



Seize the Possibilities!

with Mary MacRae, NAWBO National President

Joint meeting—NAWBO Silicon Valley and San Francisco Bay Area Chapters

Join us for exceptional networking and inspiration when we visit our neighbor Silicon Valley Chapter in Redwood City for a very special evening with NAWBO's National President—Mary MacRae. Mary has almost 30 years experience as a business, community and political activist, including 13 years as the owner/senior consultant of MJM Enterprises, which offers training and consulting services on political advocacy and economic development, focusing on small and women-owned businesses.

Mary has been elected to the Boards of numerous civic, political and business organizations, such as

- National President—NAWBO
- President—Nashville NAWBO Chapter
- President/Founding Member—the Women's Resource Center
- Assistant Regional Director & Chapter President—American Society of Training and Development

In recognition of her leadership, Mary has received many honors and political appointments, such as:

- NAWBO Advocate & Member of the Year from the Nashville NAWBO Chapter
- Economic Leadership Award from the Women's Business Institute of the South

- International Order of Merit from the Biographical Institute in Cambridge, England
- Plus numerous other civic, charitable and political honors/awards

In 1996, Mary's personal and professional life changed dramatically when her husband was diagnosed with and treated for a very rare form of cancer.

“The future belongs to those who see possibilities before they're seen by others.”

During this time, they realized that a solid succession plan wasn't in place for his business, an independent music publishing company. As a result, and some would say out of necessity, Mary became the

Managing Business Partner for The Bone Group, an alliance of award-winning, Grammy-nominated country music songwriters and publishers.

Mary believes that women must take time to “stop and smell the roses” in order for them to be effective community leaders, political advocates and business owners. Being one who practices what she preaches, Mary scouts for antiques, digs in her flower beds and enjoys the sights, sounds and activities of the farm life she shares with her husband, Johnny MacRae—now in his fourth year of being cancer free.

October Meeting:

Thursday October 10,
6–8:30pm

RESERVE EARLY!

your paid reservation must be received by Monday 10/8/02

REGISTER ON LINE!

<http://www.nawbo-sv.org/event.html>

Or Contact:

Angi Roberts
The Write Process
NAWBO-Silicon Valley Chapter
PO Box 2696
Santa Clara, CA 95055-2696
(408) 257-3857 NAWBO hotline
(408) 266-9658 fax
writeprocess@att.net

Tickets:

EARLY BIRD PRICE (reserve by 10/3)

\$50 members

\$60 prospective members

PRICE AFTER 10/3

\$55 members

\$65 prospective members

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



DIFFERENT MEETING LOCATION:

Hotel Sofitel
223 Twin Dolphin Drive
Redwood City, CA

president's letter

Claudia Viek
NAWBO President



"I felt privileged and empowered to be speaking on your behalf, knowing that I had this great constituency of talent and success behind me."

Grow... Thrive... Lead.... These are the benefits of NAWBO membership. And NAWBO is the only women's business organization, which not only provides learning and networking opportunities, but also functions as a public policy advocate on behalf of our needs.

Last month I represented our NAWBO chapter in meetings with Alan Greenspan in Washington and with the new Board of Governor's of the Federal Reserve Bank. Along with the Greenlining Institute, we pressed for increased access to credit for women and minority owned businesses, and support for banks gathering data on loans by gender and race. I felt privileged and empowered to be speaking on your behalf, knowing that I had this great constituency of talent and success behind me.

Another inspiring example of NAWBO leadership in action is Mary MacRae, our National President, who headlines our October program, held jointly with NAWBO Silicon Valley Chapter. Mary radiates power and personal warmth. She is just the kind of woman you want representing your interests in Washington DC, and as a national spokesperson for women business owners. We need inspiration to carry us over these stressful times, as we strive to grow our businesses in a difficult economy and balance our lives under the threat of war.

I also hope that you find the new design of our Newsletter inspiring! Thanks to Melissa Monson, our VP for Marketing, for taking the lead on the review of all of our public messages, and Isabelle Englund-Geiger and Jennifer Donahue for re-designing the Newsletter.



From left to right: LA NAWBO member Mary Ann Mitchell, Alan Greenspan and Claudia Viek

Please make time to attend our program on October 10, and refresh your own leadership capabilities.

— Claudia

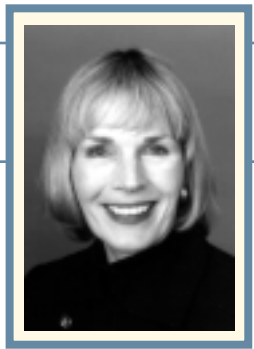
newsletter team

EDITOR:

Jennifer Donahue
Marketing Communication for Businesses Large & Small
415-865-0250
jendonahue@earthlink.net

DESIGN & LAYOUT:

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



CAMPAIGN DOLLARS EQUAL POLITICAL CLOUT

Even though the U.S. Congress has passed a campaign finance law, you can expect that money will dominate politics for the foreseeable future. One cynical group, *billionairesfor-bushorgore.com*, points out that investments in political candidates have had a return far exceeding that of the stock market at its highest point in the year 2000. When the Timber Industry spent \$8 million in campaign contributions to preserve the logging road subsidy, they received \$458 million in revenues; the return on their investment was 5,725%. The Tobacco Industry spent \$30 million in contributions for a tax break worth \$50 billion; the ROI was 167,000%.

In the meantime, how much do women business owners spend to support candidates who support their own business interests, not to mention candidates who represent causes that they sincerely believe in? I would guess that the percentage is very low, and just about comparable to the pathetic statistics of the percentage of U.S. and State government procurement projects that are awarded to women: less than two percent and shrinking annually.

I began contributing to political candidates over twenty years ago, inspired by a group organized to elect women to public office. I remember that the speaker looked at the audience and asked: "How much do you spend on your clothes? Could you afford to buy one fewer pair of shoes and instead write a check for your own future, the future of other women, and the future of your daughters?" Then and there I wrote a check for \$150 and the amount has been increasing ever since. Unfortunately, my clothing budget did not decrease proportionately, as I found myself invited to gala fundraisers and wanted to dress for the occasions!

NAWBO represents the interests of all women business owners in the political arena. Right now we have considerable name recognition and political clout with legislators, due to our activism and to the large numbers of women we represent. We do not publicly endorse candidates or raise money for them, although there is a fundraising PAC (Political Action Committee) associated with NAWBO National. But we do benefit as a group from the generosity of our individual members, who write checks and attend fundraisers for candidates in local, state and national elections. These women have helped us gain *entrée* and credibility (otherwise known as clout) when we are advocating for causes that affect your business success.

“Through you, NAWBO will be identified as a powerful force and this can impact the ROI of all women entrepreneurs.”

If you have never donated before, and have not yet spent all of your clothing budget for the fall, I urge you to write a check and attend a fundraiser supporting your favorite candidate for the upcoming elections on November 4. While at the fundraiser, you can help our organization by introducing yourself to the candidate as a NAWBO member and woman business owner. I predict that you personally will have a high return on your investment. You will meet new people and increase your own knowledge about and influence over the legislative process. Through you, NAWBO will be identified as a powerful force and this can impact the ROI of all women entrepreneurs.

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

Business Action Planning

The Next Step in Building Your Business Fall 2002

A Dynamic Class of Marketing Strategies, Financial Management & Action Planning



OVERVIEW:

This is a very successful, intensive, ten-week class to teach existing small business owners how to plan and grow their business, with an emphasis on marketing, financials and action planning. The curriculum focuses on building specific business skills to help you both review and analyze your current situation as well as improve your business strategy.

You will learn to:

- Identify your niche and improve your sales and marketing
- Organize and improve your management and business operations
- Set up and understand financial management controls
- Develop an effective strategic planning system that can be implemented immediately

CLASS FOCUS: BUSINESS ACTION PLANNING

The class helps every participant to create a practical business action plan that will focus on marketing, management and/or finance solutions specific to the needs of your business right now! To improve your management skills, re-focus on marketing and learn to use financials in order to expand your services or products, make more profits and/or plan strategically, you will want to take this results-oriented class.

INSTRUCTION/ CURRICULUM:

Instructors are experienced small business owners and include Julie Arvan, David Stern, Allison Bliss and Paul Terry. The class is highly interactive with discussions and practical exercises plus recommendations to key resources. The class also includes individual consulting sessions and a final presentation with a review by an advisory board of experts and a one-on-one review after the action plan has been completed and implemented.

SCHEDULE/ REQUIREMENTS:

The class will meet for ten Monday evenings beginning Monday, October 14th, 2002 from 6:30 pm to 9:30 pm. The cost of the class (including consultations and post-class reviews) for ten weeks is \$400.00 per participant. Class size is limited and a non-refundable application fee of \$25.00 is required. Free one hour orientations for the class are Monday,

September 30th OR Wednesday, October 2nd, 2002 at 6:00pm. Please attend for more information. Deadline for application is Tuesday, October 8th, 2002.

CALL OR E-MAIL FOR APPLICATION

415. 541. 8580, Ext. 220 or linnette@rencenter.org

RENAISSANCE ENTREPRENEURSHIP CENTER
275 FIFTH STREET
SAN FRANCISCO, CA 94103

SBN LAUNCHES NEW COLLABORATIVE NEWSLETTER

Beginning next month and quarterly thereafter, The San Francisco Small Business Network*, under the sponsorship and collaboration of the San Francisco Small Business Development Center, will launch a new quarterly newsletter filled with information about important issues affecting small business, profiles on SBN member organizations and small business owners and calendar listings of upcoming SBA courses and other small business events throughout the city.

To receive a free subscription, please email past president Syndi Seid at syndi@advancedetiquette.com with your mailing and email address. We hope you will find it not only informational, but a newsletter you will look forward to receiving each quarter.

*For those who are unaware, NAWBO is a member of SBN, as represented by Karen Bamberg of Café 44 and Alice Ray of Ripple Effects. For more information about SBN and how to get involved, please see www.sfsbn.org or contact Syndi Seid at 415-928-1912. SBN is always looking for more concerned NAWBO members.

program schedule 2002-2003

Mark your calendar and be sure to join us for our series of lively and informative monthly dinner meetings. This is the place to start if you are considering becoming a member of NAWBO!

PROGRAM DETAILS

Cocktails and Mingling: 6pm–7pm

Dinner, Presentation and Wrap-Up: 7pm–9pm

Cost: \$40 members, \$45 prospective members

RSVP

Rhoda Singer, Chapter Administrator

(415) 333-2130, email: singerr@pacbell.net

visit us at www.nawbo-sf.org for monthly updates!

UPCOMING PROGRAMS

Thursday, October 10th

**Seize the Possibilities! with Mary MacRae,
NAWBO National President**

Joint meeting with NAWBO's Silicon Valley Chapter

See page 1 for special RSVP info. (special meeting location: Hotel Sofitel/Redwood City; special price—before 10/3: \$50 for members/\$55 guests; after 10/3: \$60 members/\$65 guests)

Thursday, November 7th

Corporate Sponsor and NAWBO Member Mini Trade Show

December Event (date tba)

Holiday Party & Bazaar!

Thursday, January 9th

**Inspirational event with Phyllis Hill Slater, well-known
speaker and Past President of NAWBO National**

Thursday, February 13th

Celebrate Valentine's Day with Wine and Chocolate!

Thursday, March 13th

Networking Dinner

Thursday, April 10

Corporate Sponsor and NAWBO Member Mini Trade Show

May (date TBA)

Women Entrepreneurs' Breakfast

Our signature fundraising event celebrating women business-owners

Thursday, June 12th

A Fun Educational Program to be Announced

Thursday, July 10th

Roundtable on Human Resources Issues

member spotlight

Lydia A. Jenkins

CEO/Sr. Human Resource Strategist

Professionals HR Consultants

(800) 800-9456

www.professionals.com

Professionals Human Resource Consultants, founded by Lydia A. Jenkins in 1995, provides full scale human resources services to businesses throughout the United States. PHRC provides the HR tools, plans and strategies your organization needs to be successful. We specialize in the human resources needs of start-up, small and large organizations. PHRC offers full-scale human resource consulting services including, recruitment/staffing/placement, organization development, HRMS/HRIS assessment, training and development, HR audits, career development and much more.

We at Professionals accomplish our objective by meeting and exceeding customer expectations, introducing process improvement where required and focusing on WIN-WIN relationships with the client.

Although we consider our clients to be of the most value to PHRC's success and profitability, we also take great pride in our consultants as well, viewing and acknowledging them as an invaluable asset to the team. Professionals is actively involved with mentoring programs to train and develop future consultants and entrepreneurs. Professionals encourages education and training programs in order to enhance the skills needed to maintain the reputation of providing top of the line customer service.

If interested in additional information about Professionals HR Consultants, feel free to view our website at **www.professionals.com**

member news

Jamie Walters

Founder and Chief Exec, Ivy Sea, Inc.

Author, Big Vision, Small Business

Jamie Walters, founder of Ivy Sea, Inc., shares news of the upcoming release of an updated and expanded paperback edition of her highly acclaimed book, *Big Vision, Small Business*, CEO Refresher's "Best Book of the Year" and, according to one reviewer, "offers strong focus and expert advice that the intelligent entrepreneur will embrace." Reserve your copy through Berrett-Koehler Publishers (www.bkpub.com) or Amazon.com, or through your local independent bookseller.

www.ivysea.com

51 Federal Street, Suite 307

San Francisco, CA 94107-1408

PH: 415/778-3910; Fx: 415/778-3911

EM: jwalters@ivysea.com

New Seminars from Pragito Dove

Lunchtime Enlightenment:

Mind, Body, Spirit Discussion Group

Sponsor: Barnes & Noble Bookstore, Modesto

Tuesday, October 22, 7:30pm-9:00pm

Lunchtime Enlightenment:

Book Signing and Guided Meditation

Sponsor: Oliver's Bookstore, San Anselmo

Friday, October 25, 7:30pm-8:30pm

Squeezing the Juice Out of Life:

The Alchemy of Expressive Meditation

Sponsor: The Learning Annex, San Francisco

Course 209D

Sec. A October 2 6:30pm-9:30pm

Sec. B November 11 6:30pm-9:30pm

Sec. C December 10 6:30pm-9:30pm

Course fee \$44 / Members course fee \$39

Online fee \$39 / Members online fee \$34

To enroll by website: www.learningannex.com

by phone: 415.788.5500

Ms. Pragito Dove, Founder/Director

The Dove Institute for Meditation and Healing

PH: 415.925.9533 Fx: 415.925.9533

www.pragito.com

EM: pragito@pragito.com

MEMBERS DOING BUSINESS TOGETHER

Member **Anne Bisagno**, owner of **Xantrion, The Small Business Computer Solutions Company**, will be editing this new section of our newsletter each month. "**Members Doing Business Together**" reminds us of the power our group has when we work together, sharing our expertise and products. Please take the time to reply to Anne's monthly email each month, when she will solicit news about member businesses that have teamed up on projects.

And, don't forget to consider a NAWBO member first, the next time you have a need for a product or service!

Over the past couple of months, the following NAWBO members have done business together...

- **Diana Kimbrell** of Kimbrell and Company, a marketing consulting firm, referred a public relations strategy client to **Jill Lublin** of Promising Promotions.
- **Cynthia Harris** of Strategy Associates, subcontracted with **Claudia Viek** on media strategies for her non-profit client.
- Several members, including **Susan Shargel** of Shargel and Company, attended the Quantum Leadership Forum led by **Adrienne Gans** of GansWorks.
- **Anne Bisagno** of Xantrion is in the process of securing and upgrading the computer systems of **Liz Vasile** of Ariste Research, a market research firm.
- **Jennifer Donahue** is providing production and design services for a new set of corporate identity pieces for **Nanoshka Johnson's** two companies: Nosh Productions and EventRegistration.com

Please send your *Members Doing Business Together* news to:

Anne Bisagno

Xantrion, The Small Business Computer Solutions Company

EM: bisagno@XANTRION.com

PH: 866.926.8746

FX: 208.330.0306

www.xantrion.com

photo gallery

NAWBO's September 10th Event



Sharon Gadberry introduces the panel.

Richard Chacon, Tsuneko Graves
Union Bank of California

Sharon Gadberry, Janet Petrik



Members enjoying the buffet.





Attendees lining up at the door for September 10 dinner meeting.

Lovely ladies.



Renae Cannon, Janice Motha
Cal Insurance



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

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

NAWBO is *THE* organization for women business owners in the Bay Area

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 effecting 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

Come join us at our October 10th meeting with NAWBO's National President, Mary MacRae!

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



nawbo news

national association of women business owners
san francisco bay area chapter

985 Darien Way
San Francisco, CA 94127

GROW. THRIVE. LEAD.