8:00am to 9:45am Breakfast and Awards Program

### SPONSORSHIP BENEFITS

★ **PLATINUM - \$5,000**

BEST seating for 10 guests at breakfast. Lead recognition of contribution in all WEB event printed materials. Your company name and logo listed on NAWBO website. Table sign at breakfast.

★ **GOLD - \$2,500**

VIP seating for 10 guests at breakfast. Prominent recognition of contribution in all WEB event printed materials. Your company name listed on NAWBO website. Table sign at breakfast

★ **SILVER - \$1,000**

Preferred seating for 10 guests at breakfast. Recognition of contribution in all WEB event printed materials. Table sign at breakfast.

#### \$500 TABLE SPONSOR

10 tickets at \$50 each (reserved table seating)

#### \$100 FRIEND TICKETS

(includes program listing)

#### \$50 INDIVIDUAL TICKETS (before April 15)

#### \$60 TICKETS (after April 16)

FOR MORE INFORMATION,  
PLEASE CALL  
RON WONG & ASSOCIATES,  
EVENT COORDINATOR  
AT 415-355-9988

#### HONORARY COMMITTEE

Eunice Azzani  
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