



**July 2019**  
**Monthly Newsletter**  
for the NAWBO San Francisco  
Bay Area Chapter



## Message from the President

### The Future is Growth

I am truly honored and humbled to be elected as the NAWBO SFBA board president. It takes a Village to run a successful and growing business and as a business owner, a business leader, I think it is important for us to find ways to support other women and minority business owners in a world not known for its diversity.

My goal for NAWBO SFBA is to give back to our community as much as possible by leveraging existing training programs to get you better connected to capital and to education, and strengthening the diversity of the organizations brought to you for networking purposes and potential business opportunities. I believe any Person, Business, or Organization can be a must-force for good.



### Brief background about Nooshin

Nooshin Behroyan, founder and CEO of [Paxon Energy & Infrastructure Services](#), is a serial entrepreneur known as a trailblazer by those she works with for building successful double bottom line companies, measuring both financial success and social impact. She brings extensive cross-cultural experience that promotes gender diversity and work-force equality in the field of oil, gas, and utilities by addressing barriers, and driving change for positive impact, especially for women engineers and veterans. Paxon empowers their employees to apply their training and skills so as to successfully transition into productive careers. Veterans alone make up 20% of Paxon's total employees.

Nooshin's strategic hires and job training programs, coupled with geographic and organic growth models, has helped launch Paxon into Top 100 Fastest Growing and leading women owned consulting firms heavily involved in improving the safety of oil and gas pipelines in the US and Canada. They integrate the latest in technologies to monitor electric lines, and help protect infrastructures and surrounding communities. The San Francisco Business Journal named Paxon as among 2019's Top 10 largest construction program management

firms of the Bay Area.

Women and their advancement, whether it is through business or personal means are near and dear to her heart. She has also been involved with WBENC (Women's Business Enterprise National Council), serves as the board member for To Celebrate Life Breast Cancer Foundation, as well as American Gas Association.

Nooshin holds a B.A. in Architecture from UC Berkeley, and a M.S. in Civil and Environmental Engineering from UC Davis. She is also a professionally trained piano player and has played for the U.C. Berkeley Jazz Ensemble. In addition, she is a mom to two active children (Arman 10 and Ava 8).

## 4 SEO Tips that Will Make Your Business Grow

by [Collibri Digital Marketing](#)

Looking for innovative methods to improve website productivity? Search engine ranking is critical to ensure the best performance for your business systems. Explore the following four search engine optimization (SEO) tips for enhancing your business.

### #1: Strategic Content

Strategizing to focus on page relevance is critical when building a website. Recognizing visitor behavior is the first principle in understanding how [SEO tactics](#) work.

Developing a robust website requires the first layer to focus on pertinent content while considering SEO practices as a supplement.



### Why Content Is Important

If the landing page is thoroughly optimized, is there still a chance for failure? Adverse customer feedback may affect your rankings. Ensuring visitors find the exact information in a search is the first step in making content especially engaging. When users enjoy interacting with the website, Google considers your page more relevant and assigns it a better position.

### How To Create A Loyal Following

Multiple strategies may attract regular visitors and repeat customers.

- **Practical Tools:** Inform and entertain your visitors before leaving your page by solving problems, elevating emotions, or providing useful advice.
- **Improved Readability:** Reducing bounce-back rate is essential in keeping ideas organized. Visitors will not only find the solution faster, but will feel more comfortable with your content. A direct and interactive website encourages readers to explore related pages.

### #2: Keyword Strategy Improvements

Building a solid structure of keywords is the fastest way to improve rankings on any search engine. Employing foolproof tricks boosts the relevance of your keywords and positions your page in the top three results for almost any search term of your sector.

## How To Find The Best Keywords

[Click here to read more and to find the best keywords.](#)

### NAWBO Connects

Get to know the women entrepreneurs in your neighborhood at NAWBO Connects. These intimate events feature speakers, friendships, support and masterminds all designed to bring the NAWBO experience to the local level. NAWBO Connects are open to all members - no matter where your business is located. We encourage you to attend them all. If you would like to learn more, visit our [website](#).

### NAWBO Connects North Bay

**Thursday, July 18, 2019**

5:30 p.m. - 7:30 p.m.

Hilltop Restaurant

850 Lamont Avenue

Novato, CA 94945



### 2nd Annual Summertime Soiree

We're inviting everyone to come together to celebrate summer at our 2nd Annual Summertime Soiree! We'll gather on a gorgeous patio overlooking the Marin countryside with views all the way to the Bay.

Great Food | Fabulous Women | Fantastic Conversations | Deeper Connections

[Click here for more information and to register.](#)

**Stay tuned for upcoming Connects in your area.**

### Regional Chapter Events

#### NAWBO Sacramento Valley

#### August Lunch & Learn

Wednesday, August 7, 2019 | 12:00 p.m.

[Click here for more information and to register.](#)



### Events in the Bay Area

#### Women Who Lead: Commercial Real Estate & Construction

Thursday, July 25, 2019 | 7:30 a.m.

the Julie Morgan Ballroom in San Francisco

Informative panel discussion with top women executives in the real estate industry.

[Click here for more information.](#)



## NAWBO in the News

### Cantwell, Rubio Introduce Bipartisan Legislation to Improve Access to Capital for Women, Minority Business Owners

U.S. Senators Maria Cantwell (D-WA), a senior member of the Senate Committee on Small Business & Entrepreneurship, and Marco Rubio (R-FL), the chairman of the committee, introduced legislation to improve access to capital for women-owned and minority-owned businesses.

"Women- and minority-owned businesses are under-represented in our economy," Cantwell said. "We need to do everything we can to increase access to capital for women- and minority-owned businesses and not have the Small Business Administration penalize them for receiving private equity investment."

[Click here to read more.](#)

## Upcoming NAWBO Events

### Virtual Connect & Learn: "Be Amazing. Be Inspired. Be Motivated. (A.I.M.)"

**Thursday, August 8, 2019**

5:00 p.m. - 6:00 p.m. EST

Presenter: Sonja Mustiful, NAWBO Memphis

A.I.M. for greatness and rise to your potential! Business development comes down to those who can pivot in an ever-changing workplace. Is your business focused on versatile, uplifting and adaptable learning tools that result in you becoming more effective and producing phenomenal results?

[Click here for more information and to register.](#)



## In Case You Missed It...

[10 Top Sales Training Techniques for Your Small Business](#)

[Entrepreneurship is All About Overcoming Obstacles](#)

[Best Tools to Create Great Images for Your Small Business Website or Blog](#)

[10 Smart Ways to Collect and Utilize Customer Feedback](#)



## SAVE THE DATE - 2019 National Women's Business Conference

**Mark your calendars for the 2019 National Women's Business Conference!**

Join hundreds of women entrepreneurs as we come together to capitalize on this incredible moment in time,



and do something about it. Our time is now!  
**Hyatt Regency Jacksonville-Riverfront**

**Jacksonville, Florida**

**October 13-15, 2019**

Keynote Speaker: Talk Show Host, Journalist Lisa Ling

[Click here to learn more and to register.](#)

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