



## The San Francisco Bay Area Chapter of the National Association of Women Business Owners (NAWBO-SFBA) Launches Oakland/East Bay Lean In Circle Group

### FOR IMMEDIATE RELEASE

For More Information:

Wendi Moradian

415-333-2130

[info@nawbo-sfba.org](mailto:info@nawbo-sfba.org)

### "LEANING IN" TO THEIR AMBITIONS

*Women Are Starting Businesses at Record Numbers and Responsible for Employing More Than 13 Million People and Generating \$1.9 Trillion in Sales*

SAN FRANCISCO, February 25, 2014/PRNewswire—As a result of the success of its San Francisco Lean In Circle Group, the San Francisco Bay Area Chapter of the National Association of Women Business Owners (NAWBO-SFBA) is pleased to announce the launch of the Oakland/East Bay Lean In Circle Group based on Sheryl Sandberg's LeanIn.Org, an organization dedicated to combining practical education and focused discussion to give women—at all levels of their careers—the tools they need to realize their goals.

"NAWBO-SFBA is the Bay Area's leading organization supporting women-owned business, which represents the fastest growing segment of the economy and the interests of all women entrepreneurs across all industries," said Kay Robinson, President of NAWBO-SFBA. "NAWBO-SFBA is leaning in because we know how much female entrepreneurs have to offer one another. We support Sheryl Sandberg and Lean In's mission to connect and support women in all areas and stages of their professional development and are excited to launch the Oakland/East Bay NAWBO-SFBA/Lean In Circle Groups."

The NAWBO-SFBA Oakland/East Bay Lean In Circle Group launches on February 25<sup>th</sup>, 2014. Small groups will meet monthly to learn together and share experiences in an atmosphere of confidentiality and trust. Women will share stories and have conversations around topics that will help them to achieve their goals. They will be using educational materials, such as worksheets and online lectures, jointly developed by the Lean In Organization and the Clayman Institute for Gender Research at Stanford University, on topics critical to success for women entrepreneurs, including negotiation skills, team dynamics, creating successful teams, combating gender bias, and advocating for your ideas. The Circle will meet 10 times a year in sessions that run approximately 1 ½ - 2 hours.

"These NAWBO-SFBA/Lean In Circle Groups compliment the vision of NAWBO-SFBA, which is to provide access for our members to decision-makers and people of influence, educate and inform our members on relevant topics to help grow their businesses and empower women as leaders," says Laura Russell-Jones, President-Elect of NAWBO-SFBA. "We were inspired by Sheryl Sandberg, Facebook COO, author of *Lean In: Women, Work and the Will to Lead* and co-founder of LeanIn.Org and are very excited to launch this exciting and inspirational new program to our East Bay members."

**For More Information or to Register To Become a NAWBO/Lean In Circle Group Member, visit [www.nawbo-sfba.org](http://www.nawbo-sfba.org).**

### About NAWBO®

Founded in 1975, the National Association of Women Business Owners (NAWBO) propels women entrepreneurs into economic, social and political spheres of power worldwide by: strengthening the wealth creating capacity of our members and promoting economic development within the entrepreneurial community; creating innovative and effective change in the business culture; building strategic alliances, coalitions and affiliations; and transforming public policy and influencing opinion makers. Learn more at [www.nawbo.org](http://www.nawbo.org).