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**WOMEN'S INITIATIVE FOR SELF-EMPLOYMENT ANNOUNCES  
WOMAN ENTREPRENEUR OF THE YEAR AWARD WINNERS**

*Bay Area microenterprise nonprofit announces winners of 2010 competition*

**San Francisco, CA** – Women's Initiative for Self-Employment announced today the winners of its 2010 Woman Entrepreneur of the Year Awards. The Woman Entrepreneur of the Year Award recognizes women business owners throughout the Bay Area who:

- Have been successful despite the barriers that exist for women business owners
- Exemplify how business ownership and leadership is beneficial for women
- Have a positive impact on the local community or the community at large
- Advance their business through innovation

More than 50 women were selected as a Woman Entrepreneur of the Year in cities throughout the Bay Area. (See below for a full list of winners.) Winners will be honored at regional events and award ceremonies in October:

- Alameda County: October 4<sup>th</sup>, Claremont Hotel and Spa
- Contra Costa County: October 5<sup>th</sup> at Roundhill Country Club
- San Francisco: October 12<sup>th</sup>, Julia Morgan Ballroom
- North Bay: October 14<sup>th</sup>, Stonetree Golf Club
- Silicon Valley, October 14<sup>th</sup>, Fairmont Hotel

In recognizing these businesses, Women's Initiative celebrates the power of small businesses in transforming communities through job creation and economic revitalization. In fact, recent research from Women's Initiative shows that their graduates created more than 2200 jobs in 2009 alone.

About Women's Initiative

For more than 22 years, Women's Initiative for Self Employment has been providing low-income, high potential women with the business training, funding and ongoing support to start their own business and becoming financially independent. The women who go through our training significantly increase their income and assets while launching businesses, creating jobs and stimulating the local economy.

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**Women's Initiative 2010 Woman Entrepreneur of the Year Award Winners**

**Alameda County**

Alameda

Barbara Marchand

Marchand & Associates

Albany

Stephanie Sala

Five Little Monkeys

Berkeley

Amanda West

Amanda's Feel Good Fresh Food Restaurant

Castro Valley

Linda Roark

Pete's Hardware

Emeryville

Joanne Chappell

Editions Limited

Hayward

Joy Poulson

Inspire Fitness

Livermore

Mary Ellen Kordas

Valley Montessori School

Newark

Sonia Kilam

Kilam Inc.

Oakland

Kristin Richmond & Kirsten Tobey

Revolution Foods

San Leandro

Jennifer Osborn

The T-Shirt Factory

**Contra Costa County**

Brentwood

Dafne Swisher

CoCo Country Wine Company

Concord

Tonya Marie Amos

Aspire Pilates Center

Danville  
Judi Keenholtz  
Empire Realty Associates

Danville  
Saundra Jones  
Something Old-Something New

Lafayette/Orinda  
Margaret Grover-Ross  
Viva el Espanol

Pittsburg  
Pamela Kan  
Bishop-Wisecarver Corporation

Pleasant Hill  
Nancy Robinson  
Le Jardin at the Spa

Richmond  
Shannon M. Alten  
Alten Construction

San Ramon  
Gretchen Pearson  
Windermere Welcome Home

San Ramon  
Imelda Alejandrino  
AP42

Walnut Creek  
Meryl Natchez  
Tech Prose

### **San Francisco**

Celia Sack  
Omnivore Books

Eileen Hassi  
Ritual Coffee Roasters

Janine Popick  
VerticalResponse

Jennifer Piallat  
Zazie Restaurant  
Jill Litwin

Peas of Mind

Laura van Galen  
Bleu Marketing Solutions, Inc.

Leigh Rawdon & Emily Meyer  
Tea

Lisa Nowell & Kristin Jamieson  
Recess - urban recreation

Mariam Naficy  
Minted.com

Nancy Charraga  
Casa Bonampak

### **North Bay**

Calistoga  
Laura Zahtila  
Zahtila's Vineyard

Cotati  
Andrea Ballus  
Sift: a Cupcakery

Mill Valley  
Sarah Oliver  
sarah oliver handbags

Napa  
Mary Ross  
Five Star Productions

Novato  
Leslie Murphy  
W. Bradley Electric, Inc.

San Anselmo  
Heidi Insalata Krahlung  
Insalatas and Marinitas

San Rafael  
Kimberly Kaselionis  
Circle Bank

Santa Rosa  
Gina Belforte  
Stanley Steemer

Sausalito  
Veronica Conway  
Tribe Coaching Inc.

Tiburon  
Anyi Lu  
ANYI LU

### **Silicon Valley and Peninsula**

Belmont  
Christina Passalaqua & Marguerita Passalaqua  
Happy Tails Dog Day Care

Burlingame  
Annie Noonan, Lynette Mullens & Kinga Czegeni  
Avalon Academy

Campbell  
Susy Dorn  
Let's Play in Spanish

Los Gatos  
Sheri Tate  
Silvermoon Desserts

Menlo Park  
Jesse Cool  
Flea Street Café

Menlo Park  
Tracy Hass  
The Dressed Room

Milpitas  
Kim Parker  
Kim Parker Plants, Inc.

Mountain View  
Laura Ching  
Tiny Prints

Pescadero  
Dee Harley  
Harley Farms

Redwood City  
Chris Shipley  
Guidewire Group

San Jose  
Debbie Quintana  
Gourmet Gifts

San Jose  
Margie Sanchez  
California Solar Screens

Santa Cruz  
Nancy Fisher  
Data Distributing, LLC