

march 2002



NAWBO NEWS

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

MARCH MEETING

THURSDAY, MARCH 14 5:30PM-9PM
NOTE SPECIAL EARLY START TIME!

BIG VISION, SMALL BUSINESS

Why a business doesn't have to be big in size to make a big impact and a significant contribution to the world



with Jamie Walters

MINI TRADE SHOW WITH CORPORATE SPONSORS AND MEMBERS STARTS AT 5:30PM, FOLLOWED BY DINNER WITH OUR SPEAKER AT 7PM. READ MORE ABOUT THE TRADE SHOW ON PAGE 3!

A SPECIAL PRICE FOR THIS MEETING GIVES YOU ONE MORE REASON TO MARK IT ON YOUR CALENDAR AND BRING GUESTS!

JUST \$35 FOR MEMBERS AND \$40 FOR PROSPECTIVE MEMBERS

RESERVE EARLY!

your paid reservation must be received by 3/11/02.

Mail check to:

NAWBO-San Francisco
Rhoda Singer
985 Darien Way
San Francisco, CA 94127
415.333.2130

or Email your reservation to
singerr@pacbell.net

Visit Us On-Line
www.nawbo-sf.org

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 reservation in advance!

ALL MEETINGS ARE AT
THE CITY CLUB
155 Sansome Street

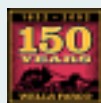
(just 2 blocks from
the Montgomery Street
BART station)

The daughter of small-business owners, Jamie Walters launched her San Francisco based business consultancy in 1992. Walter's firm, Ivy Sea, Inc., was created as a vehicle for her innovative organizational visioning, leadership and communication approaches. She and her firm have provided counsel to a wide variety of organizations, large and small, well-known and unknown, including California Federal Bank, Kaiser Permanente, St. Joseph's Health System, Agilent Technologies, Gap, Inc. and many other organizations.

The firm's award-winning public-service web site, Ivy Sea Online, (www.ivysea.com) was chosen as a content partner for Inc.com; and has been recognized by About.com, Entrepreneur's Edge, The CEO Refresher, Edu-Leadership and other business and leadership web-site portals as one of the best sites on the Internet for small-enterprise owners, leaders and entrepreneurs. Walters is the author of dozens of articles on progressive approaches to leadership, communication, organizational communication and culture, and small-business ownership.

What is Big Vision, Small Business About?

In a world that worships all things "big," *Big Vision, Small Business* is a celebration of and primer for the art and power of small business. Based on more than 70 interviews with small-business owners and advocates, as well as a decade as the owner of a big-vision, small enterprise, author and business-owner Jamie Walters demonstrates that a business doesn't have to be big in size to make a big impact and a significant contribution to the world. Indeed, Walters shows that there are certain things that are only possible through the smallest enterprises.



ChevronTexaco



THESE CORPORATE SPONSORS WILL JOIN US ON MARCH 14 ... READ MORE ON PAGE 3!

STRENGTHEN . CREATE . BUILD . INFLUENCE



“WHERE’S THE BEEF?”

Shinae Chun was grown before she realized that there was actually meat in the beef soup that her mother prepared. It went into the bowls for her father and brother – not for the girls in the house. “And I came from a loving family,” she says.

SUSAN G. GRANT
PRESIDENT

Shinae, now Director of the Women’s Bureau of the Department of Labor and the highest-ranking Korean-American in the Bush administration, strongly supports the ability of women to control their economic destiny. She chose the path of education and politics, while her sister went on to become a highly successful developer of golf courses.

At a meeting in Los Angeles in January, organized by the Women’s Bureau and our own Barbara Kasoff, Shinae listened intently as two dozen women discussed the issues that affect their businesses today. Sharon Gadberry, Public Policy Chair, and I represented our chapter, while Barbara and her business partner served as moderators. Some of the businesses had less than a dozen employees and some had hundreds on their payrolls. We discussed how the economy had affected us – some businesses had slowed down, while a few were booming. Among the critical issues affecting profitability were the economy, small business certification and preferences, state and federal government regulations. Shinae made it clear that she was very interested in promoting the cause of women’s economic achievement.

It was a good opportunity for the Women’s Bureau to introduce itself and its services to women business owners and to hear the messages that they wanted to convey back to the administration. Jump-starting the economy was a major message, as was the need to understand how important the growing ranks of women business owners are to the country as a whole. A conference on WOMEN ENTREPRENEURSHIP IN THE 21ST CENTURY is now being co-sponsored by the Department of Labor. A two-day event on March 18-19 in Washington DC, this meeting will offer cutting-edge insights into the most pressing concerns of women business owners today. There is no charge for this event.

Register online today at <http://www.women-21.com/> as space is limited, or contact Barbara Kasoff for details quickly.

**WINE AND CHEESE
AT MONSON COMMUNICATIONS**

Save the Date!

Monson Communications is hosting
a Wine and Cheese Evening
on April 17 2002,
from 5:30pm to 7:00pm

We are conveniently located at
One Market, in the heart of the
financial district, and steps away
from the ferry building and the
Embarcadero Bart stop.

**We look forward to seeing you.
Questions? Call 415-543-7200.**

SAVE THE DATE!

**DON'T FORGET TO MARK YOUR
CALENDAR FOR THE 18th ANNUAL
WOMEN ENTREPRENEURS BREAKFAST
ON APRIL 30TH!**

Read more in a special “WEB Only” newsletter
next week, featuring this year’s winners
and a preview of the event’s many attractions!

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 &
Visual Communication
415-503-1845
isabelle@foxparlor.com
www.foxparlor.com

A NEW WAY OF MEETING!

THURSDAY, MARCH 14 ... Early Start ! 5:30PM-9:00PM

If you only come to one meeting this year, make it this one! Don't miss this unique opportunity to meet NAWBO corporate sponsors in person and learn more about member businesses! Participants will be featured in an informal trade show atmosphere and networking will be very much encouraged. Learn about new resources, meet important new contacts and share your business expertise with others! *Don't forget to reserve in advance!*

PARTICIPATING SPONSORS



ChevronTexaco



PARTICIPATING MEMBERS

**Anne Bisagno
Xantrion, Inc.**

**Sally Dew
Tommy Dew Design**

**Jennifer Donahue
Marketing Communications for Businesses Large & Small**

**Pragito Dove
The Dove Institute for Meditation and Healing**

**Adrienne Gans, Ph.D.
Gansworks**

**Syndi Seid
Advanced Etiquette**

**Holly Suzara
Ascribe Business Services, Inc.**

workplace legislation



This is the first article in a 3-part series from NAWBO member Heather Sager of Carlton, DiSante & Frendenberger, LLP

2002 Workplace Legislation Alert

California employment law moves very quickly. In 2000 and 2001, more than 30 statutes were enacted that affect California employers. Many more laws went into effect on January 1, 2002. Non-compliance with laws governing the employment relationship can expose a California business to penalties, damage awards, and, not the least of all, poor employee morale. In a multi-part series to be published in sequential NAWBO newsletters, we have summarized many of the most recent legislative changes.

Wage & Hour Law:

Increase to Minimum Wage & Its Effect On Overtime Exemptions

Effective January 1, 2002, California's minimum wage increased from \$6.25/hour to \$6.75/hour. Of note, in order to be exempt from overtime pay under California law, among other things, an employee must earn at least twice the minimum wage. Thus, for 2002, the minimum salary for an exempt employee increases from \$26,000 to \$28,080/year. (This figure is based upon a 40-hour week. See Cal. Labor Code § 515(c).)

The minimum salary is determined through the following formula:

Minimum Wage x 40 x 52 x 2 = Minimum Yearly Salary. Dividing by 12 results in the minimum monthly salary for exempt employees.)

Increase to Unemployment Insurance Benefits

Senate Bill 40 increases availability and the amount of unemployment insurance benefits. Under the new law, an unemployed individual will not be disqualified from unemployment benefits solely on the basis that he or she is only available to work part-time. The bill also provides that any wages paid in lieu of notice under the federal Worker Adjustment Retraining Act (the "WARN" Act) will not be counted as payment for services in determining eligibility for unemployment benefits. The bill also alters the calculation of benefits. Benefits are currently calculated at 39% of the claimant's average weekly wage, not to exceed \$230/week. As of January 1, 2002, benefits will rise to 45% of the average weekly wage, not to exceed \$330. After this initial increase, the maximum weekly benefit will increase by \$40 each year, until 2005.

Child Care Assistance

Effective immediately, for tax years beginning before 2007, Assembly Bill 866 extends two employer child care assistance tax credits. First, an employer may receive a credit of 30% of the cost of establishing or constructing an employee child care program or facility, up to \$50,000. Second, an employer may take a tax credit of 30% of contributions to qualified child care on behalf of employees, up to \$360 per child, per year.

new members welcome!

ANDREA KELLY-SMETHURST

KELLY SMETHURST & ASSOCIATES

1906 Bonita Avenue, Berkeley, CA 94704

Phone: 510-883-0989

Fax: 510-291-2866

Email: aeks@pacbell.net

Referred by: Kortelink

Business Description: Specialize in helping employers avoid employee lawsuits. Regularly advise employers on disciplinary matters, terminations & reductions in force. Conducts training seminars on harassment and discrimination.

SUSAN YATES, PRESIDENT

YATES ADVERTISING

221 Main St., #420, San Francisco, CA 94105

Phone: 415-356-9020

Fax: 415-356-9010

Email: syates@yatesadvertising.com

Referred by: McGovern

IRENE BLOMGREN, PRESIDENT

TECHNOLOGY RESOURCES, INC.

2678 Bishop Drive, San Ramon, CA 94583

Phone: 888-327-7090

Fax: 925-327-0925

Email: ireneb@trijobs.com

Web Address: www.trijobs.com

Referred by: Morrison

Business Description: Managed flexible staffing solutions in engineering, marketing and sales for IT BioTech industries.

DEBORAH LARDIE, CPA

584 Castro St., #457, San Francisco, CA 94114

Phone: 415-864-5770

Fax: 415-864-0790

Email: dlardie@dlardie.com

Referred by: Kirshenbaum

LIZ LARSEN, OWNER

CHAMPAGNE PEARLS

Box 434, Tiburon, CA 94920

Phone: 415-435-9100

Fax: 415-435-9100

Email: annbuff@aol.com

Referred by: Morrison

Business Description: Design, manufacture and market exquisite freshwater pearl and crystal jewelry.

MERINA TY-KISERA

VERAXIIS

P.O. Box 167, Mill Valley, CA 94942

Phone: 415-380-8334

Email: merina@veraxiis.com

Business Description: Business strategy & restructuring. Conduct workshops that enable women to create the momentum required to realize their business & Personal aspirations.

SARA MENKE, CEO & PRESIDENT

PREMIER STAFFING, INC.

111 Sutter St., #1950, San Francisco, CA 94104

Phone: 415-362-2211

Fax: 415-362-3311

Email: saram@pstaffing.com

Web: www.pstaffing.com

LORA KEY

MEMINISSE

1563 Solano Ave., #166

Berkeley, CA 94702

Phone: 510-484-5672

Email: lorakkudra@prodigy.net

Category: Graphic Design

OLIVIA RAMIREZ FLORENCE, OWNER

SEISMIC INSTALLATIONS

P.O. Box 182, Concord, CA

Phone: 510-504-05959

Fax: 925-709-0507

Email: onjflo@aol.com

Business Description: Non structural seismic bracing. Secure items that are not part of building.

KAREN KEMP

STUDIO 49 DESIGN

85 Emery Bay Drive, Emeryville, CA 94608

Phone: 510-652-2449

Fax: Same

Email: studio49@earthlink.net

www.kkemp.net

Referred by: Adrienne Gans

CAROL WOODS, PRESIDENT

BID QUEST, INC AND EXPANSION CONSULTING

2001 Union Street, Suite 640, San Francisco, CA 94123

Phone: 415 609-1814

Email: carol@expansion-consulting.com

Web: www.expansion-consulting.com

Business Description: Business consulting with a focus on financial management and business process. Virtual administrative services, information gathering and Ebay consignment services.

TRACEY KESSLER, PRINCIPAL

444 De Haro St., #122, San Francisco, CA 94107

Referred by: Renaissance Center

Category: Interior Design

LAURIE SULZBURGH

SULZBURGH CONSULTING, INC.

1001 Bridgeway, #408, Sausalito, CA 94965

Phone: 415-289-0840

Fax: 415-289-0801

Email: laurie@sulzburgh.com

Website: www.sulzburgh.com

Referred by: Friedman

Description: Provides expert, experienced brand management, project management and design services that put your brand in the best possible light

member events

FAMILIES DEALING WITH DEMENTIA A WORKSHOP TO EMPOWER THE FAMILY IN EFFECTIVE CARING

- Overview of the Dementias
- How to deal with Behavioral Challenges
- How to hire help and be successful
- When and how to look at Placement Options
- How to Communicate to Someone with Dementia

April 19th, 2002, 9:00am to Noon; Cost: \$20

Presenters: Linda Fodrini-Johnson, LMFT, Director, Eldercare Services and Eileen Zagelow, BA, CMC, Care Manager, Eldercare
To Register: Call (925) 937-2018

THE AGING FAMILY- PRESCRIPTION FOR CARING

Come learn from experts with more than 20 years experience in the field of geriatrics. What Medicare/Medi-Cal covers in long term care costs. Learn what legal issue families should attend to and when. Listen for the latest in Alzheimer's treatments and behavioral techniques. Learn what kinds of dementia are reversible. Learn practical information and resources that will support you in your concerns and care of an aging family member.

When: Friday, March 15, 2002; 9am to 4pm
Presenters: Linda Fodrini-Johnson, LMFT and a guest Elder Law Attorney

Classes are held at the Eldercare Services
1808 Tice Valley Blvd., Walnut Creek, Ca 94595

GANSWORKS OFFERS WOMEN TWO FORUMS FOR CREATIVE INNOVATION

Adrienne Gans, Ph.D. is launching two forums to get your heart and mind collaborating on innovative action this spring, beginning in March and concluding mid-June.

1. Accelerated business innovation: A leadership forum for women
Put leadership innovation into concrete action, differentiate your business, and brand your leadership. Learn how to realize your vision for success without sacrificing your creativity, ethics, and wellness.
2. Creative living & your life: Closing the gap
Embrace your creativity more fully, more boldly and practice it with greater consistency. Whether you want to make an art form your livelihood or allow creativity to enrich your life, this forum will get you there.

How are these programs different from others that sound similar?

-Work on a tangible goal through active, project-based learning – and get concrete results. Meet every three weeks for a couple of hours between March and June. This keeps motivation high while you execute on innovation in daily life.

-Through rotating "salons," gain a more sustainable, deeper networking experience that continues after the forum concludes.

-The forum serves as an on-going focus group to test new business ideas, or as a support group for creative personal work.

-Integrate your experiences through enjoyable reading and journaling. You benefit from Adrienne's background as a university professor, coach, and training expert to lead these dynamic groups – and make it relevant to you.

Invest in creative action for the Spring with a small group of other dynamic women. For more information, specific dates, times, etc., contact Adrienne at: agans@gansworks.com; (415) 512-5200.

CHANGE YOUR LIFE FOREVER

NAWBO Past President Syndi Seid of Advanced Etiquette announces the release of their 2002 schedule of Open Enrollment classes for people of all ages, 9 to 99. Syndi is offering an unprecedented 20% discount to all NAWBO members and corporate partners who enroll in one of her Adult Spring seminars no later than 30 March 2002.

In Syndi's own words, "I can't think of anything more I can do to support NAWBO members and encourage folks to take some time to overcome those fears and insecurities to gain the self-confidence and authority in any business and social situation, anywhere in the world. Everyone tells me how important etiquette skills are, yet why is it more people aren't beating my doors down to gain this knowledge. For whatever the reason, I am hoping this year of the Horse will be the year where I and Advanced Etiquette will be able to be of service to every NAWBO member and corporate partner." For a complete brochure sent by mail, contact Syndi at 415-346-3665 or by email at Info@AdvancedEtiquette.com. Beginning 1 March the full 2002 schedule and secure online registrations will be available.

Syndi Seid, Founder/Director
Advanced Etiquette (SM)
1168 Clay Street
San Francisco CA 94108-1406
Personal Tel. 415-928-1912
Business Tel. 415-346-3665
Business Toll-free 800-276-7419
Fax: 415-928-4641
Business Email: info@advancedetiquette.com
Personal E-mail: syndiseid@att.net
Web site: www.advancedetiquette.com
<<http://www.advancedetiquette.com>>

member spotlight

KIRSHENBAUM COMMUNICATIONS WINS AWARDS!

For nearly 10 years in business, Kirshenbaum Communications has been recognized in their industry, by receiving numerous design awards on behalf of their clients. Most recently, they were awarded a Gold and two Silver awards for the 2002 AdMark ADDY® Awards Competition for their company holiday card, Schwab Institutional's holiday card and Praxis Engineers' Web site, www.praxisengineers.com. This is a regional advertising and design competition for the East Bay Ad Club. Local winning entries automatically get entered into the National ADDY® Awards Competition.

Additional Kirshenbaum Communications Updates:

CALENDAR PROJECT: Kirshenbaum Communications was asked to participate in a group promotion by contributing the March page to a full-color wall calendar for Sharper Print. The theme for the calendar was "What America means to us." Many NAWBO members and guests may have received a calendar at the January dinner meeting. Send an email to info@Kirshenbaum.com if you would like to receive a calendar.

PACIFIC CHAMBER SYMPHONY (PCS): Susan Kirshenbaum was asked to join the PCS Board of Directors after being instrumental in the rebranding of the non-profit organization. PCS concert tickets will be a part of the NAWBO membership drive awards. The next concert in the series, "Symphoria: The Creative Cycle," is at the Herbst Theatre in San Francisco on March 12.

NEW BIZ: Prophet, a San Francisco-based brand strategy consulting firm, has awarded the design of their new Web site to Kirshenbaum Communications. Nancy Friedman, new NAWBO member, is working with Kirshenbaum Communications to write and edit the site. Look for their site (www.prophet.com) to launch in April. Prophet is well-known for its team of recognized thought leaders including David Aaker, Vice Chairman, who has written numerous authoritative books and articles on branding.

Recently, Kirshenbaum Communications began working on an entire rebranding program for Western Payments Alliance, a nationally recognized organization instrumental in regulation and rules-setting in the financial industry. The work includes identity, collateral, WesPay's first annual report and event materials for their first Fall Payments Symposium.

BALANCE ACT will be launching its official, enhanced website in early March with new sections that seek to be both entertaining and valuable ... www.balanceact.com. In addition, March marks the start of the weekly eNewsletter: BALANCE ACT (a 1 page digest of tips, techniques, and tales on balancing professional and personal success.) Requests for a subscription can be sent to info@balanceact.com until the website section is active.

BALANCE ACT has also been busy expanding its associate network in order to offer more breadth and depth of expertise and solutions to its corporate and individual clients. This has sparked a March marketing campaign highlighting comprehensive programs in Executive Coaching, Leadership, Sales, and Management Development and 1-2 day modules in Presentation Skills, Entrepreneurship, Corporate Retreats, Employee Retention, Communication Skills, and Health & Fitness in the Workplace. In addition, BALANCE ACT completed its first long distance phone facilitation which has opened the door to work with clients outside the Bay Area.

Kass Hanson is the Founder & President of BALANCE ACT and brings over 13 years of experience in Corporate America and Startup World to the challenging and incredibly rewarding discipline of human development. BALANCE ACT works with its clients to discover opportunities and deliver results in recognition and respect of the impact that attitudes, beliefs, and behaviors have in achieving success on all levels. NAWBO has been instrumental in leading BALANCE ACT to this next stage through the support and inspiration of so many accomplished and ambitious women.

Kass Hanson

BALANCE ACT

Consultants, Coaches, Trainers, Speakers

"We Discover Opportunities & Deliver Results"

415.350.7500

www.balanceact.com <<http://www.balanceact.com>>

JOIN A DYNAMIC TEAM OF DEDICATED BUSINESS PROFESSIONALS WHO VOLUNTEER TO HELP LOW-INCOME WOMEN ACHIEVE SELF-SUFFICIENCY THROUGH SELF EMPLOYMENT.

Women's Initiative for Self Employment offers business training, technical assistance and financial services, in English and Spanish, to low-income women in 5 counties who seek to start and grow their own businesses. Whether you're a marketing whiz, loan packaging guru, or financial management and operations genius, we may be able to use your help.

Contact Pat Tibbs at 415-247-9473 x 320 or ptibbs@womensinitiative.org. To learn more about Women's Initiative go to www.womensinitiative.org.



Jill Lublin
Promising Promotions

publicity tips

EAT, SLEEP, AND BREATHE PUBLICITY

Publicity never sleeps; it's an ongoing, 24/7 process that never stops. Publicity accompanies you every-

where. Even when you hire marketing or promotion professionals, you remain responsible for your own publicity.

Self-promotion is essential! It conveys enthusiasm, shows your conviction and passion for your work. Don't be shy, embarrassed, or rely on others to champion your cause. Look at successful people you know. Most quickly let everyone know who they are, what they do, and how it can help.

When you promote yourself, be prepared to answer questions. Ask people who they know who could use your product or service and if they know people in the media who you could contact.

Increasing visibility and building name recognition requires repetition. Repetition makes the unfamiliar familiar; it breaks down barriers and you gain credibility and become a known commodity.

Learn to spot promotional opportunities and how to capitalize on them. Always be alert for openings to spin to your advantage. At first, it may feel awkward, pushy, or overly aggressive. But before long, you'll develop a knack for when to jump in and when to back off.

BAY AREA BUSINESSWOMAN PRESENTS...

"Networking Extravaganza"

For Bay Area Business and Professional Women

Wednesday, May 15, 2002
6pm-9pm

Nile Hall, Preservation Park, Oakland

\$35 in advance, \$40 at the door.

Includes food, drink and live entertainment.

Looking to Expand Your Network?

Need New Clients?

Promoting a Book or Workshop?

Wanna Have Fun?

Come join us in a special event celebrating women in business and honoring our successes. Don't miss this opportunity to connect, reconnect, be inspired and unite our community as never before.

For more information, call (510) 654-7557
info@babwnews.com, www.babwnews.com



In our highly competitive and socially demanding world where opportunities disappear as quickly as they arise, first impressions are crucial to establishing strong professional and personal relationships. The 'Boomer' generation – living longer, more dynamic and healthier lifestyles – brought about a surge of interest in quality of life. These days, we all want to look and feel our best and why not? Knowing where to look and what to look for is the key to choosing the right resources for improving one's quality of life. The AesthetiCARE Resources Group was established by Dr. Rebecca Castaneda in the Fall of 2001. Comprised of professionals and specialists who are highly estab-

lished in their respective fields, the Group was formed in order to address the growing need for a highly personalized aesthetic and wellness services association. They realized that a tightly knit network of the most distinguished practitioners would best serve these multifaceted needs.

The AesthetiCARE network includes: aesthetic dentistry, plastic surgery, vision correction, cosmetic and general dermatology, holistic skin care, spa treatments, color and image consultant, singles and personal services, etiquette training, life coaching and integrated medicine for total spirit and body healing.

To learn more about the members of AesthetiCARE, please call (415) 986-1616 or log on to <http://www.aestheticare.com>

eXPerience **Microsoft** Small Business Solutions Seminar!

The Microsoft BIG DAY seminar is headed your way. And it not only features products and services from one of the premier 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 Compaq and CompUSA.

Date: March 19, 2002
Location: Holiday Inn 1800 Powell St Emeryville, CA

To Register: www.msbigday.com or 877-435-7638

Who Should Attend?

Business owners, employees, home-based business owners. Special emphasis is placed on small business solutions. (Note: this is not meant to be a technical event, it is for the beginning-to-intermediate level computer user)

Three Seminars

Attend one session or attend them all!

Seminar One

Microsoft ® Windows ® XP Professional 8:00 a.m. - 9:30 a.m.

Windows XP Professional • Small Business Server 2000

- Ⓞ See the newest business operating system, Windows XP Professional
- Ⓞ Learn the difference between 98, NT & XP as well as the difference between the XP Home and XP Pro
- Ⓞ Understand how and when to network your computers
- Ⓞ See the advantages of calendar, contact and customer information sharing as well as the cost savings of Small Business Server

Seminar Two

Microsoft ® Office XP Professional 10:00 a.m. - 12:00 p.m.

Word • Excel • Access • PowerPoint • Publisher • MapPoint

- Ⓞ See the new features as well as tips and tricks for using Office
- Ⓞ Learn how to find new business opportunities, locate your customers and competition, and analyze trends by geography
- Ⓞ Turn your marketing ideas into great marketing collateral for your business that you create easily right at your own desktop
- Ⓞ Understand the cost savings of open licensing

Seminar Three

Connectivity & the Internet 1:00 p.m. - 3:00 p.m.

Outlook • bCentral • FrontPage • SharePoint

- Ⓞ Improve the way your team or workgroup manages information and activities.
- Ⓞ Bring the power of the Web to your business with Microsoft bCentral and instantly improve marketing effectiveness and customer service.
- Ⓞ Build exactly the site you want with FrontPage version 2002, the Office Web site creation and management solution.

We hope to see you there!

XANTRION

FREE Small Business Seminar

Xantrion in conjunction with Gateway Berkeley presents .

Technology 101 for Small Businesses

Date: Tuesday, March 26, 2002

Time: 6:00 p.m. to 7:00 p.m.

Location: Gateway Business Solutions Center

2209 Shattuck Ave.

Berkeley CA, 94704

(Across from Downtown Berkeley BART)

Need to do more with fewer resources and compete with larger companies?

We'll show you how by reviewing technologies that reinforce your image, improve sales and service and increase productivity.

We'll also answer questions specific to your situation.

Seating is limited, please contact us to confirm your attendance

866-926-8746

abisagno@xantrion.com

Upcoming Dates:

April 23

membership campaign

POSITIONING WOMEN BUSINESS OWNERS FOR SUCCESS: NAWBO 2002 MEMBERSHIP CAMPAIGN

Create the women's business organization of your dreams! Our organization is and always will be as dynamic and creative as our members. As new members join us, we expand our networks and generate new business opportunities.

We invite you to nominate for membership the business owners and self-employed professionals you want to meet, collaborate with, learn from and do business with in NAWBO.

We'll provide the materials to help you build our membership and valuable prizes to thank you!

Membership Campaign Awards Program

We'll reward your participation every step of the way: nominating prospective members; bringing guests to meetings; and actually enrolling new members.

GUESTS:

You will receive a Complimentary Dinner Meeting for every 7 prospective members who attend a NAWBO dinner meeting at your invitation from January through June.

NEW MEMBERS:

You will receive a Complimentary Dinner Meeting, recognition at the July Meeting and a feature about you and your company in our NAWBO newsletter when you enroll 5 New Members by June 30th.

You will receive a Complimentary one year SF NAWBO Membership for one year plus all of the above when you enroll 7 New Members by June 30th.

You will be honored at a special City Club Breakfast with NAWBO Leaders/Award Winners when you enroll 10 New Members plus receive all of the above.

**By working together we can
reach higher goals than we
can individually!!!**

100 Black Women Event

**reserve
now!**

Through our partnership with Wells Fargo, we have been introduced to the National Coalition of 100 Black Women. Brenda Wright of Wells Fargo is the current president of 100 Black Women and has welcomed us to network and build a relationship with this dynamic organization. Since one of NAWBO's goals is to develop more diversity and reach out to more Bay Area women-in-business entities, this is a great opportunity for our membership and the future of our organization.

We are launching our relationship with 100 Black Women by purchasing a table at the Madam C. J. Walker Awards luncheon on March 14th at the Marriott.

The ticket price is \$75. This is a great opportunity to support another local women's organization and meet some wonderful people.

If you would like to attend, please contact Claudia Viek, Program Chair and President-Elect: 415-541-8584 phone 415-541-8589 fax claudia@reccentr.org

The Oakland-Bay Area Chapter is one of the youngest chapters within the National Coalition of 100 Black Women, Inc. (NCBW) sixty-two (62) chapter network. Chartered in 1995 by Cathy Adams-Camara, the Oakland-Bay Area Chapter has established the following objectives as its foundation for success:

VISION
To be the organization of choice for today's African American woman who understands the needs of her community and has the requisite skills to develop solutions.

MISSION.....
The Oakland-Bay Area Chapter of the National Coalition of 100 Black Women, Inc. is committed to providing programs that increase the participation of African American women in economic, civic, entrepreneurial, and human service arenas of their respective communities through education, scholarship, and collaboration.

**SEE NEXT PAGE FOR MORE
INFORMATION ABOUT THIS EVENT!**



Save the Date!

The National Coalition of 100 Black Women Inc., Oakland/Bay Area Chapter

4th Annual Madam C.J. Walker

Business & Community Recognition Awards Luncheon



Keynote Speaker
Vanessa Bell Calloway,
Actress, Talk Show Co-Host
of BET Oh! Drama



Mistress of Ceremonies
A'Lelia Bundles,
Great-great granddaughter
of Madam C.J. Walker



Madam C.J. Walker
Pioneer Award
Helen J. H. Stephens
Leader in Gospel Music



Madam C.J. Walker
Corporate Award
Vanessa L. Washington
Senior Vice President and
General Counsel of Catellus
Development Corporation,
Formerly Senior Vice
President of Cal Fed

March 14, 2002

Marriott Hotel, 55 Fourth Street
San Francisco, California
Reception - 11:30 a.m.
Program & Luncheon - 12:00 p.m.

Special Guest Appearance by Janice Mirikitani
of Glide Foundation & Author of
"Love Works"

Corporate Sponsorships Available

Tickets \$75.00 per person
CDA Consulting Group

510-653-4085 or cdagroup@aol.com

www.100blackwomen.net



Madam C.J. Walker
Entrepreneur Award
Amelia Ashley-Ward
Publisher, Sun Reporter
Newspaper Company



Madam C.J. Walker
Advocacy Award
Doris M. Ward, Ph.D.
Assessor-Recorder, City &
County of San Francisco



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