

up-coming events

A T R E N A I S S A N C E

September 2001 – December 2001

Introduction to Business Class – Wednesdays
from 6:00 to 8:30 pm for 8 weeks
Classes begin on October 3, 2001 and January 30, 2002

Business Planning Class – Tuesdays and Thursdays
from 6:30 to 9:30 pm for 14 weeks
Classes begin on September 18, 2001, and January 15, 2002

Grow Your Small Business Class – Mondays from
6:30 to 9:30 pm for 10 weeks
Classes begin on October 15, 2001, and March 18, 2002

Be Your Own Boss – a 2 day workshop in Oakland,
covering the basics of business
November 10 and 17, 2001

Marketing Matters – Tuesdays from 9:00 am to
12:00 pm. Intensive 8-week marketing class for
Renaissance graduates.
Classes begin on October 23, 2001

Graduations—Spring day-time and evening Business Planning Class,
September 24 and October 10. Call for location.

To register for classes, contact Dawn Fuentes at
dawn@recenter.org

To register for Women's Business Center workshops,
contact Janet Lees at janet@recenter.org

For more detailed information, please call 415-541-8580 or visit our website at www.recenter.org

Launching Your Business – a pre-business
workshop for women
Workshops are held on the 1st Wednesday of every
month – from noon to 2:00 p.m.

The Bay Area's Finest Entrepreneurs –
Laura Scher, CEO of Working Assets, will speak at
Renaissance on September 12 from 12:30 to 2:00 p.m.

The Social Venture Institute –
September 28 (evening) and September 29

Renaissance's Annual Reception
and Fundraiser – "Make It Your Business"
Celebrating 17 Years of Small Business Success
October 4, 2001, 5:30 – 8:00 pm, at Club NV

renaissance

R E V I E W

The Newsletter of the Renaissance Entrepreneurship Center

fall 2001

News from the CEO: Renaissance Opens New Center

Renaissance Entrepreneurship Center is delighted to announce an exciting new program expansion, the opening of the Bayview Business Resource Center. This new small business training and support center will open its doors at 3801 Third Street in the Bayview Plaza in the fall of this year. Renaissance is serving as the lead agency in this collaborative program sponsored by the San Francisco Mayor's Office of Community Development, Redevelopment Agency and the Small Business Commission. We will be working in partnership with the Small Business Development Center and other local non-profit organizations.

The center is committed to helping entrepreneurs start businesses, build capacity and achieve business growth and success. It will serve both emerging and established entrepreneurs from Bayview Hunters Point and throughout the City. While we will initially offer the following services, we look forward to the ongoing development of new programs:



Angela Cain, Sharon Miller, and Cletis Young

- Introduction to business classes and business basics workshops;
- One-on-one business consulting with business consultants and industry experts, both on-site and at business locations;
- Workshops in the areas of technology and e-business, marketing, sales, management and business finance;
- Industry specific workshops, in such areas as retail, fashion, international business (in partnership with the Center for International Trade and Development), child-care, health, and food services, etc.;
- Financial education and loan packaging services;

- Business support services including meeting and conference rooms, telephone and reception services, computers and internet access for local home-based businesses;
- Bayview Toastmasters Club;
- Speaker Series and
- Networking events.

We welcome Cletis Young as the Center Manager. Cletis brings a wealth of entrepreneurial skills and expertise, developed during his 15 years of experience as a successful small business owner. In addition, Cletis served as president of the local chapter of the National Brotherhood of Skiers, and grew up in the Bayview. Angela Cain will be joining Cletis in managing the center in her new role as Director of the Bayview Business Resource Center/Incubator Manager.

We welcome your participation in the Center. We will keep you updated, and look forward to seeing you on Third Street.

For further information, please contact Cletis, Angela or me. By phone at 415-541-8580 or by email at sharon@recenter.org; angela@recenter.org; or cletis@recenter.org.

Renaissance Grad is a T.V. Star!

You can see Ruta Kahate's expert skills at work on *Midday About the Bay*, where she is featured as a guest chef twice a month.

Tune in to KNTV Channel 11 and WB20, every first and third Wednesday at noon! **Ruta's Indian Kitchen**, evolved from her original restaurant idea, to opening a catering business in 1999, to now exclusively teaching regional Indian cuisine. In addition to starring on local T.V., Ruta offers classes at Sur La Table and the Napa Valley Cooking School, and will soon be opening her own "school" in her newly re-modeled kitchen. Ruta's Kitchen



Mary Babbitt and Ruta Kahate on "Midday About the Bay"

will be featured in the Rockridge kitchen tour coming up in the fall. See www.rockridge.org/kitchen.html. And...she's working

on a cookbook!

"Renaissance taught me that I could still do what I wanted to do in a scaled down version, and gave me the confidence to start my business."

Ruta's Indian Kitchen: Teaches regional Indian cuisine through hands-on classes and demonstrations. 373 Alcatraz Avenue, Oakland. 510-655-RUTA, www.RutaRuta.com, ruta1@hotmail.com.

The Mission of The Renaissance Entrepreneurship Center is to empower and increase the entrepreneurial capacity of socially and economically diverse people and thereby strengthen our communities through the creation of new and sustainable businesses, new jobs and the promotion of financial self sufficiency.

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 **renaissance**
Entrepreneurship Center
275 5th Street, San Francisco, CA 94103

In This Issue

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- Birkenstock's Margot Fraser speaks.

The Social Venture Institute Comes to Renaissance

On September 28 and 29, in partnership with the Social Venture Network (SVN), Renaissance will host the Social Venture Institute, a program designed to provide business solutions for socially conscious entrepreneurs. A Friday evening reception will feature Elliot Hoffman, owner of Just Desserts and Rick Aubrey, owner of Rubicon, who will discuss *A Tale of Two Bakers – How to have your cake and share it too!*

Saturday, the 29th, will feature case studies where selected participants take the “hot seat” and present their most difficult business challenges to a panel of experts and the audience. As well, there will be small group problem solving forums, a guest speaker and networking opportunities.

Call Janet at 415-541-8580, ext 237 for more information.

New Businesses on the Block

Visit our Business Planning Class graduates in their new business locations:

Barney Brown, Owner of **Basque** – a restaurant serving Basque style tapas
398 Seventh Street (at Harrison)
415-581-0550

Eric Webb, Owner of **Webbhead** – a hair salon.
88 2nd Street (at Mission)
415-284-WEBB

Graduate Success Corner



In her keynote speech at the recent Business Planning Class graduation ceremony, Lori Shannon, owner of **See Jane Run**, a women's sports store in Noe Valley, likened running her business to running one of her marathons. Both require passion and commitment, preparation, overcoming challenges and the temptation to give up. And... at the finish line, there is exhaustion and exhilaration and then a desire to start all over again!

Lori opened **See Jane Run**, on April 1, 2000, driven by her commitment to empower women through sports and fitness, and to fill a need for a store that provides brand and size options in women's apparel and personalized service. From the hippest clothing lines, to the coolest carrying packs, to the latest accessories, Lori's store is packed with merchandise that is tailored to make women look and feel good.

For Lori, the most valuable part of the Business Planning process was the structure it provided. “Through writing my business plan, I was able to articulate my vision and it was the vehicle I needed to do all of the necessary leg work to get my business started.”

Lori currently has 8 employees and is in negotiations to open a second store in the Rockridge area of Oakland this fall.

Visit **See Jane Run**, 3870 24th Street, San Francisco, 415-401-8338, www.SeeJaneRunSports.com

Renaissance invites you to “Make It Your Business!”

On the evening of Thursday, October 4th, community and business leaders, corporate representatives, Renaissance staff, board, students and graduates will come together to toast small business throughout the Bay Area. The festive occasion will include cocktails, hors d'oeuvres and dancing to a live band. Renaissance's annual reception and fundraiser, “Make It Your Business,” will celebrate Renaissance's 17 years of small business success.

Another highlight of the evening is the

presentation of Renaissance's “Emerging and Established Entrepreneurs of the Year” awards. The event will culminate with prizes and

wonderful gift items created and donated by Renaissance graduate businesses.

We invite you to join us! Proceeds from “Make It Your Business” will spark lasting economic development for individuals and communities that traditionally have not had access to capital and business support – giving them

the tools they need to succeed in the local business environment.

Save The Date!

Renaissance's Annual Reception and Fundraiser

“Make It Your Business”

Celebrating 17 Years of Small Business Success

October 4, 2001, 5:30 – 8:00 pm at the elegant Club NV

We want to thank our 2001 program donors for their support:

Chris Arnold · Autotecnix Group · **Bank of America** Bank of Canton · Bank of the West · The Office of Cheryl Barton · Dennis Bloch · William Bridges and Associates · Robert Dan Brumbaugh, Jr. · **Bay View Bank** · **California Bank & Trust** · **California Federal Bank** · David Cincotta · **Comerica Bank** · **Community Technology Foundation of California** · Drop-In Cat Care · **Firedoll Foundation** · Gilbert Fleitas · **Friedman Family Foundation** · **GATX Capital** · **Richard and Rhoda Goldman Fund** · HSBC Bank · Hy-Tech Elevator Services · Steve Jacobs · Jim Keefe · David L. Klein Jr. Foundation · Melissa Joy Manning · Eric Leenson & Monica Marini · MassageWorks · **McKay Foundation** ·

Susan and Mark Miller · **Pacific Bell** · Fred Pollack · Proctor Engineering Group · Kathleen Ragot · RINA Accountancy Corporation · **San Francisco Foundation** · **San Francisco Mayor's Office of Community Development** · **San Francisco Small Business Commission** · **San Francisco Redevelopment Agency** · Sohcot Consulting · Russell Southall · Synergy Business Solutions · Harry Thomsen · Peter Thomsen · United California Bank · **U.S. Small Business Administration** · Walzwerk Restaurant · Judy Washington · **Wells Fargo Bank** · Katherine Wood · Hon Cheong Yong · **Renaissance Board, Staff and Graduates**

Incubator Welcomes Incoming Tenants!



Dorian Johnson, May Briosos, Julie Wheeler, and Eric Berkowitz

Eric Berkowitz, Owner, Tractus-Asia, a market entry strategy and implementation company specializing in the telecom and medical sectors in China and South East Asia, 415-541-8580 ext 303.

Maybelle Briosos, Myra Alcaide, Michael Moon, Prime Image Media Group, an event service

company offering consultation for festivals, special events and fundraisers, 415-543-3837.

Nancy Casey, Owner, DP Med, a medical technology company providing software solutions and services to small outpatient medical centers, 415-243-0220.

Dorian Johnson, NFTE, National Foundation for Teaching Entrepreneurship, a non-profit providing youth entrepreneurship training, 415-644-2844.

Julie Wheeler, Strongrrl, a graphic design firm specializing in publications for local small businesses and non-profit organizations, 415-495-4606.

The Business Incubator currently houses 21 companies with 26 full-time employees and 8 part-time employees.

Five Tips on Making the Sale

- Change your attitude about sales—people *need* your products and services.
- It's not about being pushy—it's finding out what people need and seeing if there is a match.
- Ask for the sale! Ask if they are ready to buy, and if not, why not.
- Use your marketing efforts to *support*, not *replace* sales.
- Simplify your sale by identifying your targets well and knowing what their needs are.

Allison Bliss, Owner of Allison Bliss Consulting, Marketing and Communications, Renaissance Consultant. 510-864-8500.

Birkenstock's Margot Fraser “On The Good Foot”

Margot Fraser, President and Founder of Birkenstock Footprint Sandals, Inc, recently kicked off the new *Bay Area's Finest Entrepreneurs* speaker series, a program of the Women's Business Center that brings renowned Bay Area business owners to tell their stories at Renaissance.

Speaking about starting her company in 1967 and building it into the household name it is today, Margot inspired us all with her unyielding passion and commitment to providing footwear that is good for the feet. Margot had plenty of healthy advice too: be

practical and resourceful, take small steps in the right direction, be realistic, treat people well... and go for your dream!



Margot Fraser

Our next speaker will be Laura Scher, CEO of Working Assets, on September 12 from 12:30 to 2:00 p.m. Call 415-541-8580 to sign up.

Our Newest Board Members

Renaissance is delighted to welcome the following new board members who bring invaluable experience in small business and community development to our leadership. We thank them and all of our board members for their guidance and support.

- H. Fred Mendez, Senior Community Investment Specialist, Federal Reserve Bank of San Francisco.
- Janet Petrik, President, Synergy Business Solutions and Renaissance graduate (incubator and training program, 1994).
- Robert A. McNeely, Senior Vice President, Manager of Community Development, Union Bank of California.

Renaissance Staff

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CEO

Janet Lees
Program Director

Lisa Kirvin
Development Director

Diane Bradford
Finance/Operations Manager

Angela Cain
Incubator Manager/
Director, Bayview Business Resource Center

Cletis Young
Center Manager,
Bayview Business Resource Center

Dawn Fuentes
Training Program Coordinator

Yamilet Gonzalez
Administrative Assistant

Felicia Whittingham
Receptionist

Howard Giang
Summer Intern

Lawrence Jackson
Door Monitor

Paul Terry
Senior Business Consultant

Claudia Viek
Special Projects Consultant

Gwendolyn Wright
Financing Resource Center,
Managing Consultant

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