

Chan CPA Works with Xantrion to Provide Better Service

Small businesses look to their accountants for more than financial advice. They also need guidance on how to electronically share their books. While the internet and computers have made it easier for accountants and their customers to work in different locations, they have made it more difficult to provide a single, authoritative copy of the books that contains up to date information.

Too often accountants and their clients end up working from different versions of the books when they exchange data via email or mail. It becomes difficult to remember who's using which file? Updated by whom? When? And with what data? So, they end up waiting their turn to do work or doing rework when people mistakenly enter data into the wrong copy of the file or overwrite new information. Communication and decision making are also hampered.

Xantrion's Shared Accounting System (SAS) is an easy, affordable, secure solution. It allows accountants and their customers to simultaneously work with the same accounting information using their preferred accounting software, such as QuickBooks or Peachtree.

Chan CPA & Co., an established accounting firm that provides CFO, tax, and payroll services for small businesses in the Bay Area, recently installed Xantrion's SAS. Within several weeks, they acquired 3 new customers, in part, because of the improved service they can provide with Xantrion's SAS. Their new customers were not only excited by eliminating the headaches caused by exchanging copies of their books, but also in:

- A low, up-front system cost
- A more reliable, lower total-cost-of-ownership system
- Highly skilled, fully integrated financial support at a fraction of the cost of onsite, full-time help

Xantrion keeps small companies in the Bay Area open for business by keeping their computer networks up and running. They specialize in equipment and service packages starting at \$149 per month and work-from-anywhere solutions, such as their Shared Accounting System. To learn more, call (866) 926-8746 or email contactus@xantrion.com.

Member:

Kass Hanson, Balance Act

As you may know, BALANCE ACT launched a weekly eZine "Tips to BALANCE your Act" in April. It consists of 7 short sections, easy-read, often amusing. Feedback has been fantastic! I'll forward the most recent issue for you to review.

It is my pleasure to invite you to subscribe. It's FREE, introduces readers to BALANCE ACT, and seeks to serve up some helpful tips & techniques.

To subscribe to the Ezine: (2 steps)

1. Send an email to:
BalanceActeTipsFriendsandFamilysubscribe@topica.com
—They will not sell or spam your email.
Topica is hosting the ezine.
2. Topica sends an email and asks you to CONFIRM by replying to email (easiest) or clicking link.

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BALANCE ACT
Coaches, Trainers, Consultants, Speakers
Strategies for Success
415.350.7500
www.balanceact.com
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*But wait!
There's more...*

Member:

Anna Marks, Bay Area BusinessWoman

Bay Area BusinessWoman is a free monthly newspaper which focuses on the economic success of all women while highlighting local nonprofits and organizations who offer services to women and girls. Our goal is to enhance your business or nonprofit and educate our readers about women's work in all sectors of our society.

We count on community input when determining our content and encourage you to send in your press release, event or workshop listing, classified, display ad or directory listing, and get the word out to 50,000 readers every month (call for space availability and rates).

Please be sure to pick up a copy of our June 2002 issue featuring Women's Self Defense. If you have trouble finding the paper in your area, call our office and we will send you a complimentary issue. Our deadline for the upcoming July issue is Tuesday, June 25. Call us to see how you can be included!

Looking for events to participate in? Need a plumber, dentist or feng shui expert? Want to volunteer? Seeking employment? Visit our website and find what's available in your/our community!

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<http://www.babwnews.com>

Member:

Nancy Friedman, Wordworking

Nancy Friedman and Wordworking are pleased to announce the launch of www.berenshoes.com. Wordworking provided concept and content for this new site, which was designed by Convergencies, a small San Francisco design agency. Arthur Beren, a high-end shoe retailer, has stores in San Francisco (Union Square) and Palo Alto (Stanford Shopping Center), and mails several catalogs throughout the year. Wordworking has written ads, promotional materials, and mail-order catalogs for Arthur Beren for more than eight years. Wordworking also does name development and story definition for clients in many industries, including technology, transportation, hospitality, real estate, and construction. Online portfolio at www.wordworking.com.

Nancy Friedman
Chief Wordworker
www.wordworking.com
tel 510 652-4159
fax 510 655-8662



Welcome New Members! April–June 2002

Cheryl Lebeda

First Bank & Trust
550 Montgomery St., 10th Floor, San Francisco, CA 94111
Phone: 415-454-1744 Fax: 415-398-7190
Email: Cheryl.lebeda@fbo.com
Referred by: Susan Grant
Business Description: Commercial & Private Banking for businesses & their owners. First Bank is committed to financial services excellence, surpassing client expectations.
Category: Banking

Danielle Bauter

Check Yourself
87 Coleridge Street, San Francisco, CA 94110
Phone: 415-643-3836
Email: Danielle@checkyourbooks.com
www.checkyourbooks.com
Referred by: Helga Grayson
Business Description: 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.
Category: Bookkeeping

Janet Andrew, Partner

Robinson Andrew Media
1219 21st Avenue, San Francisco, CA 94122
Phone: 415-731-878 Fax: 415-731-8182
www.ramediaonline.com
Referred by: Adrienne Gans
Business Description: Offer full range of strategic, editorial and public relations consulting services. Clients include internet and technology companies, non profits, and management consultants.
Category: Communications

Jamie Walters, Founder & CEO

Ivy Sea, Inc.
51 Federal Street, # 307, San Francisco, CA 94107
Phone: 415-788-3910 Fax: 415-778-3911
Email: jwalters@ivysea.com
www.ivysea.com
Business Description: A small size big impact organizational consulting firm specializing in inspired leadership, respectful communication and more effective ways of working.
Category: Communications

Janet Fouts, CEO

Tatu
1011 23rd St., # 18, San Francisco, CA 94107
Phone: 415-285-4929 Fax: 415-285-4921
Email: fouts@tatu.com
www.tatu.com
Business Description: Premier web and multi-media design company for the arts in San Francisco.
Category: Internet Services

Alice Ray

Ripple Effects
333 Bryant St., #110, San Francisco, CA 94110
Phone: 415-227-1669 Fax: 415-227-4998
aray@rippleeffects.com

www.rippleeffects.com

Business Description: Develops, sells and supports software to change social behavior, focusing on children and the adult who works with them.

Category: Software

Nancy Friedman, Chief Wordworker

Wordworking
4481 Moraga Avenue, Oakland, CA 94611
Phone: 510-652-4159 Fax: 510-655-8662
Email: nancy@wordworking.com
www.workworking.com
Referred by: Susan Kirshenbaum
Business Description: Name and tagline development, brand definition and corporate storytelling on the Web and in print.
Category: Communications

Linda Novy, President & CEO

Gardeners Guild Inc
2143 E. Francisco, San Rafael, CA 941901
Phone: 415-458-5882 Fax: 415-457-2372
Email: gardguild@aol.com
Business Description: Landscape Management
Category: Landscaping

Lisa Locke, Executive Recruiter

Locke and KEY Executive Search
P O Box 6746, Oakland, CA 94603
Phone: 510-521-5571
Email: lklocke@lockeandkey.com
Referred by: Susan Grant
Business Description: A retained executive search and consulting firm focused on recruiting KEY employees. Specializes in partnering with companies going through rapid changes, growth, re-structuring, new leadership, and mergers and acquisitions.
Category: Employment Services/Executive Search

Carla Whitney, President

Bordeaux Security, Inc.
580 Grand Ave., Suite E, Oakland, CA 94610
Phone: 510-444-8273 Fax: 510-444-1104
Email: bordeauxsecinc@cs.com
Business Description: Provides uniformed security guard for onsite security.
Category: Security Services

Brooke A. Joslyn

B. Joslyn Catering, LLC
2565 Third Street, Suite 336, San Francisco, CA 94107
Phone: 415-285-4800 Fax: 415-285-4718
brookejoslyn@netscape.net
www.bjoslyncatering.com
Business Description: A full service catering company dedicated to preserving the art of fine entertaining. Corporate and private clients welcome.
Category: Food

continued on next page...





...new members continued from previous page

Lisa Sievers, CEO

Coolballs-SRS, Inc.
751 Laurel Street., #719, San Carlos, CA 94070
Phone: 650-594-9111 Fax: 650-802-9111
Email: srsinc2000@aol.com
www.coolballs.com

Business Description: Antenna balls/toppers, keychains, photo grams. Designed and Copyrighted. Great Novelty gifts.
Category: Manufacturing

Glenna Carraway-I dowu, Deposit Manager

Union Bank of California
350 California St., 10th Floor, San Francisco, CA 94104
Phone: 415-705-7047 Fax: 705-7127
Email: Glenna.carawayidowu@uboc.com
Business Description: Provide depository and cash management services to businesses with revenues of \$5 million and up.
Category: Banking

Verda Alexander

O+A Inc.
241 Fifth Street, San Francisco, CA 94103
Phone: 415-908-1880 Fax: 415-908-1881
Email: verda@o-plus-a.com
Business Description: Interior Design Firm specializing in Corporate Interiors; including Workplace Planning, Tenant Improvement and Design.
Category: Interior Design

Lydia A. Jenkins, CEO/Sr. Human Resource Strategist

Professionals HR Consultants
3018 Chestnut Court, Fairfield, CA 94533
Phone: 510-667-5209 Fax: 707-399-9950
lydjen@msn.com
Member: Active Emerging
Business Description: Human resource management consulting firm specializes in recruitment, training and development, employee relations, HR audits, career development, and diversity. Motivational speaker.
Category: Consulting Firm—Human Resources

Alison Rowe, Founder & CEO

Harvest & Rowe LLC
2785 Green St. #1, San Francisco, CA 94123
Phone: 415-771-5779 Fax: Same
allierowe@yahoo.com
Business Description: A limited menu fast-casual dining chain (to be) menu items featured are freshly made, soups, tossed to order salads & authentic supporting items.
Category: Retail Food Service

Linda Lindsay, CEO

Directware Plus Inc
720 Southpoint Blvd. #213, Petaluma, CA 94954
Phone: 707-766-8489 Fax: 707-789-9917
Linda@directwareplus.com
Business Description: Computer products reseller of hardware, software, networking and services.
Category: Computer Products

Roslyn Layton, President

Roslyn Layton Strategic Advancement
460 Francisco, #102, San Francisco, CA 94133
Phone: 415-296-7607
Email: roslynlayton@yahoo.com
Member: Active Emerging

Referred by: Diana Kimbrell

Business Description: Helps non-profits achieve their goals through strategic planning, marketing and development.

Category: Fundraising Consulting

Leslie Waltzer, Art Director

Crowfoot Design
35 Stillman St., # 230, San Francisco, CA 94107
Phone: 415-371-1566 Fax: 415-371-1511
Email: leslie_waltzer@adidam.org
www.crowfootdesign.com

Referred by: Sue Malone

Business Description: Offers high-quality comprehensive design service meeting all corporate needs—logo & business stationery, brochures, catalogs, packaging & web design.

Category: Graphic Design

Janet Hamilton

Consultant
37 Dorland St, San Francisco, CA 94110
Phone & Fax: 415-861-3679
Email: janet861@mindspring.com
Referred by: Susan Shargel
Business Description: Organization consulting specializing in conflict resolution services, mediation, facilitation and project management
Category: Consulting

Nooshi Naderi

Pacific Bay Financial Corp
745 Portola Drive, San Francisco, CA 94127
Phone: 415-682-0316 Fax: 415-242-0560
Email: nooshinaderi@earthlink.net
Referred by: Susan Shargel
Business Description: Specializes in residential refinance and purchase loans.
Category: Finance & Lending

Magdalene Reilly, CEO

ExpressTouch, Inc. 1932 W. Winton Ave. #5, Hayward, CA 94545
Phone: 510-783-7840 Fax: 510-783-1627
Email: exptouch@pacbell.net
Referred by: Deborah Wilder
Business Description: Distribution of electric wire & cable for industrial, telecom, utility and commercial applications
Category: Distributor

Carol Weitz, CEO

Weitz Medical Management
2300 Sutter Street, San Francisco, CA 94109
Phone: 415-56 3-2233 Fax: 415-563-5311
Email: Weitzmedmgmt@aol.com
Referred by: Susan Shargel
Business Description: Provides medical legal evaluation and consultation support services for qualified medical evaluators, including office/consultative space, scheduling, report transcription, billing and collections.
Category: Medical Services

Karen Anderson

Anderson & Associates
1334 Elm St. #1, El Cerrito, CA 94530
Phone: 510-235-4040 Fax: 510-235-4606
Email: karenanderson@msn.com
Referred by: Susan Shargel
Business Description: Helps businesses improve profits by streamlining operations; designs operating procedures that support profitability.
Category: Consultant, Operations



SHARON GADBERRY

Fair Deals of State Sub-Contracting

I have been reading with interest the news articles about the multi-million dollars in State contracts, that have been awarded without competitive bids. The head of the General Services Administration (GSA) recently resigned over a

\$90million contract awarded to Oracle corporation, without competitive bidding. Lawmakers are continuing to investigate.

GSA is the same agency that has been championing the cause of small business, sponsoring a Small Business Commission where I serve representing NAWBO-California. Considerable progress has been made by partnering with the committee, especially on the certification process and on the website. You can now certify as a small business online, using a much shorter and more user-friendly form. Contracts out for bid are available on-line and by email.

Nevertheless, many NAWBO members are finding problems. For one thing, the categories and the projects that are offered are not a good match for a large percentage of our businesses. Many of us are consultants whose customers are other businesses, and very few are in construction, manufacturing, and distribution where the bulk of the contracts are.

This leads to the relevancy of the news about Oracle. A governor's executive order states that government agencies must hire small businesses for at least 25% of their outsourced contracts. Does this order also apply to large contractors like Oracle? If so, then small businesses need more access to who they are, and the degree of compliance they are showing with the order.

Our NAWBO-SF Board wants to see more state-contracted business go to women owned businesses. To that end, we want to see either state rules or legislation requiring large contractors, together with their small business sub-contracting record, to be made public on the State Website. We know that most state contracts go to very large companies, now we want to know who they are. Then we want to know how many small businesses contact those large contractors, seeking to provide services of various kinds. This is because, more often than not, small business contract quotas

are unfulfilled because the large business claims they could not locate sub-contractors. From what I know of the marketing skills and motivation of NAWBO businessowners, this problem would not exist if the onus were on us to pursue the sales.

I will keep you posted on our efforts.

Sharon Gadberry, Ph.D.
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TMG/Power Marketing
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San Francisco, CA 94103
Ph: 415 403-7002 Fx: 415 392-4909

workshop series

Claremont Resort and Spa Presents Women of Power Workshop Series

Tuesday, July 9th
Power Thinking for Better Living
with Caterina Rando
Author of *Learn to Power Think*
6:30 Arrival
7pm-9pm Program

This interactive and insightful evening will help you tap into your full thinking potential for optimum success in every aspect of your life—at home, at work, in relationships and at the deepest level of self and spirit.

\$25.00 non-Claremont Club members
Child care available on a first come first serve basis
On-site validated parking included
Registration/Questions: Call Bill at 510-549-8516

Caterina Rando, MA, MCC
Keynote speaker, trainer, master coach
Author of *Learn to Power Think* from Chronicle Books
Phone: 415 668-4535, 800 966-3603
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Thank You to Our Members!

Because of your outstanding support, the 2002 Membership Campaign was a smashing success! Almost final results show 40 new members with 22 referrals! Special thanks to the following members who sponsored these NAWBO newbies. *Way to go!*

SPONSOR	NEW MEMBER	COMPANY
Anne Bisagno	Pamela Seawell	Seawell Solutions
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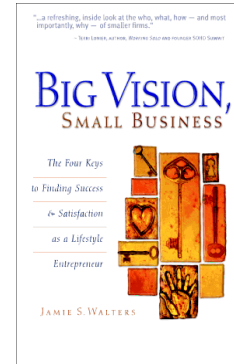
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20% discount for NAWBO members

Borders Books on Union Square is offering CEO Refresher's "Best Book of the Year," ***Big Vision, Small Business***, at a 20% discount for NAWBO-SF members.

Now through July 31, 2002, present this coupon to get your discounted copy.

Borders Books
400 Post Street (at Powell)
San Francisco, CA



Read the *Big-Vision Buzz*

There's a new category of business owner whose bottom line combines making a profit and having a personal life with a commitment to socially conscious enterprise. *Big Vision, Small Business* takes an in-depth look at four key areas necessary to maintain this type of enterprise. Covering growth options, small-enterprise advantages, inspired visioning, communication and right-relationship, mindset issues and expectation management, and wisdom and mastery practices, *Big Vision, Small Business* is a must-read for every entrepreneur and futurist.

"... provides invaluable advice on running a smaller company. Positive without becoming pollyanna-ish, *Big Vision, Small Business* offers a strong focus and expert advice that the intelligent entrepreneur will embrace." — Phil Hall, book editor, *New York Resident* magazine

"I would strongly encourage anyone interested in the future of our economy and the role of small business to read this book. For future small-business owners, it should be considered their bible." — Scott Hauge, CEO, CAL-Insurance; founder, Small-Business Network; past-chair, California Small-Business Association

"Walters is a prophet of an emerging new economy of intelligent, caring, cutting edge entrepreneurs who seek to make a living — not a killing. *Big Vision, Small Business* is a must-read for all who believe that business can and should be fun, life serving, and human-scale." — David C. Korten, author of *When Corporations Rule the World* and board chair, Positive Futures Network

"*Big Vision, Small Business* offers practical insights and thoughtful observations on how to craft a company that reflects your entrepreneurial vision. I found it to be one of the most thoughtful and enjoyable books I've read in a long time." — Terri Lonier, author of *Working Solo* and founder, Working Solo, Inc. and SOHO Summit

"Wow! This is the best book of the year! *Big Vision, Small Business* is an inspiration and 'must read' for every entrepreneur and small-business owner." — Rick Sidorowicz, publisher, The CEO Refresher, www.refresher.com

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
July 11 meeting!*

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