

december 2001

# NAWBO news

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



## RESERVE EARLY!

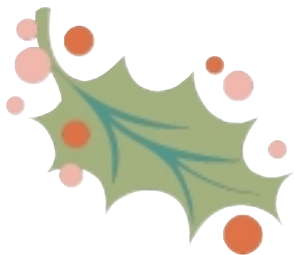
your paid reservation must be received by 12/7/01.

### Mail check to:

NAWBO-San Francisco  
Stacy Holland, Exceptional People, Inc., 1620 Tiburon Blvd., Tiburon, CA 94920  
415-435-5658

Or Register On-Line  
[www.nawbo-sf.org](http://www.nawbo-sf.org)

Tickets: \$45/members,  
\$50 prospective members  
cancellations made less than 48 hrs. in advance are non-refundable



## DECEMBER PARTY

- special location -

CLARION BEDFORD  
761 POST STREET

(between Leavenworth and Jones)

# DECEMBER GATHERING

WEDNESDAY | DECEMBER 12 | 6-9PM

## HOLIDAY GREETINGS AND SEASON'S EATINGS



Our annual holiday party is a chance to gather in a more relaxed and festive atmosphere, catch up with old friends and make some new ones. Your friends and family are invited to join us for a night of celebration, conversation and wonderful food and drink.

**WHEN:** Wednesday, December 12, 6-9pm

**WHERE:** Clarion Bedford Hotel, 761 Post Street (between Leavenworth & Jones), San Francisco

**WHAT:** No Host Bar, Appetizers, Buffet Dinner and Dessert

**VALET PARKING:** \$10.00/car

**LIVE ENTERTAINMENT:** A scene from "The Taming of the Shrew" will be acted by local artists. Bring your requests for Jazz and Carols...a fine pianist will entertain us on the Bedford's mellow baby grande.

**CATERED BY:** Karen Bamberg, Cafe 44 and Toi Sawatdee, Lemongrass Thai Cuisine

## president's message



**SUSAN G. GRANT**  
PRESIDENT

### Heading into the Holidays

Recently, in an interview, First Lady Laura Bush commented that this particular Thanksgiving would be the most important of our generation. This year, we had the chance to list our blessings, blessings that prior to September 11 we may have taken for granted. She hoped that

those who have lost loved ones would be comforted by the outpouring of affection by people all across the country.

I was not as optimistic and upbeat as Mrs. Bush was. With concerns about domestic bioterrorism, aircraft falling out of the sky, bombing overseas AND a difficult economic outlook – whew! I asked myself, "Why should we celebrate?"

"Because," another part of my mind answered, "more than ever, we need to celebrate. Because, more than ever, we need to really count our blessings, so that despite what is going on outside, we can see clearly how fortunate we are. And having seen that, we can courageously go on running our businesses and helping our clients, our employees, our communities and, ultimately, ourselves."

As we head into the holiday season, I'm uplifted by thinking of what there is in my life to celebrate: my family; the NAWBO friendships, personal and professional, that I'm fortunate to have; the people with whom I've worked, who have helped me serve my clients better; my clients themselves! I feel these as blessings. And now it's your turn...

I look forward to seeing you all at the NAWBO Christmas party on December 12 at the Clarion Bedford Hotel!

## new way to meet!

### NAWBO Dinner Meetings to be Held The Second *THURSDAY* of Each Month at The City Club, starting in January!

Starting with our **January 10 Meeting**, all NAWBO San Francisco Bay Area Chapter Meetings will be held at The City Club on the second Thursday of each month.

The City Club, founded in 1988, is the Bay Area's premier business and social club. Members represent the leadership of the business, civic, cultural, and educational communities.

We're excited about building a relationship with an organization that is supportive of NAWBO's goals and activities. The beautiful interior of our new meeting place will provide a renewed energy and atmosphere to our monthly dinner meetings. We hope to see you in 2002!



### JANUARY 2002 MEETING *Marketing Your Business in Times of Adversity*

Thursday, January 10, 2002, 6pm to 9pm  
The City Club | 155 Sansome Street | San Francisco  
(less than two blocks from the Montgomery St. BART station)



Robert Middleton  
Action Plan Marketing

Robert Middleton, founder of Action Plan Marketing, has been helping service professionals market more effectively since 1984. Robert has worked with hundreds of clients and led workshops with thousands of participants on the subject of attracting new clients. Robert is the author of the *InfoGuru Marketing Manual*, an online eBook, and is in the process of writing a new book: *Playing Marketing Ball: Winning the Game of Attracting New Clients*. Robert is from Canada and has

made his home in the San Francisco Bay Area since 1979. At our January Dinner Meeting, Robert will explore the following themes:

What is marketing really? It's connecting with people. It's informing them of the value you offer. It's making them aware of how you can make a difference. And in times of adversity, authentic marketing like this is needed more than ever.

Robert Middleton will cover the three areas of authentic marketing that you need to emphasize when times are hard. These three areas are: Offering Something, Building Relationships and Providing Extraordinary Service. Robert will share stories and strategies of how you can market successfully in times of adversity, and not only survive, but thrive.

# National Association of Women Business Owners — San Francisco Bay Area Chapter

## 2001-2002 BOARD OFFICERS:

**PRESIDENT** — SUSAN GRANT, WINGUTH, GRANT & COMPANY  
415-283-1970, EXT. 102 PHO/415-986-1630 FAX/SGRANT@WGDSEARCH.COM

**PRESIDENT ELECT** — CLAUDIA VIEK, RENAISSANCE ENTREPRENEURSHIP CENTER  
415-827-5228 PHO/415.541.8589 FAX/CLAUDIA@RENCENTR.ORG

**VICE PRESIDENT** — NANOSHKA JOHNSON, NOSH PRODUCTIONS, INC.  
415-437-6744 PHO/415-437-6155 FAX/NANOSHKA@NOSH.COM

**SECRETARY** — BARBARA KASOFF, GRASS ROOTS IMPACT  
415-434-4314 PHO/415-434-4331 FAX/GRASSROOTSIMPACT@EARTHLINK.NET

**TREASURER** — MAY PON, M. BUTTERFIELD-BROWN & ASSOC., LTD.  
415-864-3235 PHO/415-864-0320 FAX/MAYPON@BBATAX.COM

**PAST PRESIDENT** — JULIE MCKILLOP, MCKILLOP ACCOUNTANCY  
415-362-7212 PHO/415-362-7206 FAX/MCKILLOPJR@AOL.COM

## 2001-2002 BOARD COMMITTEE CHAIRS:

**CORPORATE PARTNERS** — JULIE MCKILLOP, MCKILLOP ACCOUNTANCY  
415-362-7212 PHO/415-362-7206 FAX/MCKILLOPJR@AOL.COM

**LEGAL COUNSEL** — TERESA PAHL, HANSON BRIDGETT  
415-995-5079 PHO/415-541-9366 FAX/TPAHL@HANSONBRIDGETT.COM

**MEMBERSHIP** — SUSAN SHARGEL, SHARGEL & Co. INSURANCE SERVICES  
415-543-8949 PHO/415-543-9406 FAX/SSHARGEL@SHARGEL.COM

**MARKETING** — JENNIFER DONAHUE, MARKETING SERVICES FOR SMALL BUSINESS  
415-831-5861 PHO/415-831-5865 FAX/JENDONAHUE@EARTHLINK.NET

**NATIONAL LIAISON** — SYNDI SEID, ADVANCED ETIQUETTE  
415-928-1912 PHO/415-928-4641 FAX/SYNDISEID@ATT.NET

**PROGRAMS** — CLAUDIA VIEK, RENAISSANCE ENTREPRENEURSHIP CENTER  
415-827-5228 PHO/415.541.8589 FAX/CLAUDIA@RENCENTR.ORG

**PROGRAM FACILITATOR** — CAROL FLEMING, THE SOUND OF YOUR VOICE  
415-391-9179 PHO/415-391-3640 FAX/CAROL.FLEMING@SPEECHTRAINING.COM

**PUBLIC POLICY** — SHARON GADBERRY, TMG/POWERMARKETING  
415-403-7002 PHO/415-392-7097 FAX/SHARON@TMGPM.COM

**PUBLIC RELATIONS** — CYNTHIA HARRIS, STRATEGY ASSOCIATES, INC.  
650-653-2764 PHO/650-653-2774 FAX/CHARRIS@STRATEGYASSOCIATES.COM

**W.E.B. Co-CHAIR** — HELGA GRAYSON, TRILOGY INFORMATION TECHNOLOGY  
415-247-7700 PHO/415-247-7755 FAX/HELGA@TRILOGYIT.COM

**W.E.B. Co-CHAIR** — BARBARA MORRISON, TMC DEVELOPMENT  
415-989-8855x207 PHO/415-989-3382 FAX/BARBARA@TMCD.COM

**CHAPTER ADMINISTRATOR** — RHODA SINGER  
415-333-2130 PHO/415-586-6606 FAX/SINGERR@PACBELL.NET

good  
news

### NUMBER OF WOMEN-OWNED BUSINESSES EXPECTED TO REACH 6.2 MILLION IN 2002

### SALES TO SURPASS \$1 TRILLION, GROWTH RATES CONTINUE TO EXCEED NATIONAL AVERAGES

Washington, DC - The number of women-owned businesses continues to grow at twice the rate of all U.S. firms, and those businesses show significantly greater increases in employment and revenues, according to a new report from Center for Women's Business Research (founded as the National Foundation for Women Business Owners). Between 1997 and 2002, the Center estimates that the number of majority-owned, privately-held women-owned firms will have grown by 14% (compared to 7% nationwide) and will stand at 6.2 million in 2002.

Sales generated by women-owned firms increased by 40% nationwide during the period, nearing \$1.15 trillion. These firms will employ nearly 9.2 million workers in 2002, up 30% from 1997, which reflects a growth rate that is one-and one-half times the national average.

Sponsored by Wells Fargo, the Center's two most recent reports, "Women-Owned Businesses in 2002: Trends in the U.S. and 50 States" and "Women-Owned Businesses in 2002: Trends in the Top 50 Metropolitan Areas," analyze both published and unpublished data provided by the U.S. Bureau of the Census and present the most up-to-date information currently available on majority-owned, privately-held women-owned businesses in the United States.

"The fact that sales and employment are increasing at more than twice the rate of overall growth in the number of firms reveals the growing economic impact of women-owned firms," said Nina McLemore, Chair of Center for Women's Business Research and President of Regent Capital. "The number of women who own larger businesses has reached substantial levels. And at present growth rates, there will be 112,700 women-owned firms with revenues of \$1 million or more, and almost 8,500 with 100 or more employees, in 2002."

member  
news

**Jill Lublin**, CEO of Promising Promotion, a public relations consulting firm has been chosen as faculty to teach Guerrilla Publicity at Income Builders International in Los Angeles, Ca. She will also be offering a course for Cybertek College in Orange County California. Jill is the author of *Guerrilla Publicity*, with Jay Levinson, Adams Media June 2002 and is a national speaker on the topic of publicity. See her website [www.promisingpromotion.com](http://www.promisingpromotion.com)

**Jill Lublin, CEO, Promising Promotion**  
415.883.5455  
[www.promisingpromotion.com](http://www.promisingpromotion.com)

**Kit Cole Investment Advisory Services** is partnering with the San Rafael Chamber of Commerce to offer the first ever Women's Scholarship Fund. Between January and March of 2002, women business owners with 1-4 employees can join the San Rafael Chamber of Commerce at half price. The #1 reason given for not joining a local chamber of commerce is cost. Kit Cole Investment Advisory Services is funding this program to encourage women to join the chamber and take advantage of the networking opportunities to grow their businesses.

**Maggie Wells , Chief Operating Officer**  
**Kit Cole Investment Advisory Services**  
851 Irwin Street San Rafael, CA 94901  
(p) 415-457-9000  
(c) 415-309-7397  
(e) [mwells@kitcole.com](mailto:mwells@kitcole.com)

Send News about your company to **Jennifer Donahue**  
[jendonahue@earthlink.net](mailto:jendonahue@earthlink.net)

## Have You Checked out the New On-Line Membership Roster?

For members only, this great new benefit allows us to easily reach each other, facilitating collaboration and community.

*One more reason to become a member!*

If you are already a member, visit the web site to access the roster the next time you need a product or service. You need a password to enter (which was emailed to all members.)

[www.nawbo-sf.org](http://www.nawbo-sf.org)

## CORPORATE SPONSOR WELLS FARGO PRESENTS CHECK AT NOVEMBER MEETING



(l to r) Julie McKillop (Immediate Past President), Diana Kimbrell, Brenda Wright, Susan Grant (President)

Brenda Wright, Senior Vice President and Regional Manager of Community Development for Wells Fargo, presented a contribution at the NAWBO SFBA Chapter November Dinner Meeting. We look forward to a mutually beneficial partnership with Wells Fargo!



## GREAT TURN OUT FOR THE NOVEMBER MEETING WITH STACEY HOLLAND, AUTHOR OF "BULLY BROADS"

Stacey discussed her theories about women using aggression in the workplace. A lively discussion followed. We had a great turnout for this meeting...sorry if you missed it!

member  
events

Gateway Berkeley in conjunction  
with Xantrion presents....

**"SAFEGUARDING COMPANY AND CUSTOMER  
INFORMATION"**

When: Wednesday, December 5, 2001  
Time: 6:00 p.m. to 7:00 p.m.  
Place: Gateway Business Solutions Center  
2209 Shattuck Ave.  
Berkeley CA, 94704  
(Across from Downtown Berkeley BART)

We invite you to a free seminar on information security  
and to a night where we talk about your technology needs.

We Offer Free Onsite Consultations and total solutions from  
hardware, networking, to training your staff to maximize  
productivity.

Seating is limited, please contact us  
to confirm your attendance

Gateway  
2209 Shattuck Ave  
Berkeley CA, 94704  
510-542-0450  
(Fax) 510-542-0459  
patrick.brown@gateway.com

**WHERE ARE THOSE VENTURE DOLLARS?**

On December 14 at 9:00am, the Women's Technology  
Cluster ([www.wtc-sf.org](http://www.wtc-sf.org)) will host a review of the Q3  
2001 Venture Capital Money Tree data.

Panelists:  
Kathleen Borie (PricewaterhouseCoopers),  
Joyce Chung (Cardinal Ventures),  
Ann Zeichner (Blueprint Ventures).

Is venture investing picking up? What was the average  
investment in Q3? Average valuation? Favored industries?

**RSVP: [info@wtc-sf.org](mailto:info@wtc-sf.org) and send \$15 check to WTC,  
1207 Indiana Street, #4, SF, CA 94107  
Attendance limit: 40**



**FREE BUSINESS SEMINAR!**

The Microsoft BIG DAY seminar is headed your way. And it  
not only features products and services from one of the pre-  
mier providers of business solutions—it's FREE! So, whether  
you're interested in improving efficiency, increasing market  
share, or integrating an E-commerce strategy, OR would like  
to see the NEW version of Windows & Office - you'll find  
everything you need to know at The BIG DAY. This Microsoft  
seminar is co-sponsored by several other technology compa-  
nies, including Xantrion.

Date of Big Day event: December 11, 2001  
Location: Sir Francis Drake Hotel/450 Powell Street  
**To Register: [www.msbigday.com](http://www.msbigday.com) or 877-435-7638**


**Who Should Attend?**

Business owners, home-based business owners, or employ-  
ees who are interested in implementing Microsoft or technol-  
ogy solutions to improve the way they do business

**TOPICS COVERED** (Software demonstrated) For more  
details, visit [www.msbigday.com](http://www.msbigday.com)

**7:30-8:00am** Check In and Meet Local Technology Vendors  
**8:00-9:30am** MODULE 1: WINDOWS XP - Connect to your  
data with Windows XP  
**9:45-10:35 am** MODULE 2: SMALL BUSINESS SERVER  
2000 - Consolidate data with SBS 2000  
**10:45-11:30am** MODULE 3: OFFICE XP & MAPPOINT  
2002 / VISIO 2002 - Create your data with Office XP  
**11:30-12:30pm** One Hour Break (lunch not provided)  
**12:30-1:30 pm** MODULE 4: OFFICE PRODUCTIVITY XP &  
POCKET PC - Communicate your data with Office XP  
**1:45-3:00pm** MODULE 5: BCENTRAL, FRONTPAGE &  
SHAREPOINT - Customize your data for the Web  
**3:00pm** Wrap up and Prize Drawings; every attendee will  
receive a FREE CD with more resources and tools!

**WELLS  
FARGO**



***We give more credit  
to small businesses  
than any other bank.***

***More money too.***

We're not the only one lending money to small businesses. That's why Wells Fargo has developed a wide range of credit products that allow us to provide a customized financial package to meet your business needs. Term loans, lines of credit, equipment loans, commercial real estate loans and SBA loans are just some examples of the many credit products available. And, to help you manage your finances and your business, we offer a full range of other business products from checking accounts to technology solutions. Small business is big business at Wells Fargo. And we're working to earn yours. ***To find out how we can help your business, visit us today at a Wells Fargo store or online at [wellsfargo.com/biz](http://wellsfargo.com/biz).***

For more information contact Caren Courtney at 415-396-6335, or [courtneec@wellsfargo.com](mailto:courtneec@wellsfargo.com).

**Wells Fargo | Small Business Loans & Lines**