



# NAWBO Insider - Summer 2018



## In this Issue

### Business Articles

1. *3 Mental Health Benefits of Plants for Women in Business*
2. *The Trouble With Money*
3. *Why Saying, "I don't", will Change Your Life*

President's Message

Public Policy Update

Network With NAWBO

Save the Date for 2018  
BRAVO! Awards

NAWBO WBC 2018

Charity-of-the-Quarter

*Join us for a fun  
relaxing evening of  
networking!*

### Network With NAWBO



**Monday, July 23**  
**Seasons 52 UTC La Jolla**  
**5:30 - 7:30 pm**

**Registration available  
[here!](#)**

## Message from the President

Hello NAWBO San Diego,

Happy Summer to our NAWBO SD  
Members and Friends,

Please join me in thanking these talented women for their service to the San Diego BOD of NAWBO: Gulsum Rustemoglu, Cynthia Trevino, Lynn Lambrecht and Janet Lienhard. It's challenging to dedicate volunteer hours and also run your own business and these women stepped up and gave a lot over this last year and some were on the board for more than a year! Thank you all for the difference you made!



And now I'm over-the-moon excited because look who said YES to leading this meaningful organization for this next year! We will swear in this new BOD on July 23, 5:30 pm - 7:30 pm at our Network With NAWBO event, Seasons 52 UTC La Jolla. Please be there!

**Membership - Kelly Alfasi**, owner of Biozenic...amazing succulent plant walls for your office and more! Kelly's sister targets the residential side and Kelly handles commercial. Her taste is exquisite.

**Secretary - Kathryn Busch**, serial entrepreneur, starting up as a new practitioner in Micro Current Neurofeedback (MCN). Really interesting and pragmatic solutions to migranes, etc.

**Programs - Summer Sepulveda**, event-planner extraordinaire - she did Propel 2018 with me and it ROCKED. She is deeply connected to hundreds of women-owned businesses and her creativity is going to elevate our events.

**Retention - Open...for you?** A wonderful way to fully engaged with our members, get to know their business, and understand their membership needs.

**Corp Liaison - Alex Linyard**, stepping back in for us all while balancing her growing 1218AppTeam business. She's expanded her employee team of engineers and moved her location within the same year.

**Treasurer - Janis Stevens**, Innovative Tub Solutions has a dynamo at the helm in Janis! She relaunched the tub business

SAVE THE DATE!

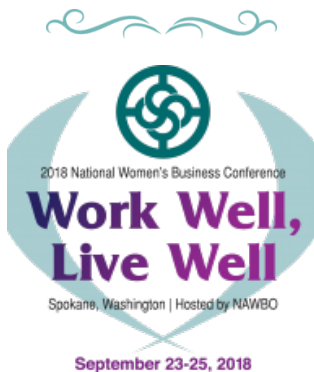


Friday, November 16  
Cape Rey Carlsbad  
12:00 - 2:30 pm

*We look forward every year to honor San Diego women business owners who have established themselves as leaders in our community.*

Learn more about our 2017 winners [here](#).

NAWBO National Women's Business Conference 2018



As women entrepreneurs, our lives are a journey, never a destination. We run successful businesses and households, give back to our communities, advocate for causes we care most about and nurture other life passions. We are constantly focusing, refocusing, pushing, pausing, inventing, reinventing, stretching and balancing-and growing every step of the way along the many paths we take. Join your NAWBO community as we embrace this exciting

in 2017, buying out her partner and hitting reset.

**Advocacy - Diana Coker** is an outstanding immigration law attorney and partner in her firm Larrabee, Albi, Coker, LLP. She helps companies and individuals navigate the complicated hiring system in this area.

I'll be Interim President for you all. Seems NAWBO is in my blood as I'm also your current NAWBO CA President. Yikes! And NAWBO is in Helna Correll's blood because she continues to be the most dedicated Chapter Admin for us. We are fortunate to have her on the team.

Come and introduce yourself and meet the new, vibrant Board of Directors on July 23! We'd love for you to share your ideas and thoughts for upcoming NAWBO events and activities.

*Mindy Bortness*

Mindy Bortness  
NAWBO SD - Interim President  
NAWBO CA - President  
[president@nawbosandiego.org](mailto:president@nawbosandiego.org)

Public Policy Update: SB 826

NAWBO California supports SB 826 legislation authored by Senator Jackson and co-authored by Senators Atkins and Leyva which has passed through the Senate committees and now moves onto the Assembly for hearings.

[Senate Bill 826](#) provides equitable and diverse gender representation on corporate boards of directors by requiring every publicly-held corporation headquartered in California to have a minimum of one woman on its board of directors by the end of 2019. By the end of July 2021, the bill would require a minimum of two women on boards with five members and at least three women on boards with six or more. California is the first state in the nation to consider such a requirement.

"Fully one-fourth of California's publicly traded companies still do not have a single woman on their board, despite numerous independent studies that show companies with women on board are more profitable and productive," said Senator Jackson. "With women comprising over half the population and making over 70% of purchasing decisions, their insight is critical to discussions and decisions that affect corporate culture, actions, and profitability. The time has come for California to bring gender equity to our corporate boards."

Credit Suisse research demonstrated that gender diversity on corporate boards is associated with increased profitability, performance, governance, innovation, and opportunity. California's corporations lag behind the national average, with only 15.5% of board seats held by women, lower than the Russell 3000 at 16% and the Fortune 1000 list at 19.8%.

European nations have led the way mandating gender diversity on corporate boards. In 2003, Norway mandated 40% of corporate board seats be held by women, followed by France and other European countries. In 2015, Germany mandated that 30% of corporate board seats be held by women.

"As the fifth largest economy in the world, California is well-positioned to take the lead on promoting gender equity in the

journey together to  
"work well, live well"!

Learn more and register  
[here](#).

## Charity-of-the-Quarter



Join NAWBO San Diego's efforts in supporting its Charity-of-the-Quarter for July through September - [Center for Community Solutions](#) (CCS)! Their mission is to end relationship and sexual violence by being a catalyst for caring communities and social justice. Please help us support CCS by donating items from their wish list [here](#)!

workplace," said Anne Staines of Sacramento, Statewide President of the National Association of Women Business Owners, California, the sponsor of the bill.

"The board nomination and selection process all happens confidentially, behind closed doors," explained Betsy Berkhemer-Credaire, board member of NAWBO-CA and CEO of Berkhemer Clayton Retained Executive Search. "There is no transparency. Seats only come open when current board members retire or pass the generally accepted age limit of 75. Years can go by before there is an opening, and then friends of existing board members are typically selected. With this bill, corporations that have no women directors currently will be required to add a seat for a woman in 2019. Seats would not be taken away from existing boards members, but a woman would be added."

"Women CEOs are raising their hands who are ready, well-qualified and could immediately begin serving on corporate boards," adds Staines. "The pipeline of outstanding, qualified women executives of all ethnic backgrounds is over-flowing. For the few seats that come open, generally men who are known to other male board members have a greater chance of being nominated for boards than women. We women business owners are ready to take on the duties at any time, to help grow the economy in California."

Please feel free to reach out to our local chapter contact Lynn Lambrecht ([thelivingplanner@gmail.com](mailto:thelivingplanner@gmail.com)) for further information.

## Special Thanks To Our Corporate Partners!

*For additional information about our sponsors, click on logos below.*



Connect with NAWBO San Diego!



Download myCONNECTEDapp!

