

PRESIDENT AND CEO OF NAWBO APPOINTED



Helen Han, formerly the CEO of the Los Angeles Chapter of NAWBO, has been appointed President & CEO of NAWBO National. Han has been working with NAWBO as an independent consultant in the role of Interim Executive Director since May 2008. Over the past 18 months, she led NAWBO through an extensive operational transformation to streamline its processes, reallocate its resources and position the organization to

serve its members and business community better. Han also previously served the senior program manager at the Price Center for Entrepreneurial Studies at the UCLA Anderson Graduate School of Management and ran her own entrepreneurial business for more than seven years. ■

"2MINUTESWITH" RADIO SHOW

Betsy Berkhemer, NAWBO-California President, and Renee Fraser, Ph.D., former NAWBO-Los Angeles president, share their intuition, anecdotes, successes and mistakes every weekday between 8 and 9 am on two Los Angeles news radio stations.

Sponsored by Anthem Blue Cross of California, the show is called "2MinutesWith," and provides two-minute segments of business wisdom on KNX 1070 NEWSRADIO and KFVB NEWS 980. Fraser, owner/founder of Fraser Communications, and Berkhemer, co-founder and President of Berkhemer Clayton Inc., a retained executive search firm in downtown Los Angeles, help start-up and long-term business-owners avoid some of the pitfalls of owning your own business.

"2MinutesWith" has been online for two years at www.2MinutesWith.com. Topics range from the genesis of a business and hiring employees, to strategies for growth, marketing for clients in this recession, and how to measure success and happiness at work everyday. ■



NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS ❖ CALIFORNIA ❖ FALL 2009

LEGISLATION INCREASES OPPORTUNITIES FOR SMALL BUSINESSES

Bill Increases Small Business and Disabled Veteran Business Eligibility for State Contracts and Recovery Act Projects

Governor Arnold Schwarzenegger signed AB 31 by Senator (former Assemblymember) Curren Price (D-Inglewood), expanding small business and disabled veteran business enterprise participation in state contracts and American Recovery and Reinvestment Act (Recovery Act) projects. NAWBO-California endorsed the bill at its Public Policy Days earlier this year.

"This is a wonderful victory for small business, and recognition by the state legislators that entrepreneurs are indeed the key to economy recovery in our state," applauds Betsy Berkhemer-Credaire, Statewide President of NAWBO-California. "We thank Sen. Price for championing this important effort, and appreciate the support of all small business trade groups and chambers of commerce that have stood together to support this bill. We also invite NAWBO members from all nine chapters to come to Sacramento next May for our NAWBO California Public Policy Day. A special thanks to Mary Griffin, our NAWBO-CA VP of Public Policy for being such a strong advocate for women entrepreneurs in Sacramento."

AB 31 expands an existing streamlined contracting process called the SB/DVBE Option to enhance small business (SB) and disabled veteran business enterprise (DVBE) participation in state contracts. Current law allows state departments to contract directly with these firms for goods and services contracts or purchases between \$5,000 and \$100,000 and up to \$147,000 for public works contracts. AB 31 increases the allowable thresholds in both areas to \$250,000. ■

NATION'S WOMEN-OWNED FIRMS CONTRIBUTE NEARLY \$3 TRILLION TO U.S. ECONOMY

Women-owned businesses contribute nearly \$3 trillion to our national economy and create or maintain 23 million jobs according to new research conducted by the Center for Women's Business Research and funded by the National Women's Business Council and Walmart.

Other major findings include:

- Approximately 8% of the total labor force work directly for a woman-owned firm.
- Women-owned firms employ or generate a total of 16% of the jobs in our nation's economy
- If women-owned businesses were their own country, they would have the 5th largest GDP in the world, ahead of countries including France, the United Kingdom, and Italy.
- If women-owned businesses were their own country, they would have a greater GDP than Canada, India and Vietnam COMBINED.
- Industries where women-owned businesses have the highest revenues include Professional, scientific, technical services; Retail, wholesale; Business services; Communication, media; and Administrative, support, waste remediation.

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www.nawbo-ca.org

Where women business owners in California really click!

NAWBO California is a consortium of nine chapters

Inland Empire Los Angeles Orange County	Sacramento San Diego San Francisco	Santa Barbara Silicon Valley Ventura County
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NATIONAL ASSOCIATION
OF WOMEN BUSINESS OWNERS

NAWBO
California



Dear Friends:
NAWBO California is pleased to welcome Anthem Blue Cross as our statewide corporate partner who, through NAWBO California, purchased corporate partnerships in each of the nine NAWBO Chapters in the state. Each of the chapters extends to Anthem Blue Cross all benefits of their own corporate partner relationships.

Our champion at Anthem Blue Cross is the California President Leslie Margolin, leader of the Women's Initiative, and our liaison, Tammy Tucker here in Southern California. Leslie Margolin has orchestrated a women's outreach program that has many components, from supporting the Women's NBA, professional basketball, to sponsorship of the Governor and First Lady's Conference for Women, held Oct. 26 and 27 at the Long Beach Convention Center.

Women business owners historically have been champions for employer-paid health care for their employees. We know the value and importance of providing our employees the peace of mind that they have with health insurance. We know our staff members are more productive employees, when they are not apprehensive about health issues.

One of the cornerstones of the women's initiative is our enhanced NAWBO-California website where the landing page features a welcome letter by Leslie Margolin and outlines the many ways NAWBO members may take advantage of new and cost-flexible products that can help entrepreneurs keep their employee health insurance, even in these economic down times.

We also thank AT&T, our long-time corporate partner at the state level, for its renewal for 2009-10. AT&T supports our Public Policy Day in Sacramento each spring and provides educational materials about customized products and services that can increase productivity for women-owned companies. We welcome back Karime Sanchez-Bradvica as our AT&T liaison and good friend to NAWBO-California.

Here's to a great year ahead for the approximately one million women business-owners in California.

Congratulations on your perseverance and courage to have survived the worst recession in decades. We celebrate you wherever and whenever NAWBO members gather to share their stories and support one another.

Your Statewide President,

Betsy
Betsy Berkhemer-Credaire
President

Berkhemer Clayton, Inc. Executive Search

NAWBO-California Welcomes Anthem Blue Cross as Corporate Sponsor

Anthem Blue Cross is pleased to be working with NAWBO in support of women-owned businesses across California. We know how much influence a woman has on the health of her family and on the well-being of her community.

In academic studies and in real-world practice, we see how women are naturally inclined to nurture those around them. But what is vital to this task is the health of women, which is why we work to provide women with more than just health care benefits—we provide them with information, resources and support to help them live healthier lives.

During these challenging times, women are making difficult decisions about how to manage their budgets—both in business and in their personal lives. These stresses can take a toll on your health, so Anthem Blue Cross is even more committed than ever to supporting healthy habits and providing women with information and services they need to be vital.

Because when women make healthier decisions for themselves, they can not only improve their own health but also have a positive influence on those around them—their family, friends, employees and colleagues.

As you may instinctively realize, the health of your business depends on the health of your employees. Anthem Blue Cross leads your business and employees to better health by helping members make healthy decisions and take control of their health.

As you evaluate your health benefits plan, also think about value-added features it may offer, such as programs and tools that support improved health and wellness for your employees.

Through our 360° Health program, your employees and their loved ones have instant access to programs like Future Moms for expectant mothers, a 24/7 NurseLine for when sickness strikes in the middle of the night, personalized nurse consultation for conditions like diabetes and asthma, and much more.

And for business owners who want to take an active role in supporting the health and well being of their employees, Anthem offers Time Well Spent, our turnkey toolkit for promoting health and wellness in your workplace.

We're continuing to developing even more resources for you—and we look forward to sharing them with you in person and through NAWBO. ■

SAVE THE DATE

NAWBO-California

2010 Public Policy Summit for Women Business Owners

May 10–11, 2010 • Sheraton Grand Sacramento

Legislator Panel • Workers Comp Rate Increase Session

How much could Universal Health Care cost Business Owners? ...and more!

ICE CREAM COMES TO RWANDA



NAWBO-Orange County member Smita Salgaonkar, owner of Neemo's Exotic Ice Creams in Artesia, mentored Marlene Nyirubutama, who opened the first ice cream shop in Rwanda. Marlene was part of the Peace Through Business program (www.ieew.org), founded by former NAWBO National President Terry Neese, which does training with women business owners from Afghanistan and Rwanda. ■

WOMEN-OWNED FIRMS CONTRIBUTE

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The research uses an economic modeling program to estimate the economic impact of women-owned firms based on primary data on the revenues and employment of these businesses. The total economic impact is a combination of direct spending by the firms, indirect spending by suppliers, and induced spending by employees of the firms and their suppliers. ■

Nawbo Members Recognized As Business Leaders

NAWBO-Sacramento Valley
 Outstanding Women Leader Awards (OWL)
 Woman Innovator Award: Karen Hart, Hart Medical Services
 Executive Woman: Ixiim Flores, Wells Fargo
 Luminary Award: RoLanda Wilkins, Center for Community Health & Well Being Inc.
 Achievement Against All Odds: Carol Burger, Burger Rehabilitation Services Inc.
 Wise Woman: Erin Chargin, Learning Solutions
 Woman on the Way: Lakota Verberne, owner of Roni Deutch Tax Centers, Lakota's Tickets Inc., and Amsterdam Woodworks.

NAWBO-San Francisco Bay Area Leaders and Legends Award Winners

Trailblazer Award: Helen Russell, Co-founder and CEO, Equator Estate Coffees & Teas
 Rising Star Award: Bibby Gignilliat, Founder and President, Parties That Cook
 Social Entrepreneur Award: Sharon Miller, CEO, Renaissance Entrepreneurship Center

Member of the Year Award: May Pon, Owner, Butterfield-Brown & Associates, Ltd.

NAWBO-San Diego BRAVO Awards

Women's Advocate of the Year: Lorraine Fisher, Off Ramp Publishing
 Trailblazer Award: Katherine Nelson, San Diego Natural Soap Company
 Signature Award: Colleen Connery, CoCo & Associates
 Green Community Award: Judith Seid, Blue Summit Financial Group
 Woman Business Owner of the Year: Dr. Helen Eckmann, James L. Consulting



Left to Right, Adrienne Moch, NAWBO-San Diego President, Cynthia McClain-Hill, Past President of NAWBO National; Dr. Helen Eckmann, Woman Business Owner of the Year recipient; and Tony Porras, VP of Business Service and Development, USA Federal Credit Union.



NAWBO-Silicon Valley Ernst & Young Award Winner

Celeste Ford, CEO of Stellar Solutions, Inc. in Palo Alto and a member of NAWBO-Silicon Valley, received the Ernst & Young Entrepreneur Of The Year® 2009 Award in the services category in Northern California. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses. Ford founded Stellar Solutions in 1995. An engineering services company providing end-to-end technical expertise and problem solving skills to significant national and international aerospace programs, Stellar Solutions is the recipient of numerous accolades including a 2009 CAPE Bronze Award, which emulates the National Malcolm Baldrige Performance Excellence Criteria and being named to the Inc. 5,000 Fast Growing Companies in America.



NAWBO-Orange County

NAWBO-Orange County past president Cathy Daugherty, owner of Trademark Insurance in Orange and the SBA Women in Business Champion of the Year for Region IX, was a VIP invite to one of President Obama's Town Hall Meetings.

Interested in Becoming Certified? Attend WBEC-West!

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 WBE or Corporate Workshop, Gala, Trade Show, Luncheon, Matchmaker and Networking Receptions. NAWBO-California Discount!

www.wbec-west.org

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