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**WOMEN'S INITIATIVE FOR SELF-EMPLOYMENT HONORS  
NORTH BAY WOMAN ENTREPRENEUR OF THE YEAR AWARD WINNERS**  
*Bay Area microenterprise nonprofit celebrates with winners of 2010 competition*

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

Ten women were selected as a Woman Entrepreneur of the Year in cities throughout the North Bay. (See below for a full list of winners.) Winners were honored at Stonetree Golf Club in Novato on October 14<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 and sponsors shopped and pledged donations to Women's Initiative.

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 North Bay Woman Entrepreneur of the Year Award  
Winners**

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 Krahling  
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