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

San Jose, CA – Women's Initiative for Self-Employment recently honored the winners of its 2010 Silicon Valley Woman Entrepreneur of the Year Awards. The Silicon Valley Woman Entrepreneur of the Year Award recognizes women business owners throughout Silicon Valley and the Peninsula 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

Sixteen women were selected as a Woman Entrepreneur of the Year in cities throughout Silicon Valley and the Peninsula. (See below for a full list of winners.) Winners were honored at the Fairmont Hotel in San Jose on October 14th.

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 women 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.

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 Silicon Valley and Peninsula Woman Entrepreneur of the Year Award Winners

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

Photo Captions

WEY_AvalonAcademy.jpg: Mike McGill (far left) and Diane McGill (middle left) with Woman Entrepreneur of the Year Awards winners Lynette Mullens (middle right) and Kinga Czegeni (far right) of the Avalon Academy in Burlingame.

WEY_Kim_Parker.jpg: Women's Initiative Women Entrepreneur of the Award winner Year Kim Parker of Kim Parker Plants with guest Dan Dills.

WEY_Margie_Sanchez.jpg: Women's Initiative Director Lorrie Williams honors Margie Sanchez of California Solar Screens, Women Entrepreneur of the Year and graduate of Women's Initiative Business Training.

WEY_Market_Emily.jpg: Women's Initiative graduate Emily Dods markets her business, Wholesome Hounds.

WEY_Susy_Dorn.jpg: Fans pose with Women Entrepreneur of the Year Susy Dorn, of Let's Play In Spanish.