



NAWBO-SF Bay Area is a powerful and influential organization that by 2015 will be the inclusive voice of **500 women business owner members** and the go-to resource for education, inspiration, political advocacy, partnerships, networking and community for women that want to grow their businesses, be more successful and empower others.

OUR MISSION

We are women business owners working on behalf of other women business owners. In that capacity, we strive to:

Provide access

to decision makers, people of influence, business opportunities, and connections with other organizations

Work to open doors

for each other to help strengthen our wealth-creating capacity

Educate and inform

women business owners on topics, trends and issues that are essential to growing a successful business

Support the collective power

of women while embracing and celebrating our diversity to create powerful change both personally and professionally

WHO IS NAWBO?

The National Association of Women Business Owners (NAWBO) (www.nawbo-org) is America's only dues-based organization that represents the interests of all women entrepreneurs in all types of businesses. With headquarters in Washington DC, and over 80 chapters countrywide, our organization supports and empowers women business owners across the nation. NAWBO is affiliated with Les Femmes Chefs d'Enterprises Mondiales (World Association of Women Entrepreneurs) in 33 countries.

NAWBO traces its origins to a small group of Washington DC business women who began meeting informally in the spring of 1974 to talk about mutual experiences, exchange information, and develop business skills. Recognizing the value of the group, they incorporated as the National Association of Women Business Owners on July 7, 1975. Two years later they began recruiting members from across the country, and in 1978 the first chapters were formed.

NAWBO members own diverse companies, including manufacturing, construction, agribusiness, energy retail, technology, high tech, life sciences, biotechnology, transportation, health and professional services.

WHO IS NAWBO-California?

NAWBO-California is a federation of 10 California Chapters: Los Angeles, Orange County, Ventura County, Inland Empire, San Diego, Santa Barbara, Bakersfield, Sacramento, San Francisco and Silicon Valley. (www.NAWBO-CA.org) It concentrates on statewide legislative action issues and corporate relations, and supports the growth of chapter membership through education, marketing and public relations at the local level.

RECENT ACCOMPLISHMENTS

Sponsored and attended:

- In participation with the Global Fund for Women and the League of Women Voters, the Commonwealth Club's 21st Century "Visionary of the Year Award" for Cecile Richards, President of Planned Parenthood
- Women's Hall of Fame Women's "Out of the Box and Into the Circle" in Marin
- TEDx for Women in San Jose, CA
- Hispanic Chamber of Commerce Women's Expo
- PBWC (Professional Business Woman of California)'s Conference with over 4000 attendees. Key note speakers: Sheryl Sandberg (COO of Facebook), and Congresswoman Jackie Speier
- Hosted and sponsored four international business women's exchanges in association with Institute for International Education and other international organizations
- Donated \$3000 to Girls, Inc.

CORPORATE PARTNERS & AFFILIATES

Our affiliates include: WIPP (Women Impacting Public Policy), National Coalition of 100 Black Women, PBWC (Professional Business Women of California), the Filipina Women's Network, the Hispanic Chamber of Commerce in Marin and Latinas in Business, among others. Our corporate partners include: Bank of America, InfusionSoft, EMyth, Constant Contact, San Francisco Business Times, the San Francisco Examiner, among others. US Bank also sponsored scholarships for 150 low income women business owners from our community partners at the Renaissance Center, Women's Initiative for Self Employment and Working Solutions to attend NAWBO-SFBA educational programs.

WHO IS NAWBO-San Francisco Bay Area?

Formed in 1987, the San Francisco Bay Area Chapter of NAWBO is one of 80 local NAWBO chapters and has over 125 members from San Francisco, Marin, Oakland/East Bay, and the Peninsula. The San Francisco Chapter is the fastest growing chapter and recently recognized by NAWBO National for having the most new members during the April-May 2013 annual Membership Drive.

Demographics – Geography: Our diverse members come from all over the San Francisco Bay Area: Marin, East Bay (Oakland/Contra Costa), Oakland/Contra Costa, and the Peninsula. *Business Incomes:* 20% of our member earn less than \$100K; 17% between \$100K and \$250K, 17% between \$250K and \$500K, 10% between \$500K and \$1m, 20% between \$1m and \$3m, and 16% over \$5m. *Years in Business:* 29% less than 5 years, 15% between 5-10 years, 27% 10-20 years, and 29% more than 20 years. On average, about 130 women business owners attend our events per month. With the launch of new programs, such as Lean In and the Women in Business Awards event, we expect this number to increase dramatically.

OUR PROGRAMS: NAWBO-San Francisco Bay Area

Educational Speaker Series: Monthly Dinner Events in San Francisco

Our high-quality events are a wonderful opportunity to network with some of the Bay Area's most influential businesswomen while celebrating our successes. Topics range from best practices to inspirational success stories. Past Speakers have included: Jessica Herrin (CEO & Founder of Stella & Dot), Jory Des Jardins (Co-Founder of BlogHer), Lynne Twist (Founder of the Soul of Money and Co-Founder of the Pachamama Alliance), Karen Leland, Carolyn Goodman.

Panel discussions have included: Women in the Wine Industry; Financial Literacy: Five Common Financial Mistakes Women Business Women Make; Social Responsibility in Business; and Access To Capital For Business Owners.

Monthly Networking Breakfast Forums: Oakland, San Francisco, Corte Madera, and Walnut Creek

Each month our chapter has 4 networking breakfast meetings in locations throughout the Bay Area – San Francisco, Oakland, Marin, and Walnut Creek. The Networking Breakfast Forums provide a forum to meet one another, make friends, present as a Spotlight Speaker and increase business contacts. They offer a comfortable forum for business women and entrepreneurs to meet monthly, exchange ideas and discuss business challenges.

Unlike a leads group or meetings with frantic business card swapping, we focus on moving from casual contacts to trusted colleagues who bring a wealth of insight, savvy and creativity to stimulate and nourish the appetites of motivated business women.

Leader's Circle

Since 2006, the innovative NAWBO SF Bay Area Leader's Circle program for women business owners with revenues over \$2M, continues to provide high value leadership and business skills to help grow their companies and directly impact their bottom line. Members of this program receive confidential peer-to-peer support in a non-competitive, collaborative environment that helps accelerate their business growth and success while building leadership skills and competence.

NEW Lean In Circle Groups

NAWBO-SFBA has created Lean In Circle Groups based on Sheryl Sandberg's (COO of Facebook) best-selling "Lean In" book. We are creating a community of women to encourage and support one another, to lean into our ambitions. Each month, the Lean In Circle Groups will meet to explore professional topics and exchange personal experiences in an atmosphere of confidentiality and trust.

Members-Only Social Events

These events offer wonderful opportunities for members to socialize with other successful business owners in fun environment. Past events include a private reception and docent-led tour of the Girl with the Pearl Earring exhibit at the De Young Museum (sponsored by the Hitchcock Rosenfield Investment Group at Wells Fargo Advisors), Wine & Cheese Socials, Reception at the Press Club.

Special Programs / Events

Past events have included: Procurement Summit, NAWBO-University, Leaders & Legends – annual Business Women awards event, among others.

National Association of Women Business Owners – SF Bay Area Chapter (NAWBO-SFBA)

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