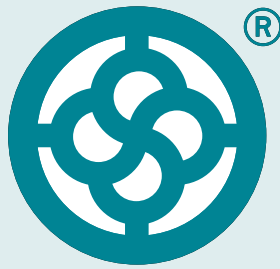


september
2002

NAWBOnews

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



SEPTEMBER MEETING

THURSDAY | SEPT 12 | 6-9PM

GROW Your Business with BIG Accounts & BIG Contracts

Expand your client list with large companies and government agencies when you gain powerful, practical information you can use immediately. At our essential September 12 dinner meeting, a panel of knowledgeable Bay Area business leaders will show you how your business can thrive when you take advantage of the many exciting opportunities available to small business owners who know the smartest ways to access and maximize large contracts.

Moderated by Sharon Gadberry, Ph.D., Vice President of Public Policy of NAWBO-California and Vice President of Public Policy and Government Procurement for NAWBO's San Francisco Bay Area Chapter, this meeting is a must for any entrepreneur looking to expand her client list and grow her business.

Large companies and government agencies outsource billions of dollars in contracts. How can your business access these contracts? The panel will share the policies, practices, and real experiences of large organizations in engaging small companies for goods and services.

Have you ever wasted your time pursuing business with a large organization? Time is money, especially for a small enterprise. Besides detailing the successful ways to sell business to their organizations, the speakers will relate the war stories: cautionary tales of what NOT to do.

NAWBO's San Francisco Bay Area Chapter is committed to enhancing member revenues and profit. We believe that after attending this meeting you will be better equipped to grow your business and expand your client list with more large companies and government agencies.

See Next Page for a List of Our Panelists.

RESERVE EARLY!

Your paid reservation must be received by Monday 9/9/02

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: \$40/members
\$45 prospective members

Cancellations made less than 48 hrs in advance are non-refundable. Walk-ins without reservations can not be guaranteed a dinner due to our arrangement with the club.

Please make your reservations in advance!

ALL MEETINGS ARE AT
THE CITY CLUB
155 Sansome Street

(2 blocks from the Montgomery Street
BART station)

SEPTEMBER MEETING

Our dinner meetings are the perfect place to start if you are considering becoming a member of NAWBO's San Francisco Bay Area Chapter! Meetings begin at 6pm with a chance to network and mingle over a glass of wine with new contacts and old friends. Our meetings are attended by a vibrant combination of veteran members, new members and those considering membership, plus our chapter's board members and corporate sponsors. The environment is friendly, interesting and welcoming. Meetings draw between 60-90 people on average—a large enough group to be valuable for your business, but not so large that it becomes difficult to make connections with people. Networking is followed by dinner and a presentation on a topic of interest to women business owners, generally followed by opportunities for interaction and discussion. Most meetings take place at The City Club, an elegant yet comfortable venue. We hope to see you at a meeting soon!

Join NAWBO on September 12 for our "Grow Your Business with BIG Accounts and BIG Contracts" Dinner Meeting.

Our Panel Includes:

Judith Blackwell
City Purchaser and Office of Contracts
Administration Director
City and County of San Francisco

Audrey Goins Brichi, Manager
Supplier Diversity / Small Business Programs
ChevronTexaco Corporation
Global Procurement Organization

Richard Chacon
Vice President and Supplier Diversity
Manager
Union Bank of California

Bonnie Wells
Manager, Supplier Diversity
PG&E

president's message



CLAUDIA VIEK
PRESIDENT

NAWBO launches its 2002-2003 season with a powerful new message, one which reflect the essence of our Bay Area chapter and its members:

NAWBO is THE organization for women business owners in the San Francisco Bay Area, helping our members to: "Grow, Thrive and Lead"

All of our programs, member interactions and public advocacy are designed to carry out these three exhortations. This September's program is a good example. Sharon Gadberry, our Vice President for Public Policy, also serves on the NAWBO California Board, which has taken the leadership to advocate for access to state contracts as well as on other critical issues impacting our businesses. She will lead a session on procurement—Grow Your Business with BIG Accounts and BIG Contracts—which will describe the nuts and bolts of what you need to do to

obtain government and corporate contracts so that your business can thrive at the next level. I am also pleased to announce that Diana Kimbrell of Kimbrell & Co. has been retained again this year to develop our Corporate Partner program. Diana is a highly committed, long term NAWBO member herself. Her efforts, along with the Board, will help NAWBO, itself, "Grow, Thrive and Lead!"

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NAWBO-CALIFORNIA Campaigns for Independent Contractor Reform: YOU CAN HELP!



SHARON GADBERRY

This fall, NAWBO-California launches its first campaign to introduce new legislation at the state level. Our San Francisco Bay Area chapter—one of the largest of NAWBO-California's nine Chapters—is taking the lead.

Our first goal is to meet with the State legislators who represent the individuals in our chapter. Most of these legislators do not really understand that up to 90 percent of women-owned businesses make a living by providing services as Independent Contractors. In our meetings, influential and powerful legislators have told us that they don't believe a person would actually choose to be an independent contractor if they had the choice of real employment instead.

Our representatives need to meet and talk with our members in order to begin to know and appreciate how we make our businesses work for us, the contribution we make to the economy, the exciting projects and achievements each of us have completed as independent contractors and the way in which we have integrated our lives and our businesses.

To begin this project, I am requesting from all of you that either conduct your business as an independent contractor or retain others as independent contractors, to submit a paragraph or two to me describing your business:

- What do you do?
- How many clients do you serve annually?
- Why do you want to own a business as an independent service provider?

- How and why do you retain other independent service providers to assist you in your business?
- How would a law which creates a new and protected category (Contract Service Provider) help you to make your business more successful?

We plan to edit these descriptions for inclusion in a packet for our legislators to read, prior to meeting with us about the Independent Contractor Reform legislation. They may also be used in press releases as we seek to publicize our all-out effort to speak out and make a difference in public policy that benefits women-owned businesses.

I hope every NAWBO-SF member who is an independent contractor or who uses others, will contribute a description. E-mail your descriptions to sharon@tmgpm.com and indicate whether you wish to participate in the legislator visits.

Sharon Gadberry, Ph.D.
Managing Partner
PowerTransitions
Ph: 415 403-7002 Fx: 415 392-4909

national events



NAWBO National Public Policy Days
Washington, D.C.
February 9–February 11, 2003

NAWBO National Annual Meeting and Conference
Nashville, TN,
June 12–June 14, 2003

EVER WANT TO BE A CONSULTANT?

Come hear a panel of three consultants from different fields talk about their experience in starting a consulting business.

Sponsored by the **Bay Area Career Center** (BACC), a career resource for professionals seeking to maximize their potential. The center offers career workshops, coaching, job clubs, individual counseling for careers in transition and resume writing services.

Where: The Bay Area Career Center
57 Post Stret, Suite 804, San Francisco, CA 94104
Date: September 12, 2002; 6:30pm–8:30pm
Cost: \$10
RSVP: Barbara O'Hay
bohay@bayareacareercenter.com
415-398-4881 ext. 359

LEAD INNOVATIVE IDEAS INTO ACTION! ANNOUNCING THE FALL GansWorks LEADERSHIP FORUM

Who should attend?

- Entrepreneurs repositioning their business strategy in a dynamic marketplace—and needing to get a plan into action fast.
- Business owners innovating their products/services to remain competitive.
- Leaders juggling visionary and tactical demands of management during transitions.
- Anyone in business working towards greater Quality of Work Life.

The Details:

- Forum Meeting Day/Time: Tuesdays, 5:30–8:00pm
- Forum Dates: September 24, October 8, October 29, November 19, December 10
- One coaching session, time TBA
- Peer Groups meet 4 times, TBA
- Fee: \$650 (Optional meal for additional fee)
- Additional coaching or PlaySolving is available
- Class size limited to 10 people to facilitate feedback and dialog. Both women and men are invited.

Register: agans@gansworks.com 415-596-9945

More Information

Class size is limited—Register today!

Adrienne Gans, at agans@gansworks.com or 415-596-9945 for more information. For more information about GansWorks, visit www.gansworks.com

member

events cont.

LEARN TO POWER THINK WITH CATERINA RANDO

Author and Bay Area BusinessWoman columnist, **Caterina Rando**, will talk about her new book "Learn to Power Think" which presents a dynamic program of interactive self-help for power-positive living. This beautifully illustrated book reveals how to change your thinking to change your life and includes several ways to use the power you already have to create the personal and professional changes you desire.

September 12, 7:30pm
Book Talk and Signing
Bodacious Books
398 Colusa Ave, Kensington
call 510-559-9184 for directions

October 15th, 6pm
Book Talk and Signing
Aperio Gifts and Consignments
2199 Bancroft Way, Berkeley
Call 510-843-8868 for more info
Refreshments will be served
No fee to attend

Enjoy Success with Ease!
Caterina Rando, MA, MCC
Phone: 415-668-4535, 800-966-3603, Fax: 415-668-6450
Email: cpr@caterinar.com
Website: <http://www.caterinar.com>

Carol Fleming, Ph.D., presents a special event at the Commonwealth Club for professionals who want to learn how to speak in public with composure, personal comfort and confidence.

When: October 7th at 5:15pm
Where: The Commonwealth Club

THE BREATH CONNECTION

Release yourself from the symptoms of stage fright. Discover how THE BREATH CONNECTION connects you to a sense of confident well-being and calm. This presentation offers practical tips for achieving control over stage fright and the common fear that comes from public speaking. This theory, along with other information presented—and a little actual practice—will give you concrete methods you can apply immediately to stressful situations. The Breath Connection is a proven method to improve comfort and fluency in presentation skills.

Carol Fleming, Ph.D.
582 Market St. #1110
San Francisco, Ca 04104
415-391-9179
carol.fleming@speechtraining.com

member

events cont.

UCSF WOMEN'S HEALTH CENTER RIBBON CUTTING AND WOMEN'S HEALTH FAIR

WHEN: September 21

TIME: Ribbon Cutting: 9:30am; Fair: 11am–2pm

WHERE: UCSF WOMEN'S HEALTH CENTER, 2356 Sutter, San Francisco

One of the goals of the **UCSF National Center of Excellence (CoE)** in Women's Health's is to support women and their families in making informed decisions about their health and to encourage them to become active partners in their care. The CoE has developed a new model to transform the traditional Academic Medical Center from a fragmented set of activities into a dynamic and multi-disciplinary health care system focused on the needs of all women. In 2001, the UCSF designated the building at 2356 Sutter as the central clinical site for the CoE to implement this model.

On September 21, UCSF will celebrate the opening of this facility with an official ribbon cutting and community health fair. The fair will highlight the various centers and programs located at the Mount Zion campus with specific women-focused activities such as the Continence Center, Fibroid Center, OBGYN clinics, and other similar clinic services. At the Fair, UCSF will offer education, health screenings, workshops and lectures to members of the local community.

TO RSVP call 1-888-689-8273

NETWORKING XCHANGE

On October 17, Bay Area BusinessWoman will celebrate the start of its Tenth Anniversary at a special event. BABW's second "**Networking XChange**" will bring together a diverse community to mix and mingle. Their last event drew over 250 women. A Silent Auction will benefit the Women's Cancer Resource Center. For complete details and registration information, call BABW or visit their website.

Anna L. Marks

Editor-in-Chief

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info@babwnews.com

http://www.babwnews.com

NAWBO member **Cynthia Harris'** company, Strategy Associates, Inc. was honored recently at the "Celebrating Women at the Top" awards luncheon hosted by the Silicon Valley Chapter of NAWBO and the Silicon Valley Business Journal at the San Jose Fairmont Hotel. There were close to 500 in attendance. Awards were given to the top 50 Silicon Valley women-owned businesses. Strategy Associates, Inc. was ranked number 43. Sponsors included Wells Fargo Bank, Comerica, Organized Events, PowerPrint, RW Nielson Associates, and Bay Area Development Company. The keynote speaker was Lane Nemeth, Founder of Discovery Toys, current CEO of One Day MBA, and a member of the NAWBO San Francisco Bay Area Chapter.

Congratulations, Cynthia!

Jill Lublin, author of the best selling book, *Guerrilla Publicity*, announces the launch date, August 25, of her radio show, *Do the Dream*. *Do the Dream* will be broadcast each week on the Clear Channel station, KSDO, in San Diego. Among Ms. Lublin's first guests are Deepak Chopra and Don Miguel Ruiz. *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.

Past president **Syndi Seid** was nominated and accepted as a member of the 2002–2003 NAWBO National Nominating Committee. This is the second time Syndi has been invited to serve on this prestigious committee. This select group of 5–7 members from across the country help name the ballot candidates for our national officers.

Syndi Seid, Founder/Director
Advanced Etiquette
Tel. 415-346-3665
Toll-free 800-276-7419; Fax: 415-928-4641
Business Email: info@advancedetiquette.com
Web site: www.advancedetiquette.com

Pragito Dove was awarded the Marin Association of Female Executives (MAFE) "Member of the Year Award." MAFE is the Marin chapter of the National Association of Female Executives. The annual award is given to those who "use leadership, courage, risk-taking, and achievements to support, mentor, and educate women; exhibit vision, capacity for innovation and a desire to make a difference in the community."

Ms. Pragito Dove
Founder/Director
The Dove Institute for Meditation and Healing
Tel: 415-925-9533
Fax: 415-925-9533
Website: www.pragito.com
Email: pragito@pragito.com

Stacey Lapuk, ASID, CID of Stacey Lapuk Interior Design will be featured on Home and Design Television's (HGTV) *Interiors By Design* with different projects Sept. 9th and Sept. 16th at 5:30 pm and again at 8:30 pm. She has also been featured with additional projects Aug. 12 and 26. Projects include 2 Designer Showcase rooms and a private residence in San Rafael. You can reach Stacey at 415-383-9223, or visit her website, www.staceylapukinteriors.com.

Janet Andrew, a partner in Robinson Andrew Media (RAM), announces that her media consulting firm recently signed a contract with Plantronics, the world leader in communications headsets, based in Santa Cruz. RAM is developing new marketing copy for targeted e-mail campaigns and new content for the corporate website at www.plantronics.com. RAM also just completed a ghostwriting book project for a major LA business/legal figure and is handling public relations for the New California Media EXPO & Awards 2002 on September 17–18 in Beverly Hills.

Janet Andrew
Robinson Andrew Media
415-731-8787
jan@ramediaonline.com

new

members

Janine Amberg-Kline

Production Logic
2468 Teagarden Street
San Leandro, CA 94577
email: janine@productionlogic.com
Full service event production company. Provider of sound and lighting systems, staging, drapery and soft goods for corporate, media and concert events.

Lea Damgaard

ICS Associates, Inc.
PO Box 77290
San Francisco, CA 94107
phone 415-550-2492
fax 415-206-9717
email: lea@ics-sf.com
General contractor specializing in tenant improvements, building renovations, seismic upgrades and project management.

Esin Decarion

Cafe Esin
2416 San Ramon Valley Blvd.
San Ramon, CA 94583
phone 925-314-0974
email: esin@sbcglobal.net
Restaurant featuring fresh American-Med cuisine. Using only the best quality meats, fish and produce.

Joan Kenley, Ph.D.

One Fernhoff Court
Oakland, CA 94619
phone 510-482-4200
email: joankenley@joankenley.com
Author of two nationally acclaimed books: on women's health—"Whose Body is it Anyway?—Smart Alternative and Traditional Health Choices for Your Total Well Being," and "Voice Power—A Breakthrough Method to Enhance Your Speaking Voice." Also the recorded voice for Pacific Bell's Message Center, Nortel's Meridian Mail, and Verizon's information systems; Recently, founder of Circles of Value—Women—Changing What Matters.

Susan Magley

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Technical Recruiting firm

Kathleen Sears

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email: katie@alexandersears.com
A creative service management company

Patricia Smith

Yellowbelly Web Design
1719 Sacramento Street
Berkeley, CA 94702
phone 510-848-7256
email: pat@yellowbellywebdesign.com
Creates sites that enhance the user's experience, committed to helping you create a web-site that best suits your business or personal needs.

Jennifer Snipes

Snipes Design
67 Water Street
San Francisco, CA 94133
phone 415-775-3732
email: snipsj@pacbell.net
Brings a fresh and contemporary creative sensibility to design for a wide range of printed media including: identity and collateral for companies, catalogues and direct mail materials for cash retailers and original greeting cards and gift wraps.

Karen Trilevsky

Full Bloom Baking Company
205 Constitution Drive
Menlo Park, CA 94025
phone 650-325-6200
email: karen@fullbloom.com
A wholesale bakery established in 1989. We bake over 200 products daily and deliver to over 400 customers in the SF Bay Area. Our customers include hotels, caterers, restaurants, cafeterias and cafes.

National Association of Women Business Owners
San Francisco Bay Area Chapter



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new member
profile



NOOSHI NADERI

Pacific Bay Financial Corporation is a pioneering mortgage brokerage company that has served the real estate financing needs of clients throughout California since 1985.

Nooshi Naderi has specialized in finance and lending since 1988. With a focus on residential re-finance and purchase loans, Nooshi has acquired valuable contacts in the industry.

Nooshi attributes her network of contacts, along with excellent listening and problem-solving skills, to her ability to provide clients with high quality results. She is proud of her repeat clientele as well as the referrals she receives from local banks, attorneys, financial planners, accountants and satisfied customers.

Nooshi's unique services include mortgage planning and counseling tailored to each individual's needs. She believes in offering choices without confusion, with client comprehension her main goal. Her mission is to assist her clients in obtaining the best possible mortgage at the lowest rate and cost, with the least hassle and the most satisfaction in a practical time frame.

Pacific Bay Financial Corporation

745 Portola Drive
San Francisco, CA 94127
Phone: 415-682-0310
Office: 415-242-0730
Fax: 415-242-0560
Email: nooshinaderi@earthlink.net

*Are you a new member with news to tell
about your business? We would love to hear
from you and feature you in the newsletter!
please email jendonahue@earthlink.net
with your bio and photo.*

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 AFFECTING 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
September 12 meeting!*

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415.333.2130.*

