

Journeys to Success

The Bay Area's Finest Women Entrepreneurs
Share Their Own Unique Stories



MARY HUSS
Publisher San Francisco
Business Times

MODERATOR

Come hear Bay Area women entrepreneurs discuss their journeys to success in a frank, fun, informal setting. A diverse panel of women business owners — each at different stages of their careers — will discuss start up issues,

funding, growth, exit strategies and pitfalls.

Come hear them tell their personal stories of their paths to success. Hosted by a collaboration of Bay Area entrepreneurial organizations, this evening will be very stimulating and is not to be missed.

Welcoming remarks by Brenda Wright,
Senior VP, Regional Manager Community Development
— Wells Fargo

SPONSORED BY:

**NAWBO, RENAISSANCE
ENTREPRENEURSHIP CENTER,
SAN FRANCISCO BUSINESS TIMES,
WELLS FARGO, THE SBA**



LORI SHANNON
See Jane Run Sports



MARGOT FRASER
Birkenstock Footprint
Sandals, Inc.



HOLLY SUZARA
Ascribe Business
Services, Inc.



**INGRID
MERRIWETHER**
Merriwether &
Williams Insurance
Services

**Wednesday, September 10
5:30 pm to 8:30 pm
Wells Fargo Penthouse
420 Montgomery Street**

SEE NEXT PAGE . . . for more information about our panelists and how to register for this exciting event!



SBA's participation in this co-sponsorship is not an endorsement of the views, opinions, products or services of any co-sponsor or other person or entity. All SBA programs or co-sponsored programs are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance.

Journeys to Success

The Bay Area's Finest Women Entrepreneurs Share Their Own Unique Stories



MARY HUSS

Publisher
San Francisco
Business Times

Since 1991, Mary Huss has been publisher of the *San Francisco Business Times*, the premier weekly business newspaper serving 93,000 readers in the five-county Bay Area. Mary began her career with regional business journals in 1980 as part of the startup team that launched the *St. Louis Business Journal* and a number of other regional business journals.

At the Business Times, Mary has created a number of annual business awards programs, including the "Women in Leadership" awards, "Real Estate Deals of the Year", the "Top 100 Women-Owned Businesses" and the "Fastest-Growing Private Companies". Mary is active on many boards in the Bay Area, including the San Francisco Chamber of Commerce, Junior Achievement of the Bay Area, Association for Corporate Growth, the Commonwealth Club and SFSU College of Business. She is past president of Professional Businesswomen of California.

**REGISTER EARLY!
LIMITED SPACE AVAILABLE**

**Wednesday, September 10
5:30 pm to 8:30 pm
Wells Fargo Penthouse
420 Montgomery Street**

The cost of this event is \$25.
Register on line by going to:
www.acteva.com/go/sba.

For more information,
call Janet Lees at
415.541.8580 x 237
or Diana Kimbrell at
415.331.1334



LORI SHANNON

Owner/Operator
See Jane Run Sports

Lori Shannon is the owner and operator of See Jane Run Sports, the women's sports apparel, accessories and footwear retailer, with stores in San Francisco and Oakland. An avid runner and biker, Shannon's inspiration for See Jane Run came from the courage she gained as a plus-sized woman running her first marathon in her late twenties and the frustration she encountered trying to find decent athletic gear for women. A native of Vermont, Shannon came to San Francisco in the mid-90s. She started See Jane Run Sports in April of 2000 after more than a year of studying at the Renaissance Entrepreneurship Center. In April 2003, Lori received NAWBO's Rising Star Award, at their Women Entrepreneur's Breakfast.



INGRID

MERRIWETHER, CIC
President and CEO
Merriwether &
Williams Insurance
Services

Ingrid Merriwether began her professional career in 1979 with AFCO, a subsidiary of Continental Insurance Company, where she applied her prior training in finance to developing sophisticated finance options for insurance programs. In 1997, Ingrid purchased the assets of ARISCO and formed Merriwether & Williams Insurance Services (MWIS). As the President and CEO, Ingrid oversees production, marketing, and corporate operations. Ingrid is a past member of the Board of Directors of Insurance Brokers & Agents of the West. She is a member of Risk Management Forum and teaches insurance courses for Renaissance Entrepreneurship Center, where she currently serves as a board member.



MARGOT FRASER

Founder/ Chairman
of the Board
Birkenstock Footprint
Sandals, Inc.

Margot is the founder of Birkenstock Footprint Sandals, Inc. A native of Bremen, Germany, Margot lived in Berlin and Canada before coming to California in 1960. In 1966, at a health spa in Bavaria, a fitness trainer suggested Margot try a new German sandal to soothe her chronic foot pain. Inspired by the comfort of Birkenstock's contoured cork footbeds, Margot began purchasing small quantities of the footwear and selling them from her home. From a tentative beginning at an alternative health food store convention in 1967, Birkenstock has grown to a mainstream multi-million dollar company. Margot's vision for the future of Birkenstock is for it to remain a people-oriented company focused on achieving sustainable growth.



HOLLY SUZARA
President
Ascribe Business
Services, Inc.

Holly Suzara, 34, is president of Ascribe Business Services, Inc., a San Francisco-based printing, copying and graphic design firm. While a student at USF, Holly was employed by a commercial printing and copying business. Two years later she purchased the assets of the business out of bankruptcy and took over operations. Within three years Holly turned it into a profitable endeavor, growing in excess of 25% per year. Her company's impressive quality and service have rewarded Ascribe a prestigious client base, including Ernst & Young, Wells Fargo Bank, Pacific Telesis, HBO/Time Warner, and UCSF/Stanford Hospitals. Holly was named NAWBO WEB Rising Star for 1999/2000.

**SPONSORED BY: NAWBO, RENAISSANCE ENTREPRENEURSHIP CENTER,
SAN FRANCISCO BUSINESS TIMES, WELLS FARGO, THE SBA**