



MEDIA ALERT

May 7, 2010

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WOMEN'S INITIATIVE GALA 2010 HONORS LYDIA BEEBE AND WOMEN'S INITIATIVE GRADUATES: ISABELLA GUAJARDO AND DORIS SHAHROKHIMANESH

WHAT: Women's Initiative Gala 2010: WOMEN OF VISION

This inspirational benefit will bring together 800 of the Bay Area's most powerful women in business who envision a future where women are the community leaders driving economic development and new job creation.

The funds raised from the event will help empower low-income women throughout the Bay Area to start their own businesses, create jobs and give back to the community.

WHEN: Thursday, May 13, 2010 –

5:30 pm – 7:00 pm Marketplace -- Wine, Hors d'Oeuvres, and Shopping.

7:00 pm – 9:00 pm Awards Dinner

The marketplace opens at 5:30 p.m. Women's Initiative graduate businesses will offer exquisite jewelry, clothing and more for sale.

WHERE: Hilton Union Square, San Francisco

WHO:

Hosted by: Women's Initiative for Self Employment

The gala honorees:

Founder's Award

Lydia Beebe, Corporate Secretary of Chevron

Lydia joined Chevron in 1977 and has held a variety of legal positions with the company before her current role as Corporate Secretary and Chief Governance Officer. Throughout her career, Lydia has been active on many boards including a presidential appointment to the Presidio Trust and a gubernatorial appointment to the California Fair Employment and Housing Commission. In recognition of the accomplishments made leading the Commission, she was honored as a Civil Rights Hero by the State. After being the first woman officer elected at Chevron in 1995, Lydia made a conscious decision to ensure that other women have leadership opportunities. Lydia has been involved with PBWC and Leadership California, and was a founding executive sponsor of Chevron's Women's Network.

Women's Initiative Graduates: Enterprising Women on the Rise

Isabella Guajardo

Girl with a Truck

Raised by a strong, supportive grandmother in Los Angeles, Isabella came to Northern California to escape the violence of her L.A. neighborhood. A stint with Americorps allowed her to earn her degree from the University of California at Berkeley. But after losing her job and her apartment, Isabella realized that all she had to call her own was her truck. Tough and resourceful she realized she could make her truck her livelihood, and launched Girl with a Truck, an organization and hauling company. Isabella graduated from Women's Initiative in 2007, and from x to x has more than doubled her income. For more information, go to www.girlwithatruck.com.

Doris Shahrokhimanesh

Abe's Blazin' Spice BBQ

Barbecue sauce runs in Doris' blood. Her grandfather, Abron Perry, created a sauce using what ingredients he had on hand in Alabama in the early 50's. Today, Doris uses her grandfather's original recipe to create Abe's Blazin' Spice multi-purpose sauce. Doris graduated from Women's Initiative's business training course in June 2008 and a year later had more than doubled her sales. Today, Abe's Blazin' Spice is available at farmers' markets and street fairs in the Bay Area as well as online at www.abesblazinspice.com

PHOTO OPPORTUNITIES:

- Graduate Marketplace with 35 local entrepreneurs and artists who design everything from handbags to jewelry to body products
- Lydia Beebe receiving the Founders' Award
- Women's Initiative graduates receiving awards

About Women's Initiative

Women's Initiative is one of the largest microenterprise training and funding organizations in the country. For more than 20 years we've provided low-income, high-potential women with the training, funding and ongoing support to start their own business and become financially self-sufficient. In English and Spanish, women conquer their fears of success, complete a business plan, learn technology, access capital, and meet influential business people like you who can help them succeed. The women who go through our program significantly increase their income and assets while launching businesses, creating jobs and stimulating the local economy. Your attendance at this event shows these courageous women that you believe in them.

www.womensinitiative.org

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