



**NAWBO**  
SAN FRANCISCO BAY AREA  
National Association of Women Business Owners

**NAWBO-SF Bay Area is Proud to Share our 2012 Accomplishments!**

***AFFILIATE PARTNERSHIPS***

*Affiliate agreements were formalized with the following organizations:*

[Women in Public Policy](#), [National Coalition of 100 Black Women](#), [Renaissance Entrepreneurship Center](#), [Women's Initiative for Self-Employment](#), [Working Solutions](#).

***CORPORATE PARTNERS***

[US Bank](#) providing \$5,200 in scholarships for NAWBO-SFBA to in-turn provide low-income women, starting a business, the ability to attend our events. Scholarships were offered to Women's Initiative, Working Solutions, and Renaissance Center.

***MEDIA SPONSORS***

[San Francisco Examiner](#) discounts on bi-annual Women in Business publication.

- Co-Sponsored two Special Women Business Owner Supplements

[San Francisco Business Times](#) for ad space and discount on subscriptions to their weekly publication and annual Book of Lists

***MEMBER IN-KIND SPONSORS***

Canfield Design Studios for web site design at [www.canfielddesignstudios.com](http://www.canfielddesignstudios.com)

InSight Intuitive Consulting for e-publication services at [www.insightintuitiveconsulting.com](http://www.insightintuitiveconsulting.com)

***MEMBERSHIP***

- Membership Drive Nov. - Dec. 2012 – chapter discount \$50.
- Demographics as of 12/31/12:
  - 6 annual members in Leaders Circle program
  - 110 Active members as of end of 2012
    - Established Business Owners: 73
    - Emerging Business Owners: 33
    - Student Members: 1
    - Lifetime Member: 2
  - 73% renewal rate in 2012
  - **Member Numbers by City**
    - Alameda: 2
    - Belmont: 1
    - Benicia: 1
    - Berkeley: 4



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- Brisbane: 1
- Concord: 1
- Corte Madera: 3
- Cotati: 1
- Danville: 1
- Dublin: 3
- El Cerrito: 2
- Fairfield: 1
- Hayward: 1
- Hercules: 1
- Lafayette: 1
- Larkspur: 2
- Livermore: 1
- Mill Valley: 1
- Modesto: 1
- Montara: 1
- Moraga: 1
- Novato: 3
- Oakland: 8
- Palo Alto: 1
- Petaluma: 5
- Pinole: 1
- Pleasant Hill: 1
- San Anselmo: 1
- San Carlos: 1
- San Francisco: 38
- San Leandro: 1
- San Mateo: 1
- San Rafael: 6
- Sebastopol: 1
- South San Francisco: 1
- Stockton: 1



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- Sunnyvale: 1
- Turlock: 1
- Walnut Creek: 6
- **Average Length of Membership by Type**
  - Established Business Owners : 4.5 years
  - Emerging Business Owners: 1.6 years
  - Student Members: 1 year
  - Lifetime Members: 14 years

#### **MEMBER BENEFITS**

- Reduced cost for members to attend events.
- New Member quarterly receptions – open to all members
- New Member Handbook
- Members post their events free to NAWBO new online calendar.
- Member discount for all Constant Contact products and services.
- Member discounts on products and services through National corporate partners
- Annual NAWBO National Conference
- NAWBO-CA Annual Public Policy Conference in Sacramento, California
- Member sponsorship opportunities to support the chapter and at special events

#### **COMMUNITY INVOLVEMENT**

- **January:** NAWBO Board member, Kay Robinson, was on the presenting panel along with WIPP, Women 2.0 and Astria, at Microsoft Your Office-Your Team... which was an event for aspiring business owners.
- **February and August:** With SF Examiner created two Women in Business Special Editions promoting women business owners and NAWBO SFBA.
- **April and August:** NAWBO Members met with delegations from Japan and Cameroon, in partnership with the U.S. State Department and the International Visitor Leadership Program of the Institute of International Education.
- **May:** Organized by *Dr. Lynn Paringer, of Cal-State East Bay*, four NAWBO Members (Norma LA Rosa, Carolyn Pistone, Shannon Presson and Kay Robinson) were invited to address their Entrepreneurial Program faculty and students.
- **May:** Promoted and participated in US Small Business Administration's Northern California Regional Business Matchmaking event in Silicon Valley



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- **June:** Sent individual Letters of Congratulations to each of the S.F. Business Times “100 Most Influential Women”
- **June:** Members attended NAWBO-CA Public Policy Summit in Sacramento.
- **June:** Sponsored and attended along with The Global Fund for Women and the League of Women Voters, the Commonwealth Club’s 21<sup>st</sup> Century Visionary of the Year Award for Cecile Richards, President of Planned Parenthood
- **July:** NAWBO helped sponsor and attended a Sinomedia International networking/social event to meet Ms. Liu, Ping, CEO of China Star Ltd., from China.
- **August:** Sponsored and attended Women’s Hall of Fame Women’s “Out the Box and into the Circle” in Marin
- **August:** Members represented NAWBO at a Nancy Pelosi Tribute dinner in Chinatown
- **September:** NAWBO members attended annual Girls Inc. fundraising event in Oakland, CA.
- **December:** Initiated an annual Prize Drawing Opportunity to benefit one community organization. In 2012 Girls, Inc. was chosen through 2013.
- **December:** Sponsored and members attended TEDx for Women. in San Jose

#### ***PUBLIC POLICY***

- Renewed affiliations with Women Impacting Public Policy ([www.wipp.org](http://www.wipp.org)) and San Francisco Small Business Network ([www.SFSBN.org](http://www.SFSBN.org))
- Deborah Lardie named chapter’s Public Policy Chair, in addition to being NAWBO’s liaison to the SFSBN.
- Through SFSBN, quarterly pre-meetings and meetings at the Mayor’s office
- Deborah Lardie represented NAWBO member at the S.F. Mayor’s Small Business Roundtable, and SFSBN’s annual awards event.

#### ***Our Programs & Events***

- Leader’s Circle: a professionally facilitated peer-mentoring program for businesses with gross income of 2 million or more.
- Increased attendance at every monthly educational dinner in San Francisco (see below)
- Increased interest and attendance at Networking Breakfast Forums in Marin, Oakland, San Francisco and Walnut Creek.
- Significant growth in attracting new guests to attending events throughout the year.
- June: Wine and Cheese Event by Oakland Breakfast group in Jack London Square
- August: NAWBO Wine Tasting tour of Women Winemakers in Napa, California



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- November: Kicked off New Member Orientation & Reception

#### **Educational Dinners: A Year in Review...**

- **January:** "What I Learned About Being a Successful Woman in Business from my Italian Grandmother" with Dr. Toni Galardi, author of *The LifeQuake Phenomenon*
- **February:** "Build Your Brand and Discover How to Move Your Business to the Next Level" Karen Leland
- **March:** "Access to Capital for Women Business Owners" Judith Goldkrand, is a Senior Vice President with Wells Fargo Bank; Emily Gasner, is the Executive Director and Co-Founder of Working Solutions; Barbara Morrison, is the Founder and President of TMC; Beth Sirull has been Executive Director of Pacific Community Ventures
- **April:** "The 7 Stages to Build Business Value and Accelerate Entrepreneurial Growth" Elizabeth Lake, CEO and founder of vNacelle
- **May:** "Double Your Referral Network in 90 Days" Joanne Black, founder and author of *No More Cold Calling*.
- **June:** "How Your Brain Runs Your Business" Dr. Louann Brizendine, author *The Female Brain*.
- **July:** "An Evening with Assembly Women Fiona May: Inspiring women business owners" Fiona Ma
- **August:** No meeting... instead a fun wine tasting trip to Sonoma
- **September:** "Women Trailblazers in the Wine Industry: Business Strategies from Inspiring Women" Sharon Harris, Owner of Rarecate Wine; Ziggy Eschlman (a.k.a Ziggy the Wine Gal), Radio and Television Personality; Celia Welch, Owner and Winemaker of Corra Wines; Katherine Inman, Owner & Wine Maker, Inman Family Wines; Lesley Russell, St. Supéry
- **October:** "Social Responsibility in Business: How to Make a Difference While Improving Profits" Helen Russell, Founder & CEO, Equator Coffee; Lisa Conte, CEO & Founder, Napo Pharmaceuticals; Alexia Marcous, Founder & President, Dharma Merchant Services
- **November:** "How the 2012 Election Results Will Impact Women Business Owners" Barbara Kasoff, Founder and CEO of Women in Public Policy (WIPP) and Scott Hauge, Founder and President of Small Business California
- **December:** "Projecting Confidence & Credibility When It Matters Most" Cara Hale Alter, author *The Credibility Code*.



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## **NAWBO-SF Bay Area is Proud to Share our 2012 Accomplishments!**

### *Leadership*

- NAWBO-SFBA leadership consists of an all-volunteer Executive Committee, Board of Directors, Breakfast Facilitators, and Working Groups.
- An attempt was made to engage an Executive Director early in 2012 and chose to return to our volunteer board model, through the 2012-2013-fiscal-year.
- February and August: Board/Strategic Planning retreats held with the results described in this report.

### **A few accomplishments this year:**

- A Member Survey was conducted by Matthew Towers, Towers Research Services which resulted in a number of items done
- Instituted online surveys after every event to better understand the needs of our community of women business owners.
- Developed policies on:
  - promotion of others events
  - support members being spotlight speakers at breakfast forums
  - Board member to purchase a registration for their use or for a guest.
- Changed pricing of events to benefit members.
- Changed event registration from Acteva to 123 Sign-Up
- Created new online calendar for others to post events.
- Created online submission form for speakers to submit topics.
- Created new Board Handbook
- Updated Breakfast Facilitators Handbook
- Marketing improvements:
  - New website
  - New online calendar
  - Placed ads in SF Biz Times
  - NAWBO-SFBA one-page description

### Challenges for 2013

- Developing, updated, renewing partnerships
- Developing Foundation funding for annual educational programs
- Engaging more members to serve on Working Groups in some way
- Providing more benefits, better programing, and encouragement to members and guests to join, become active, and take on leadership roles



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*Recognized Leaders*

**Thank you** to members who provided leadership during 2012 and have moved on.  
 Julie Van der Wederyer, Director of Marketing & Walnut Creek Breakfast Facilitator  
 Cindy Elwell, Walnut Creek Breakfast Registrar  
 Dawn Sanchez and Brittany Keyes, Marin Co-Facilitators  
 Manzar Azari, Finance Committee Board member

*Recognized NAWBO Leaders*

Cindy Fassler named NAWBO-CA Woman Business Owner of the Year Awards  
 DeeDee Towry name Women's Initiative Woman Business Owner of the Year  
 May Pon completes her year as President of NAWBO-CA 2011-2012

*Chapter Leaders as we move into 2013, ending June 30, 2013*

**Executive Committee:**

Kathleen Thurmond, President  
 Kay Robinson, President Elect  
 Norma LA Rosa, Vice President & Marketing Chair  
 Laura Russell-Jones, Treasurer  
 Ex-officio May Pon, President, NAWBO SF EEI  
 Syndi Seid, Affiliates Chair

**Board of Directors:**

Mia Victoriazza, Programs & Membership  
 Stephanie Murphy, Membership  
 Deborah Lardie, Public Policy Chair  
 Kathy Canfield Shepard, Website  
 Julie Craft, Corporate Partnerships

**Breakfast Facilitators:**

Caroline Pistone & Mia Victoriazza, SF  
 Christina McPherson, Walnut Creek  
 Susan Berke & Michelle Lerman, Marin  
 Jane Rabinovitz & Jodi Israel, Oakland

**Administrator:** Wendi Moradian



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**CALL TO ACTION:**

Please help us make our chapter the best it can be. Contact us today to volunteer---even in the slightest way. If we all pull together and each do a little, we can succeed in creating the kind of organization we all dream about. We promise only to take up as much time as you are willing to give. Email us at [Info@NAWBO-SFBA.org](mailto:Info@NAWBO-SFBA.org) to let us know what you would enjoy doing today!