

**WOMAN ENTREPRENEURS HONORED AT WOMEN'S INITIATIVE EVENT  
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**WOMEN'S INITIATIVE FOR SELF-EMPLOYMENT HONORS  
ALAMEDA COUNTY WOMAN ENTREPRENEUR OF THE YEAR AWARD WINNERS**  
*Bay Area microenterprise nonprofit celebrates with winners of 2010 competition*

**Oakland, CA** – Women's Initiative for Self-Employment recently honored the winners of its 2010 Alameda Woman Entrepreneur of the Year Awards. The Woman Entrepreneur of the Year Award recognizes women business owners throughout Alameda County 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

Thirteen women were selected as a Woman Entrepreneur of the Year in cities throughout Alameda County. (See below for a full list of winners.) Winners were honored at Claremont Hotel and Spa on October 4<sup>th</sup>.

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.

Winners of the Woman Entrepreneur of the Year Award were given the opportunity to thank those who helped support, motivate and inspire their businesses. Many expressed gratitude for what Women's Initiative is doing today to help support women like themselves. Graduates of Women's Initiative's Simple Steps Business Training promoted their businesses in the Marketplace while guests shopped and participated in a silent auction.

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 Alameda County Woman Entrepreneur of the Year Award  
Winners**

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

Fremont  
Elizabeth Elliot  
Happy Fish Swim School

Hayward  
Joy Poulsen  
Inspire Fitness

Livermore  
Mary Ellen Kordas  
Valley Montessori School

Newark  
Sonu Kilam  
Kilam Inc.

Oakland  
Kristin Richmond & Kirsten Tobey  
Revolution Foods

Pleasanton  
Susan Thomas  
Trainer Communications

San Leandro  
Jennifer Osborn

The T-Shirt Factory

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Photo Captions:

WEY\_Amanda West: Friends and colleagues pose with winner Amanda West of Amanda's Feel Good Fresh Food at the Alameda County Woman Entrepreneur of the Year Awards.

WEY\_Elizabeth\_Elliot: Elizabeth Elliot, owner of Happy Fish Swim School, accepts her award at the Alameda County Woman Entrepreneur of the Year Awards.

WEY\_Joy\_Poulsen: Alameda County Woman Entrepreneur of the Year Joy Poulsen of Inspire Fitness with head coaches Tina Rude(left) and Ramona Hernandez (right).

WEY\_Winners: 2010 Alameda County Woman Entrepreneurs of the Year.