

**WOMAN ENTREPRENEURS HONORED AT WOMEN'S INITIATIVE CONTRA COSTA COUNTY EVENT  
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**WOMEN'S INITIATIVE FOR SELF-EMPLOYMENT  
HONORS CONTRA COSTA COUNTY  
WOMAN ENTREPRENEUR OF THE YEAR AWARD WINNERS**

*Bay Area microenterprise nonprofit celebrates with winners of 2010 competition*

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

Nine women were selected as a Woman Entrepreneur of the Year in cities throughout Contra Costa County. (See below for a full list of winners.) Winners were honored at Roundhill Country Club on October 5<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 Training promoted their businesses to guests and sponsors of the event.

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 Contra Costa County Woman Entrepreneur of the Year  
Award Winners**

**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

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Photo Captions:

CCC\_WEY\_Tonya\_Amos: Tonya Amos accepts her award at the Contra Costa County Woman Entrepreneur of the Year Awards.

CCC\_WEY\_Thais\_Rezende: Director for Women's Initiative, Thais Rezende, speaks to guests of the Contra Costa County Women Entrepreneur of the Year Awards.

CCC\_WEY\_Winners: 2010 Contra Costa County Woman Entrepreneurs of the Year.

CCC\_WEY\_Saundra\_Jones: Friends and colleagues pose with winner Saundra Jones at the Contra Costa County Woman Entrepreneur of the Year Awards.

CCC\_WEY\_Marketplace: Guests of the Contra Costa County Woman Entrepreneur of the Year take a break from shopping at the Women's Initiative Graduates' Marketplace.