

the secret
of joy.
in work
is contained
in one word:
excellence. —pearl s. buck

Wednesday, May 14, 2008, 5:30 – 9:00 pm
Westin St. Francis Hotel
335 Powell Street
San Francisco's Union Square
Marketplace opens at 5:30 pm

Founders' Award Honoree

Linda runs one of the largest, privately held businesses in the Bay Area. Like Women's Initiative, Linda's logistics company is also celebrating 20 years of service excellence. She has always placed an emphasis on investing in education and training for her employees. She has been a tremendous community leader and she shares her gifts with Women's Initiative. This commitment embodies the spirit of the Founders' Award and we are pleased to honor her at this year's gala.

Linda Hothem

CEO, Pacific American Services



Enterprising Woman Of The Year

Always the cook, Elizabeth started a part-time business in 1999, mostly catering for family and friends while working full-time as a program coordinator for a nonprofit. Today she owns and operates Magnificent Quiche. Her clearly envisioned business plan, her unrelenting commitment to her dreams, and her pure passion for cooking are truly magnificent. Elizabeth found Women's Initiative in 2001 when her business was just starting out. She credits Women's Initiative for helping to build her confidence, for rounding out her business plan, and for bringing her out of the kitchen and into the arena of business. Her quiches have received awards such as 'Overall Best Dish' and 'Best Quiche of the West' at cook-offs and conferences.

Elizabeth Woods

Owner, Magnificent Quiche



Enterprising Woman Of The Year

Erica Varize is a driven woman. She owns a successful fashion design business and storefront in Berkeley. She is also fighting the global AIDS problem with the first independent (RED) line. And Erica has a commitment to being an example for school children in Oakland where she speaks regularly. For Erica, training at fashion school and the confidence to turn her business idea into a plan seemed an impossible feat. Looking back on it now, she realizes that belief in herself was the key to being a business owner. While her business has been moving along for five years, her storefront opened just two years ago after graduating from Women's Initiative. At Women's Initiative she found the strength to fight for her dream and the structure to create a plan. She still uses tools like the "daily break-even" formula that she took away from the program.

Erica Varize

Owner, EVarize Fashion Café



ABOUT WOMEN'S INITIATIVE

Women's Initiative is a nationally recognized microenterprise training and financial services organization that propels low-income women into businesses ownership and more importantly tackles barriers to self-sufficiency. In English and Spanish, women conquer their fears of success, complete a business plan, learn technology, access capital, and meet influential and experienced business people, like you, who can help them succeed. Your attendance at this event and shopping at their marketplace booths are both ways you can show that you believe in them.