



The Institute for Economic Empowerment of Women

Executive Summary

This report highlights the high-profile media hits the Institute and its PEACE THROUGH BUSINESS program received for the months of August and early September 2009. The maximum potential reach of these total hits is in the **hundred millions**. Even more, all known media coverage has been **favorable**.

To summarize:

- **ONLINE.** At the time of the report, secured **110 online placements** directly about and/or linking to or republishing information about the 2009 program.
 - The total maximum potential reach of these 110 online placements translate into over **80 million monthly people**. Several of the placements have produced positive comments, which have fueled positive online discussions about the program. (The top **12 placements** have been included in this report with screenshots and links only.)
- **PRINT.** At the time of the report, secured **42 print placements**, which includes high-profile and prominent publications. Several known pieces are still in the process of publication. (The top **8 articles** have been included in this report with links and hard copies.)
 - The total maximum potential reach of these 40 print placements is still being analyzed, but it will add up to **millions**, when including both print circulation and Web site syndication.
- **TELEVISION.** At the time of the report, secured **22 TV broadcasts**, which includes full, in-depth packages and voiceover-soundbite combinations on TV newscasts. At least one known piece is still in production with an airdate to be determined. (Links to the top **9 TV packages** have been included in this report with links only.)
 - The total maximum potential reach of these 22 broadcasts is still being analyzed, but it will also add up to **millions**, when including both broadcast and Web site posts of the videos and in some cases accompanying print articles.
- **RADIO.** At the time of the report, secured **12 radio interviews**. At least one known interview is still in production with an airdate to be determined. (Links to the top **4 radio interviews** have been included in this report with links only.)
 - The total maximum potential reach of these 22 interviews is still being analyzed, but it will add up to the **upper hundred thousands to a few million**, when including the reach of private and satellite broadcasts, as well as Web site posts of the interviews.

			ONLINE COVERAGE	
WEB SITE NAME	DATE	CITY/COUNTRY/ AREA	ABOUT	LINK
Ode	9.1.09	Netherlands	PtB Student Lydie Hakizimana	http://nl.odemagazine.com/exchange/9807/bookstore_promotes_growth_success_and_ambition_in_rwanda
Keri Douglas	8.29.09	Washington, DC	PtB Student Lydie Hakizimana	http://keridouglas.wordpress.com/2009/08/29/yesterday-but-today-reading-in-kigali-rwanda/
PR Log	9.1.09	N/A	National release	http://www.prlog.org/10328546-akraya-named-9-largest-womenowned-business-in-silicon-valley.html
Technology Dashboard	9.1.09	N/A	Recap of CA mentor/student	http://te-technologydashboard.blogspot.com/2009/09/akraya-named-9-largest-women-owned.html
Consulting News	9.1.09	N/A	Republish of release about NY mentor's experience with PtB	http://consultancynews.blogspot.com/2009/09/insys-consulting-ceo-participates-as.html
Brilliant Musings of a Engineer Grad	8.31.09	N/A	Republish of release about NY mentor's experience with PtB	http://mariajane.twittergroups.co.uk/2009/08/31/insys-consulting-ceo-participates-as/
PR-USA.NET	?	N/A	Press release about NY mentor's experience with PtB	usa.net/index.php?option=com_content&task=view&id=257996&Itemid=33
Fresh News	8.28.09	N/A	Press release about NY mentor's experience with PtB	http://www.freshnews.com/news/202375/insys-consulting-ceo-participates-peace-through-business-mentor
Think Beta	8.29.09	West Lafayette, IN	Post of the PtB overview video; generated lots of comments!	http://thinkbeta.com/blog/2009/08/29/peace-through-business/
Earthtimes	8.28.09	N/A	Republish of release about NY mentor's experience with PtB	http://www.earthtimes.org/articles/show/insys-consulting-ceo-participates-as-peace-through-business-mentor,940577.shtml
SOA World Magazine	8.28.09	Woodcliff Lake, NJ	Republish of release about NY mentor's experience with PtB	http://in.sys-con.com/node/1086309
Street Insider	8.28.09	Birmingham, MI (N/A)	Republish of release about NY mentor's experience with PtB	CEO+Participates+as+Peace+Through+Business+Mentor/4907632.html
Oklahoma Women's Network Blog	8.28.09	Oklahoma City	Journal Record Woman of the Year event; mentions PtB	http://oklahomawomen.blogspot.com/2009/08/register-now-for-oklahoma-woman-of-year.html

News Blaze	8.28.09	N/A	Republish of release about NY mentor's experience with PtB	http://newsblaze.com/story/2009082808010500003.pnw/topstory.html
Informations from Foreigns	8.27.09	N/A	AP story on mentorship	http://www.foreign.uszminkowac.info/15454/business-program-helps-afghan-rwandan-women/
All Voices	8.27.09	N/A	Republish of Journal Record story	http://www.allvoices.com/news/4012825
Forbes	8.26.09	National	AP story	http://www.forbes.com/feeds/ap/2009/08/26/business-financial-impact-us-international-women-entrepreneurs-texas_6816983.html
Northwood University	8.19.09	Cedar Hill/Dallas	News release on International Women's Economic Summit	http://www.northwood.edu/media/pressroom/newsarchives/?NewsID=3952
MSN Money	8.26.09	National	AP story on mentorship	http://news.moneycentral.msn.com/provider/providerarticle.aspx?feed=AP&date=20090826&id=10325206
Dallas Morning News	8.25.09	Dallas area	Original story on Laura Bush at graduation and PtB overview	http://parkcitiesblog.dallasnews.com/archives/2009/08/bush-world-tuesday.html
India Post	8.24.09	N/A	Republish of IEEW CA mentorship release	http://www.indiapost.com/community-post/5282-Artesia-businesswoman-spreads-Peace-through-Business.html
Leader to Leader // Innovation of the Week	8.21.09	New York City	Spotlight story on PtB (featured on site and distributed in	http://www.leadertoleader.org/newsletters/iow/2009/august21.html
T Boone Pickens Foundation	8.1.09 - 8.	Dallas area	Spotlight story on PtB in the Dallas area	http://tboonepickensfoundation.org/spotlight-sept2009.asp
Organizational Perspectives	8.21.09	N/A	Mention of program; links to ieeew web site and to old	http://blogs.capella.edu/organizationalperspectives/2009/08/20/women-entrepreneurs-build-peace-through-business/
dBusiness News	8.12.09	Raleigh-Durham, Cary and Chapel	Republish of IEEW NC mentorship press release	http://triangle.dbusinessnews.com/shownews.php?newsid=188505&type_news=past
Empowher	8.17.09	Scottsdale, AZ	Post by Mary Scnack about 2009 student, Frozan Raufi	http://www.empowher.com/news/herarticle/2009/08/17/frozan-raufi-empowerd-woman-afghanistan
Communication Bridges Blog	8.17.09	Arizona	Post by Mary Scnack on her blog about program and	http://communicationbridges.blogspot.com/2009/08/afghanistan-and-rwanda-women-business.html
Kansas City Small Business Monthly	8.13.09	Kansas City	Story on KC mentor & student // Kathy Bennett & Khalida	http://old.kcsmallbiz.com/news/8-13-09-peace-through-business-2.html
SiloBreaker	8.13.09	Kansas City	Republish of KC Small Business story	http://www.silobreaker.com/81309-peace-through-business-5_2262526992723214356

Reuters	8.4.09	National	IEEW national press release	http://www.reuters.com/article/pressRelease/idUS164556+04-Aug-2009+PRN20090804
Northwood University Facebook Page	7.10.09	National	Promoting PtB in Dallas	http://www.facebook.com/pages/Cedar-River-Northwood-University-Texas-Campus/27110249363?v=feed&story_fbid=106771040495
Got Tweeter	8.10.09	National	Tweets mentioning PtB; IEEW national press release	http://gottweeters.com/archives/30677
Trader International	8.9.09	National	Tweets mentioning PtB; IEEW national press release	http://trader.cc/207287-Twitter-Tweets-about-Businesswomen-as-of-August-09-2009.html
My Venture Pad	8.8.09	N/A	Repost of Susan Solovic's post	http://myventurepad.com/MVP/71817
WE Magazine	8.7.09	National	Profile of PtB	http://wemagazineforwomen.com/american-businesswomen-spread-peace-through-business/
Business Opportunity Reviews	8.7.09	N/A	About PtB	http://www.bizopinfo.com/5306/american-businesswomen-spread-peace-through-business/
Find Law	8.4.09	N/A	IEEW national press release	http://news.corporate.findlaw.com/prnewswire/20090804/04aug20091102.html
NAWBO Houston	8.6.09	Houston	Overview of IEEW national press release; link to full	http://www.nawbohouston.org/about/news/national/american-businesswomen-spread-peace-through-business/
Fox Business	8.4.09	National	IEEW national press release	http://www.foxbusiness.com/story/american-businesswomen-spread-peace-business/
NeighborsGo	8.20.09	Dallas area	IEEW Laura Bush release	http://neighborsgo.com/index.php?page_id=1000&site_page_id=5&post_id=40947
Shine from Yahoo	8.8.09	N/A	Repost of Susan Solovic's post	http://astrology.yahoo.com/topic/the+institute+for+economic+empowerment+of+women/
Kansas City Star	8.9.09	Kansas City	Press release on KC mentor // Kathy Bennett & Khalida Dunya	http://pressreleases.kcstar.com/?q=node/22373
Breitbart	8.4.09	N/A	IEEW national press release	http://www.breitbart.com/article.php?id=prnw.20090804.DC56465&show_article=1&catnum=3
Examiner.com	8.4.09	N/A	IEEW national press release	384284-American_Businesswomen_Spread_Peace_Through_Business_.html
YahooNews!	8.4.09	National	IEEW national press release	Link expired

Global Exec Women (blog)	8.4.09	N/A	Story on 2009 student who also did Thunderbird program	http://globalexecwomenindia.blogspot.com/2009/08/walker-center-for-global.html
Earthtimes	8.4.09	N/A	IEEW national press release	http://www.earthtimes.org/articles/show/american-businesswomen-spread-peace-through-business,914963.shtml
WE Magazine	7.28.09	N/A	Terry Neese: Woman on a Mission // About PtB	http://wemagazineforwomen.com/peace-through-business/
PR Log	7.23.09	National	About IEEW // Company profile	http://biz.prlog.org/IEEW_TheInstitute/
PR Log	7.23.09	National	IEEW press release	http://www.prlog.org/10290682-peace-through-business-lands-in-dallas-texas.html
Informations from foreign	7.9.09	N/A	PtB & NU // Houston event	http://www.foreign.uszminkowac.info/12653/event-raises-nearly-16000-for-peace-through-business/
NeighborsGo	7.8.09	Dallas area	PtB & NU // Houston event	http://neighborsgo.com/stories/38978
Enterprising Women	?	N/A	Calendar listing (PtB events no longer listed on link)	http://www.enterprisingwomen.com/calendar.htm
NeighborsGo	7.1.09	Dallas area	Ptb Coming to NU	http://neighborsgo.com/index.php?page_id=1000&site_page_id=5&post_id=38681
NeighborsGo	7.10.09	Dallas area	Calendar events	http://neighborsgo.com/index.php?page_id=1000&site_page_id=5&post_id=39104
Carolina Business Connection	8.12.09	Cary, NC area	NC Mentorship	http://www.carolinabusinessconnection.com/cbc/article.html?id=8723
Atlanta Business Chronicle	8.4.09	Atlanta area; N/A	IEEW national press release	http://www.bizjournals.com/atlanta/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Bols@mania	8.4.09	N/A	IEEW national press release	http://www.bolsamania.com/internacional/noticia.php?origen=feed_prnews.noticias&id=DC5646504082009-1&isin=
Austin Business Journal	8.4.09	Austin area; N/A	IEEW national press release	http://www.bizjournals.com/austin/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Baltimore Business Journal	8.4	Baltimore area; N/A	IEEW national press release	http://www.bizjournals.com/baltimore/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Birmingham Business Journal	8.4	Birmingham, AL area; N/A	IEEW national press release	http://www.bizjournals.com/birmingham/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465

Bizjournals.com	8.4	N/A	IEEW national press release	http://www.bizjournals.com/prnewswire/press_releases/Rwanda/2009/08/04/DC56465
Boston Business Journal	8.4	Boston area; N/A	IEEW national press release	http://www.bizjournals.com/boston/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Buffalo Business First	8.4	Buffalo area; N/A	IEEW national press release	http://www.bizjournals.com/buffalo/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Columbus Business First	8.4	Columbus area; N/A	IEEW national press release	http://www.bizjournals.com/columbus/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Business First	8.4	Louisville area; N/A	IEEW national press release	http://www.bizjournals.com/louisville/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
The Business Journal Serving Greater Milwaukee	8.4	Milwaukee, MI area; N/A	IEEW national press release	http://www.bizjournals.com/milwaukee/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
The Business Journal Phoenix	8.4	Phoenix area; N/A	IEEW national press release	http://www.bizjournals.com/phoenix/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
The Business Journal of the Greater Triad Area	8.4	Triad area; N/A	IEEW national press release	http://www.bizjournals.com/triad/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
The Business Review Serving New York's Capital Region	8.4	Albany area; N/A	IEEW national press release	http://www.bizjournals.com/albany/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Charlotte Business Journal	8.4	Charlotte area; N/A	IEEW national press release	http://www.bizjournals.com/charlotte/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Cincinnati Business Courier	8.4	Cincinnati area; N/A	IEEW national press release	http://www.bizjournals.com/cincinnati/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Dallas Business Journal	8.4	Dallas area	IEEW national press release	http://www.bizjournals.com/dallas/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Dayton Business Journal	8.4	Dayton area; N/A	IEEW national press release	http://www.bizjournals.com/dayton/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Denver Business Journal	8.4	Denver area; n/a	IEEW national press release	http://www.bizjournals.com/denver/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
East Bay Business Times	8.4	East bay area	IEEW national press release	http://www.bizjournals.com/eastbay/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Houston Business Journal	8.4	Houston area; N/A	IEEW national press release	http://www.bizjournals.com/houston/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465

Jacksonville Business Journal	8.4	Jacksonville area; N/A	IEEW national press release	http://www.bizjournals.com/jacksonville/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Kansas City Business Journal	8.4	Kansas City area; N/A	IEEW national press release	http://www.bizjournals.com/kansascity/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Los Angeles Business	8.4	Los Angeles area; N/A	IEEW national press release	http://www.bizjournals.com/losangeles/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Memphis Business Journal	8.4	Memphis area; N/A/	IEEW national press release	http://www.bizjournals.com/memphis/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Minneapolis St. Paul Business Journal	8.4	Minneapolis/St. Paul/N/A/	IEEW national press release	http://www.bizjournals.com/twincities/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Nashville Business Journal	8.4	Nashville area; N/A/	IEEW national press release	http://www.bizjournals.com/nashville/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
New Mexico Business Weekly	8.4	Albuquerque area; N/A	IEEW national press release	http://www.bizjournals.com/albuquerque/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Orlando Business Journal	8.4	Orlando area; N/A	IEEW national press release	http://www.bizjournals.com/orlando/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Pacific Business News	8.4	Pacific area; N/A	IEEW national press release	http://www.bizjournals.com/pacific/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Pittsburgh Business Times	8.4	Pittsburgh area; N/A	IEEW national press release	http://www.bizjournals.com/pittsburgh/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Portland Business Journal	8.4	Portland area; N/A	IEEW national press release	http://www.bizjournals.com/portland/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Puget Sound Business Journal	8.4	Seattle/Puget Sound area	IEEW national press release	http://www.bizjournals.com/seattle/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Sacramento Business Journal	8.4	Sacramento area; N/A	IEEW national press release	http://www.bizjournals.com/sacramento/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
San Antonio Business Journal	8.4	San Antonio area; N/A	IEEW national press release	http://www.bizjournals.com/sanantonio/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
San Francisco Business Times	8.4	San Francisco area; N/A	IEEW national press release	http://www.bizjournals.com/sanfrancisco/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Silicon Valley/San Jose Business Journal	8.4	Silicon Valley/San Jose	IEEW national press release	http://www.bizjournals.com/sanjose/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465

South Florida Business Journal	8.4	South Florida area; N/A	IEEW national press release	http://www.bizjournals.com/southflorida/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
St. Louis Business Journal	8.4	St. Louis area; N/A	IEEW national press release	http://www.bizjournals.com/stlouis/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Tampa Bay Business Journal	8.4	Tampa Bay area; N/A	IEEW national press release	http://www.bizjournals.com/tampabay/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Triangle Business Journal	8.4	Raleigh, NC area; N/A	IEEW national press release	http://www.bizjournals.com/triangle/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Washington Business Journal	8.4	Washington area; N/A	IEEW national press release	http://www.bizjournals.com/washington/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Wichita Business Journal	8.4	Wichita area; N/A	IEEW national press release	http://www.bizjournals.com/wichita/prnewswire/press_releases/national/Rwanda/2009/08/04/DC56465
Hoover's	8.4	N/A	IEEW national press release	http://industries.hoovers.com/industry_news?article=151350
Arizona Republic	8.4	Arizona area; N/A	IEEW national press release	bin/stories.pl?ACCT=AZCALL.story&STORY=/www/story/08-04-2009/0005071573&EDATE=
Inside Collin County Press	8.4	Dallas area; N/A	IEEW national press release	bin/stories.pl?ACCT=TXBIZ.story&STORY=/www/story/08-04-2009/0005071573&EDATE=Aug+4,+2009
State House News Service	8.4	N/A	IEEW national press release	bin/stories.pl?ACCT=SHNSFOR.story&STORY=/www/story/08-04-2009/0005071573&EDATE=TUE+Aug+04+2009,+11:02+AM
Entrepreneur.com	8.4	N/A	IEEW national press release	http://www.entrepreneur.com/PRNewswire/release/187812.html
AlphaTrade Finance	8.4	N/A	IEEW national press release	http://finance.alphatrade.com/story/2009-08-04/PRN/200908041102PR_NEWS_USPR____DC56465.html
Human Rights Today	8.4	N/A	IEEW national press release	http://humanrights.einnews.com/article.php?nid=38130
U.S. Politics Today	8.4	N/A	IEEW national press release	http://uspolitics.einnews.com/article.php?nid=720681
Sys-Con Media	8.4	N/A	IEEW national press release	http://www.sys-con.com/node/1059345
Interest! Alert	8.4	N/A	IEEW national press release	http://interestalert.com/story/08040008aaa00de1.prn/siteia/WOMPOLIT/women_in

PRINT COVERAGE				
PUBLICATION NAME	DATE	CITY	ABOUT	LINK
New York Times (PIECE IS IN THE	TBD	New York; National	TBD	TBD
Boston Herald (PIECE IS IN THE P	TBD	Boston area; National	TBD	TBD
Enterprising Women	November is	North Carolina; national	PtB & NC Mentorship	Not yet published
Journal Record	Summer issue		75% page advertisement	Link N/A
Enterprising Women	Summer issu	N/A	PtB program; seeking mentors	http://online.enterprisingwomen.com/DigitalAnywhere/(S(pktosm23g05rmc55zmngtn55))/viewer.aspx?id=8&pageId=1
Carolina Woman	September is	North Carolina	North Carolina mentorship	Link N/A
Edmond Outlook	August issue	Edmond area; Oklahoma Ci	PtB program; Edmond mentorship	http://www.edmondoutlook.com/edmond_ok/640/in_the_business_of_peace/
New Jersey Business Journal	9.21.09	New Jersey	New Jersey mentorship	Not yet published
LA Business Journal	9.6.09	LA area	Column on CA mentorship	Link N/A -- hard copy of story is available in full media book
Stillwater Newspress	9.6.09	Stillwater	OSU Mentors/Student	http://www.stwnewspress.com/archivesearch/local_story_248204159.html
Focus Daily News	8.4.09	Dallas area	AP Story on Mentorship	http://focusdailynews.com/default.asp?sourceid=&smenu=1&twindow=&mad=&sdetail=1663&wpage=1&skeyword=&sidate=&ccat=&cca
The Oklahoman	8.30.09	Oklahoma City	OKC Mentorship	http://newsok.com/mentoring-program-unites-countries-business-owners/article/3394164
Ashville Citizen Times	8.30.09	Asheville, NC	NC Mentorship	http://www.citizen-times.com/apps/pbcs.dll/article?AID=/20090830/BUSINESS/9083003
India West	8.28.09	Southern California	California Mentor/Student	Link N/A -- hard copy of story is available in full media book
Mercury News	8.27.09	San Jose, CA	Story about CA mentorship	http://www.mercurynews.com/ci_13216344?IADID=Search-www.mercurynews.com-www.mercurynews.com
Ellis County Press	8.27.09	Dallas area	Graduation ceremony; program r	http://www.elliscountypress.com/news/132/ARTICLE/4483/2009-08-27.html
Washington Examiner	8.26.09	Washington, DC	AP story on mentorship	http://www.washingtonexaminer.com/economy/ap/55012427.html
The Journal Record	8.26.09	Oklahoma City	OKC Mentorship	http://www.journalrecord.com/article.cfm?recid=101893
Star Telegram	8.26.09	Dallas	AP story on mentorship	http://www.star-telegram.com/dallas_news/story/1561447.html
The Cary News	8.26.09	North Carolina	North Carolina mentorship	http://www.carynews.com/enterprise/business_briefs/story/13309.html

Dallas Morning News	8.25.09	Dallas	Story about Dallas mentorship	http://www.dallasnews.com/sharedcontent/dws/bus/stories/082509dnbusmentor.374a485.html
Dallas Morning News	8.25.09	Dallas	AP story on mentorship	http://www.dallasnews.com/sharedcontent/APStories/stories/D9AA56FO1.html
Dallas Morning News	8.25.09	Dallas	Ap story on Laura Bush at gradua	http://www.dallasnews.com/sharedcontent/APStories/stories/D9A9PKC04.html
Houston Chronicle	8.25.09	Houston	AP story on mentorship	http://www.chron.com/disp/story.mpl/ap/tx/6586986.html
Dallas Morning News	8.16.09	Dallas	Brief on program at Northwood	http://www.dallasnews.com/sharedcontent/dws/dn/education/stories/DN-cenednotes_16cen.ART.Central.Edition1.4bbfebcb.html
Dallas Morning News	8.16.09	Dallas	Calendar event for Summit	http://www.dallasnews.com/sharedcontent/dws/news/localnews/calendar/stories/DN-
Houston Chronicle	8.15.09	Houston	Q&A piece on Houston mentor &	http://www.chron.com/CDA/archives/archive.mpl?id=2009_4778194
Ellis County Press	8.13.09	Dallas area	Program coming to Dallas; Northv	Link N/A -- hard copy of story is available in full media book
The Oklahoman	7.25.09	Oklahoma city	Recap of Video interview	Link N/A -- hard copy of story is available in full media book
Dallas Business Journal	7.24.09	Dallas area	Summit & Soiree event blurb	Link N/A -- hard copy of story is available in full media book
Dallas Business Journal	7.24.09	Dallas area	Calendar event for Summit & Soir	Link N/A -- hard copy of story is available in full media book
The Oklahoman	7.21.09	Oklahoma City; OK	Video interview about PtB/Afgha	http://www.newsok.com/multimedia/video/30185836001
Oklahoman	7.14.09	Oklahoma City and surroun	U.S.-Afghan Women's Council Me	Link N/A
Dallas Morning News (Neighbors	7.10.09	Dallas area	PtB coming to NU	http://neighborsgoblog.dallasnews.com/archives/2009/07/cedar-hill-peace-through-busin.html
Journal Record	6.26.09	Oklahoma City and surroun	Terry attending US-Afghan Wome	http://findarticles.com/p/articles/mi_qn4182/is_20090626/ai_n32130435/
Edmond Sun	6.13.09	Oklahoma City and surroun	Coppermark sponsorship brief	http://www.edmondsun.com/business/local_story_163234128.html?keyword=topstory
Oklahoman	6.12.09	Oklahoma City and surroun	Mentors needed brief	http://newsok.com/oklahoma-briefs/article/3377070
Oklahoman	5.7.09	Oklahoma City and surroun	IEEW Names director of media re	http://newsok.com/business-people/article/3375774
Oklahoman	5.31.09	Oklahoma City and surroun	IEEW Names director of media re	http://newsok.com/business-people/article/3373935
Journal Record	5.27.09	Oklahoma City and surroun	IEEW Names director of media re	http://www.dolanmedia.com/view.cfm?recID=489951
WE: Women's Enterprise USA		Dallas area; nationwide	PtB program in Dallas	?
Fairview Republican		Fairview, OK area	Fairview Mentor/Student	Link N/A

TELEVISION COVERAGE					
STATION NAME	AFFILIATE	DATE	CITY	ABOUT	LINK
Oklahoma Horizon	PBS	TBD	International	In-depth story on Stillwater mentorship (Rwandan) & PtB	Link not yet published
Oklahoma Horizon	PBS	9.6.09	International	In-depth story on OKC mentorship (Afghan) & PtB	http://www.okhorizon.com/2009/Show0936/PeaceThroughBusiness.htm
CBS 11	CBS	8.26.09	Dallas area	Ap story on mentorship	http://cbs11tv.com/wireapnewstx/Afghan.and.Rwandan.2.1142904.html
KXXV	ABC	8.25.09	Waco area	AP story on Laura Bush at graduation	http://www.kxxv.com/Global/story.asp?S=10988879&nav=menu509_2
KCEN	NBC	8.25.09	Waco area	AP story on Laura Bush at graduation	http://www.kcendt.com/?p=15689
WFAA	ABC	8.25.09	Dallas area	Interview with students & Terry after graduation	Link not available
KDFW	FOX	8.25.09	Dallas area	Interview with students & Terry after graduation	Link not available
CBS 11	CBS	8.25.09	Dallas area	Interview with students & Terry after graduation	Link not available
KRIS	NBC	8.25.09	Corpus Christi area	AP story on Laura Bush at graduation	http://www.kristv.com/global/story.asp?s=10984542
Fox Strategy Room	Fox	8.24.09	New York City	Live interview on Fox Strategy room online	http://media2.foxnews.com/082409/082409_strat_afghanrhanda_W700.wmv
OETA	PBS	8.21.09	Oklahoma City	OKC Mentorship/PtB	http://www.youtube.com/watch?v=578uVPrpNZs
KOTV	CBS	8.21.09	Tulsa	OKC Mentorship	http://www.newson6.com/Global/category.asp?C=121535&clipId=4064321&autostart=true
KOTV	CBS	8.21.09	Tulsa	Print version of above	http://www.newson6.com/Global/story.asp?S=10972872
KWTV	CBS	8.21.09	Oklahoma City	OKC Mentorship	http://www.news9.com/Global/story.asp?S=10972872
KWTV	CBS	8.21.09	Oklahoma City	Print version of above	http://www.news9.com/Global/category.asp?C=116601&clipId=4064321&autostart=true
WDAF	Fox	8.21.09	Kansas City	Kansas City Mentorship	http://www.fox4kc.com/news/wdaf-afghan-woman-learns-business-82109,0,7603570.story
KFOR	NBC	8.21.09	Oklahoma City	Live interview with OKC Mentor & student	Link not available
KDFW	Fox	8.20.09	Dallas/Ft. Worth	Dallas Mentorship	http://www.ieew.org/press/2009-students-featured-on-local-tv-news
KOIN	CBS	8.20.09	Portland	Portland Mentorship	http://www.ieew.org/press/2009-students-featured-on-local-tv-news
KDFW	Fox	8.18.09	Dallas/Ft. Worth	Short interview with PtB students	Link not available
KFOR	NBC	6.23.09	Oklahoma city area	Live interview about PtB Program	Link not available
Oklahoma Horizon	PBS	6.21.09	International	PtB Program	http://www.okhorizon.com/2009/Show0925/IntvWTerryNeese.htm

		RADIO COVERAGE			
STATION NAME	AFFILIATE	DATE	CITY	ABOUT	LINK
Barbara Weltman Show: Bu	Online radio station	9.14.09	N/A	Peace through Business	http://www.wsradio.com/internet-talk-radio.cfm/shows/Build-Your-Business-Radio.html
KUNM	Public Radio	9.12.09	Albuquerque	Albuquerque Mentorship /	http://kunm.org/listen/archive/
KCBI (90.9)	Private radio station	8.25 & 8.26	Dallas area	Aug. 25 Graduation	Link not available
KOHM	Public Radio	8.25.09	Dallas	AP story on Laura Bush part	http://kohm.org/news/?p=16152
Jim Blasingame: Small Busin	Private, Online, Satellite	8.12.09	N/A	PtB program; live interview	http://www.smallbusinessadvocate.com/small-business-interviews/terry-neese-7164
Women's Radio	Online	8.3-8.12 (featured)	N/A	Afghanistan/Amb. Jawad/P	http://www.womensradio.com/content/templates/?a=3926&z=89
Women's Radio	Online	7.31 - 8.11 (featured)	N/A	Terry & Peace through Busi	http://www.womensradio.com/content/templates/?a=3921&z=60
Women's Radio	Online	7.31 - 8.11 (featured)	N/A	Public Service Announceme	http://www.audioacrobat.com/play/WWGJRHP9
Women's Calendar	online	July - current	N/A	Organization/event overvie	http://www.womenscalendar.org/WCContent/ieew.htm
KTOK	Public Radio	6.30.09	Oklahoma City; surrounding	Terry attending US-Afghan	http://ieew.audioacrobat.com/download/67615031-8f9e-ceb7-e2ace4392c2465db.mp3
Jim Blasingame: Small Busin	Private, Online, Satellite	6.17.09	N/A	PtB program (at top of inter	http://www.smallbusinessadvocate.com/small-business-interviews/terry-neese-7003

ONLINE SPOTLIGHT HIGHLIGHTS

- **Site:** Leader to Leader
- **URL:** <http://www.leadertoleader.org/newsletters/iow/2009/august21.html>
- **Type:** Feature/Spotlight Story



- **Site:** T. Boone Pickens Foundation
- **URL:** <http://tboonepickensfoundation.org/spotlight-sept2009.asp>
- **Type:** Feature/Spotlight Story



T. BOONE PICKENS FOUNDATION

Supporting the exemplary efforts of extraordinary people.

SPOTLIGHT

Pickens Foundation opens doors through collaborative efforts

Each month, the T. Boone Pickens Foundation focuses on grants to organizations that operate in its core giving categories (see "About TBPF"). In March 2008 (see site Archive), the partner spotlight was the Institute for Economic Empowerment of Women, an Oklahoma City-based non-profit organization that seeks to empower women economically, socially, and politically. One of the primary missions of the Foundation is to foster cross-pollination of the agencies it supports, with the belief that good things happen through collaborative efforts. This month, we revisit the IEW's and its Peace Through Business program, and the collaborative support it is getting from associated Dallas organizations.



ONLINE SPOTLIGHT HIGHLIGHTS (CONT.)

- **Site:** WE Magazine
- **URL:** <http://wemagazineforwomen.com/american-businesswomen-spread-peace-through-business/>
<http://wemagazineforwomen.com/peace-through-business/>
- **Type:** Feature/Spotlight Story // Terry Neese: Woman on a Mission (includes video)

WE Magazine *For busy women on the move...*

Peace Through Business is the MISSION of This Woman on a Mission

Submitted by **Heidi Richards** on July 28, 2009 10:01 am

No Comment



American Businesswomen Spread PEACE THROUGH BUSINESS

Submitted by **Heidi Richards** on August 7, 2009 - 4:33 pm

listen now

by Mentoring Afghan and Rwandan Women



- **Site:** Empowher
- **URL:** <http://www.empowher.com/news/herarticle/2009/08/17/frozan-raufi-empowerd-woman-afghanistan>
- **Type:** Blog/Feature on 2009 Afghan student

 **WOMEN'S HEALTH ONLINE**

**Mary Schnack**
WOMEN FROM THIS MEMBER
SEND MESSAGE
2014-10-10

Frozan Raufi: An Empowerd Woman in Afghanistan
August 17, 2009 - 4:48pm
0 comments 93 reads

Find more articles, video and women talking about Mental Health here.

More on this Topic

- I'll Write the Great American Novel.... Right After I Find My Keys
- Mastering the Five Powers for Joy and Peace in Your Life
- Vitamin D Deficiency: Lupus and Other Health Conditions
- Can Womenomics Ease the Stress of Work/Life Balance?
- Conversations Between Your Brain and Your Endocrine System

I had the pleasure of working with the Institute for Economic Empowerment of Women in Dallas, Texas last week in their Peace Through Business program. Peace through Business® trains women entrepreneurs in war torn countries in basic business practices, then goes a step further by providing mentorship with American women business owners.

These courageous women spend three weeks in class learning business basics through an entrepreneurial university. They then take that information and transfer it into real life through mentorship.

After training in their respective countries, 14 women from Afghanistan and 15 women from Rwanda attended a 10-day training session at Northwood University in Cedar Hill, Texas. Tomorrow they leave Texas to go to places throughout the country to be matched with a mentor, a woman business owner who has a similar business.

ONLINE SPOTLIGHT HIGHLIGHTS (CONT.)

- **Site:** Think Beta
- **URL:** <http://thinkbeta.com/blog/2009/08/29/peace-through-business/>
- **Type:** Blog post featuring IEEW video; students of Purdue University; sparked a lot of interesting and positive comments



ONLINE PRESS RELEASE HIGHLIGHTS

- **Site:** Reuters
- **URL:** <http://www.reuters.com/article/pressRelease/idUS164556+04-Aug-2009+PRN20090804>
- **Type:** National Press Release about 2009 program (Hard copy is attached)



- **Site:** Fox Business
- **URL:** <http://www.foxbusiness.com/story/american-businesswomen-spread-peace-business/>
- **Type:** National Press Release about 2009 program (Hard copy is *not* attached – same article as above)



- **Site:** Breitbart
- **URL:** http://www.breitbart.com/article.php?id=prnw.20090804.DC56465&show_article=1&catnum=3
- **Type:** National Press Release about 2009 program (Hard copy is *not* attached – same article as above)



ONLINE PRESS RELEASE HIGHLIGHTS (CONT.)

- **Site:** Entrepreneur.com
- **URL:** <http://www.entrepreneur.com/PRNewswire/release/187812.html>
- **Type:** National Press Release about 2009 program. Features links in article. (Hard copy is *not* attached – same article as above)



ONLINE ASSOCIATED PRESS STORY HIGHLIGHTS

- **Site:** Forbes
- **URL:** http://www.forbes.com/feeds/ap/2009/08/26/business-financial-impact-us-international-women-entrepreneurs-texas_6816983.html
- **Type:** Associated Press story on Dallas mentorship (Hard copy is *not* attached; see print section)



- **Site:** MSN Money
- **URL:** <http://news.moneycentral.msn.com/provider/providerarticle.aspx?feed=AP&date=20090826&id=10325206>
- **Type:** Associated Press story on Dallas mentorship (Hard copy is *not* attached; see print section)



- **Site:** Washington Examiner
- **URL:** <http://www.washingtonexaminer.com/economy/ap/55012427.html>
- **Type:** Associated Press story on Dallas mentorship (Hard copy is *not* attached; see print section)

washingtonexaminer.com



PRINT HIGHLIGHTS

- **Publishing Company:** Dallas Morning News
 - **Date:** Aug. 25, 2009
 - **URL:** <http://www.dallasnews.com/sharedcontent/dws/bus/stories/082509dnbusmentor.374a485.html>
 - **Type:** In-depth piece on Dallas student/mentor match (Afghan) and program; reporter shadowed student & mentor, attended part of Summit. Featured on majority of front page of business section with color photos; jumped to fill 75% of inside page with large black and white photos. *NOTE: This article was the first thing Mrs. Laura Bush pointed out during her roundtable with our students on graduation day.*
-
- **Publishing Company:** Houston Chronicle
 - **Date:** Aug. 15, 2009
 - **URL:** http://www.chron.com/CDA/archives/archive.mpl?id=2009_4778194
 - **Type:** Q&A with Houston mentor, June Ressler. Teased on front page of business section. Piece takes up about 75% of back page of section – featured color photo.
-
- **Publishing Company:** The Journal Record (Oklahoma's leading business news source)
 - **Date:** Aug. 26, 2009
 - **URL:** <http://www.journalrecord.com/article.cfm?recid=101893>
 - **Type:** In-depth piece on Oklahoma student/mentor match (Rwandan); reporter and photographer shadowed student & mentor for entire five days. Featured 80% on front page of the paper; opens to centerfold color photo essay and continued article.
-
- **Publishing Company:** The Oklahoman
 - **Date:** Aug. 30, 2009
 - **URL:** <http://newsok.com/mentoring-program-unites-countries-business-owners/article/3394164>
 - **Type:** Article on Oklahoma student/mentor match (Rwandan). Featured photo.
-
- **Publishing Company:** Associated Press
 - **Date:** Aug. 25, 2009
 - **URL:** http://www.star-telegram.com/dallas_news/story/1561447.html
 - **Type:** In-depth story on another Dallas student/mentor match (Rwandan); reporter shadowed match. Has been picked up by major news outlets all across the nation. This particular link leads to the pick-up by the Star Telegram.
-
- **Publishing Company:** Edmond Outlook
 - **Date:** August Issue
 - **URL:** http://www.edmondoutlook.com/edmond_ok/640/in_the_business_of_peace/
 - **Type:** Program overview article, previewing Afghan student who mentored with Edmond resident. Features color photo.
-
- **Publishing Company:** Mercury News (San Jose, CA)
 - **Date:** Aug. 27, 2009
 - **URL:** http://www.mercurynews.com/ci_13216344?IADID=Search-www.mercurynews.com-www.mercurynews.com
 - **Type:** In-depth article on California mentor/student match (Rwandan.) Featured on majority of front page of business section with large color photo.

PRINT HIGHLIGHTS (CONT.)

- **Publishing Company:** Citizen-Times (Asheville, NC)
- **Date:** Aug. 30, 2009
- **URL:** <http://www.citizen-times.com/apps/pbcs.dll/article?AID=/20090830/BUSINESS/908300302/1003/ARCHIVES>
- **Type:** In-depth article on North Carolina mentor/student match (Rwandan.) Features color photos.

TV HIGHLIGHTS

- **Station:** KDFW (Fox Affiliate, Dallas)
 - **Date:** Aug. 20, 2009
 - **URL:** <http://www.ieew.org/press/2009-students-featured-on-local-tv-news>
 - **Type:** Package on Dallas student/mentor match (Afghan).
-
- **Station:** KOIN (CBS Affiliate, Portland)
 - **Date:** Aug. 20, 2009
 - **URL:** <http://www.ieew.org/press/2009-students-featured-on-local-tv-news>
 - **Type:** Package on Portland student/mentor match (Afghan).
-
- **Station:** OETA (PBS Affiliate, Oklahoma – show name is “Oklahoma Horizon”)
 - **Date:** Sept. 6, 2009
 - **URL:** <http://www.okhorizon.com/2009/Show0936/PeaceThroughBusiness.htm>
 - **Type:** In-depth package on Oklahoma City student/mentor match (Afghan). *NOTE: Second package featuring Stillwater student/mentor match (Rwandan) is in production. Air date unknown at time of this report.*
-
- **Station:** KWTU & KOTV (CBS Affiliate, Oklahoma City & Tulsa)
 - **Date:** Aug. 21, 2009
 - **URL:** <http://www.news9.com/Global/category.asp?C=116601&clipId=4064321&autostart=true>
<http://www.news9.com/Global/story.asp?S=10972872>
<http://www.newson6.com/Global/category.asp?C=121535&clipId=4064321&autostart=true>
<http://www.newson6.com/Global/story.asp?S=10972872>
 - **Type:** Package on Oklahoma City student/mentor match (Afghan). Aired in both Oklahoma City & Tulsa. Both sites feature accompanying print version of the story.
-
- **Station:** Fox News Network (National)
 - **Date:** Aug. 24, 2009
 - **URL:** http://media2.foxnews.com/082409/082409_strat_afghanrhwanda_W700.wmv
 - **Type:** Live interview with Afghan and Rwandan student on Fox Strategy Room’s Web site.
-
- **Station:** OETA (PBS Affiliate, Oklahoma – show name is “Oklahoma Horizon”)
 - **Date:** June 21, 2009
 - **URL:** <http://www.okhorizon.com/2009/Show0925/IntvWTerryNeese.htm>
 - **Type:** Interview with Terry Neese about upcoming 2009 PEACE THROUGH BUSINESS program.

TV HIGHLIGHTS (CONT.)

- **Station:** WDAF (Fox Affiliate, Kansas City)
- **Date:** Aug. 21, 2009
- **URL:** <http://www.fox4kc.com/news/wdaf-afghan-woman-learns-business-82109,0,7603570.story>
- **Type:** Package on Kansas City student/mentor match. *NOTE: Student's face was not shown at the last-minute request of the student.*

- **Station:** OETA (PBS Affiliate, Oklahoma – show name is “Oklahoma News Report”)
- **Date:** Aug. 21, 2009
- **URL:** <http://www.youtube.com/watch?v=578uVPrpNZs>
- **Type:** Package on Oklahoma City students; featured interviews with both Afghan and Rwandan students.

RADIO HIGHLIGHTS

- **Station:** KTOK (Public radio, Oklahoma)
- **Date:** Aug. 23, 2009
- **URL:** *Copy and paste these links into your browser in order to download audio.*
(Part 1) <http://ieew.audioacrobat.com/download/05a056b4-e7e4-2b27-810b-e67133da68f3.mp3>
(Part 2) <http://ieew.audioacrobat.com/download/fcf6b076-18d1-e0ce-3df3-34ad18c872e7.mp3>
- **Type:** Interview in-studio with Oklahoma City mentor/student match. Great promotion of the Institute, its Web site and the PEACE THROUGH BUSINESS program.

- **Station:** Small Business Advocate with Jim Blasingame (Private stations throughout United States, satellite radio and online broadcasting)
- **Date:** Aug. 12, 2009
- **URL:** <http://www.smallbusinessadvocate.com/small-business-interviews/terry-neese-7164>
- **Type:** Live interview with Terry Neese about PEACE THROUGH BUSINESS.

- **Station:** Women's Radio (Online broadcasting)
- **Date:** July 31 – Aug. 11, 2009 (Prominently featured on site's home page)
- **URL:** <http://www.womensradio.com/content/templates/?a=3921&z=60>
<http://www.womenscalendar.org/WCContent/ieew.htm>
- **Type:** Interview with Terry Neese about PEACE THROUGH BUSINESS, along with accompanying print article. *Second link:* Organizational feature and overview

- **Station:** Women's Radio (Online broadcasting)
- **Date:** Aug. 3 – 12, 2009 (Prominently featured on site's home page)
- **URL:** <http://www.womensradio.com/content/templates/?a=3926&z=89>
- **Type:** Interview with Afghanistan's Ambassador to the U.S. Said Jawad about the PEACE THROUGH BUSINESS program, the embassy's involvement and the situation on the ground in Afghanistan.



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American Businesswomen Spread 'Peace Through Business'

Tue Aug 4, 2009 11:02am EDT

Notable female influentials Laura Bush, Eleanor Clift, Rep. Kay Granger (R-TX) and Pilar Sanders to address women during stay

DALLAS, Aug. 4 /PRNewswire-USNewswire/ -- U.S. female entrepreneurs are banding together with Afghan and Rwandan women to look past the shadows of the current global recession and shine some light on the business world.

Thirty female business owners from Afghanistan and Rwanda will undergo business training and mentorship this month through the PEACE THROUGH BUSINESS program, founded by Terry Neese and her non-profit, the Institute for Economic Empowerment of Women.

Afghan student Khalida Dunya, 34, hopes her U.S. training will empower her to not only grow her ball manufacturing business -- but also to have a stronger voice.

"I want to provide facilities to the Afghan women, because they need a lot of encouragement and education," Dunya said. "A lot of women get married away at 10 or 12 years old due to poverty, even though the legal age of marriage is 16. I feel that with the help of my business, I can one day educate these women about their rights and help fix some problems that have long affected our country."

Though their businesses may not all be alike, these Afghan and Rwandan women share a common goal: to help rebuild their countries. Rwandan bookstore owner Lydie Hakizimana, 29, is no exception.

"There are still many problems in Rwanda, but I now see them as opportunities where entrepreneurs like me can thrive and rebuild the country," Hakizimana said.

PEACE THROUGH BUSINESS has three U.S. components: Leadership Development, an International Women's Economic Summit and Mentorship. The Summit, hosted in Dallas, Texas, at Northwood University, features more than 50 speakers, including AT&T and Wal-Mart female executives, Afghan and Rwandan government officials, Karen Hughes, Eleanor Clift and Pilar Sanders.

The graduation ceremony will feature Mrs. Laura Bush as the keynote speaker. Mrs. Bush is a leading advocate for literacy and has championed the power of education to advance opportunity for women worldwide. As First Lady, she traveled to both Afghanistan and Rwanda.

Neese, a member of the U.S.-Afghan Women's Council, says the program's mentorship component is key.

"Despite today's economic conditions, women business owners across America are volunteering five full days to mentor women in countries where females are suppressed economically, socially and politically," she said.

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FEMALE ENTREPRENEURS

Peace of advice



Photos by TOM FOX/Staff Photographer

Shahrbano Rezai (left) asks her U.S. mentor, Kim Peacock of GNS Foods in Arlington, about practical details on the nut and snack food business. Rezai, who sells almonds in Afghanistan, is part of the Peace Through Business program.

Matched to U.S. mentors, Afghan and Rwandan women hope lessons in business help repair their scarred nations



Honey-roasted peanuts fill a hopper at GNS, where Peacock is president. The company imports, makes and distributes nuts and snacks.

By **SHERYL JEAN**

Staff Writer
sjean@dallasnews.com

Sweet smells envelop Kim Peacock and Shahrbano Rezai as they walk by big bowls of batter for divinity candy and machines bagging honey-roasted peanuts.

Rezai is familiar with the products but not the packaging.

"Which one is more economical?" she asks, holding a round plastic container and pointing to the bags.

"The plastic bags are the fastest and cheapest to fill," Peacock says.

Such information could help Rezai grow her almond-selling business 7,700 miles away.

She is from Afghanistan and wants to learn all she can from Peacock, who owns GNS Foods Inc., a nut-roasting and candy-making company in Arlington. At Rezai's business, the packaging is done by hand.

Rezai is one of 29 women entrepreneurs from Afghanistan and Rwanda who are visiting the United States as part of the 3-year-old Peace Through Business program sponsored by the Institute

Program aims for peace

Continued from Page 1D

for Economic Empowerment of Women. Six of the women, including Rezai, recently shadowed Dallas-Fort Worth women who own or operate similar businesses.

Their training began this spring with eight weeks of mini-MBA classes in their home countries. They arrived here three weeks ago for leadership development, mentoring and the first International Women's Economic Summit, at Northwood University in Cedar Hill. The 29 women graduate today in a ceremony at the Women's Museum in Fair Park.

Hope

The theory is that they will gain skills and make contacts to help sustain their businesses, create jobs and provide an option to poverty and violence in their countries. They already have leadership skills, but they need help creating business plans, innovating and understanding financials, said Terry Neese, chief executive of the Institute for Economic Empowerment of Women, based in Oklahoma City.

"These women have great determination to rebuild their community and their country," Neese said. "I be-



As honey-roasted peanuts roll through hoppers (above) on their way to packaging, Kim Peacock explains to Shahrbanoo Rezai how the machinery works. Rezai was one of six women from Afghanistan and Rwanda who came to the Dallas area to shadow business mentors.

lieve we're providing the education and mentoring to last a lifetime."

The women are part of a surge in female entrepreneurialism that's helping to revive countries such as Afghanistan and Rwanda after years of war and poverty.

"Remember, prior to [the Soviet invasion in] 1979, most professionals in Afghanistan were women," said Qasim Tarin, co-founder of the Afghan Business Network, a year-old group based in Livermore, Calif., that has helped two dozen Afghans to start businesses. "Under the Taliban regime, those rights have been taken away."

In the World Bank's 2009 report on the ease of doing business in 181 countries, Rwanda ranked 139th. Afghanistan was No. 162.

Problems such as unreliable power, unpaved streets and spotty Internet service still hamper business in those countries.

Reality

Rezai, 24, lives in the poor Daikundi province in central Afghanistan. She was born in Iran, where most of her fami-

ly remains, and moved to Afghanistan in 2005.

Rezai buys almonds from local farmers and sells them at market. She said her five-employee business, Tak Bannoo Co., posted about \$5,000 in revenue in its first year.

Peacock's 19-year-old company sells more than 4 million pounds of nuts, candy and snacks to retailers, airlines and other businesses. GNS Foods has 35 employees and annual sales of \$7.5 million.

Peacock, 50, jumped at the chance to share her business acumen with someone from Afghanistan. "I'm learning a lot about Afghanistan," she said. "It's been fascinating."

Rezai, who took notes in a black book, isn't sure how much of what she's learned will translate back home. She said she faces obstacles such as violence, corruption and poor roads.

"It's so different here," said Rezai. "When I go to the Kabul market, all of the people are men. When they see a woman walking around, they don't see the good things a woman is doing. It's difficult

to be accepted among the men."

Still, she said, "I learned a lot from Kim. She's a very strong leader. I learned how to treat employees and to motivate them for good work."

The future

The Institute for Economic Empowerment of Women requires the women to communicate with their mentors for at least a year, help other women at home and report quarterly revenue and employment.

Upon returning to Afghanistan, Rezai plans to form Afghan Peace Through Business with other women to build a support network. She didn't vote last week in Afghanistan's presidential election, but she hopes her country can provide more security, infrastructure and support of women.

Peacock hopes she helped Rezai.

"It's hard to predict what impact you'll have on someone," she said. "I'm better off focusing on the here and now, and imparting as much information as I can."

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Q&A

Finding a way to reach out

June Ressler, the CEO of a local consulting company, will be teaching a 23-year-old Afghani businesswoman about succeeding as an entrepreneur. **STORY ON PAGE D4**



Q & A



COURTESY OF JUNE RESSLER

PEACE THROUGH BUSINESS: Starting this week, June Ressler will host a young Afghan businesswoman as part of a business training program to support female entrepreneurs.

Spreading opportunity for women in business

BUSINESS

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Entrepreneur from Afghanistan to get training

By JENNIFER LATSON
HOUSTON CHRONICLE

These may be tough times for American entrepreneurs, but some local business leaders are still finding ways to help their less fortunate counterparts in countries where the obstacles are perennial. June Ressler is the CEO of Cenergy, a Houston staffing and logistics consulting company that serves the oil and gas industry. Starting this week, Ressler will host a young Afghan businesswoman, Asma Ataie, as part of a business training program called Peace Through Business, which aims to educate and support female entrepreneurs in Afghanistan and Rwanda. Ataie, 23, is the youngest of the program's 30 participants this year, and the owner of a small Afghan business development firm. Ressler spoke about the program, what she hopes to teach Ataie, and what she hopes to gain from mentoring. Excerpts follow.

Q: Tell me about the Peace Through Business program, and what appeals to you about it.

A: I think that it is very important to help people whenever you can. The Peace Through Business program allows women to help each

other but goes beyond that — it allows women who don't have much opportunity at all receive help from those of us who have a lot of opportunity.

Q: What kind of work will Asma Ataie do with your company, and what kind of skills will she learn?

A: Asma and I have been communicating back and forth. She has asked to receive help from our financial team on business planning and budgeting, from our IT group on certain software information and lessons, and from our sales team on marketing.

Q: How will those skills bolster her work in Afghanistan, and what long-term goals do you think they will help her achieve?

A: Our hope is that she returns with a lot more knowledge than she arrived with, and as we forge our relationship, the learning will not stop. She will have the ability to communicate with any one of us at Cenergy for help anytime.

Q: What do you hope to gain from working with Asma?

A: My gain is to help her, first and foremost. I will also gain by enriching the lives of my staff and family with an understanding of her life, which is so amazingly different than what we

experience here in the U.S.

Q: Have you ever been to Afghanistan? What do you think is the toughest obstacle women in business face there?

A: I have never traveled to Afghanistan. The most amazing obstacle that women there must face is that they were not allowed to attend any school until just recently. This would be a barrier to do anything, not just starting a company. I am truly amazed that Asma has the ability to use a computer with tremendous knowledge already of many software programs. I can't wait to better understand how she was able to learn so much in such a small period of time.

Q: What other steps do you think are necessary to promote women entrepreneurs in Afghanistan?

A: I need to better understand the current climate there by understanding Asma's life before I can make any assessment on how to better support women entrepreneurs. I am sure that the Peace Through Business program is willing to do what it takes to really promote these women as much as possible. This is a very exciting and wonderful opportunity for everyone involved.

jennifer.latson@chron.com

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Peace through business

BY HEATHER CALIENDO
THE JOURNAL RECORD

OKLAHOMA CITY — On a simple bridge in a quiet backyard, a Rwandan and an Oklahoman take a moment to reflect on their journey.

"We have a great relationship," said Angie Hendricks, president and chief executive of Bentley Hedges Travel Services in Oklahoma City. "But I think it takes a lot of trust with each other, and that trust will allow us to go forward."

Angie Hendricks and Nadia Keza are two women who live worlds apart but were brought together on the principle that business can create peace.

The Oklahoma City-based Institute for Economic Empowerment of Women touts the idea that women are the key to development through emerging economies.

The institute's Peace through Business program is designed to provide long-term business education to women entrepreneurs in Rwanda and Afghanistan.

This year, 50 women selected from both countries are participating in the program.

One component of the training is for the women to be matched with American mentors with similar careers as their own.

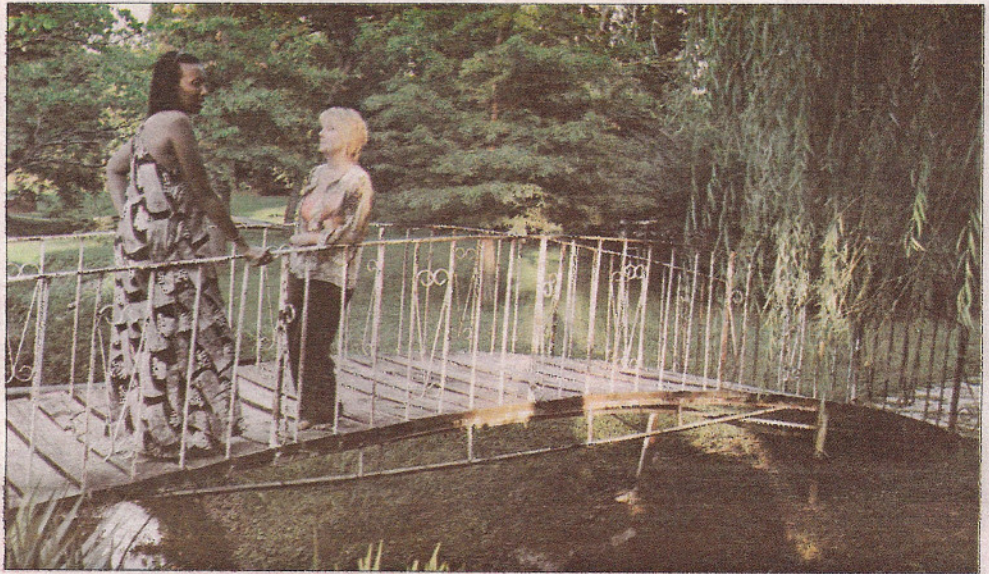


PHOTO BY MAIKE SABOLICH

Last year, Hendricks mentored a travel

OUGH BUSINESS



Nadia Keza and Angie Hendricks discuss details of a partnership between their two travel agencies by allowing Keza to book certain travel packages available only in the United States through Hendricks' company.

Keza was finding out how to market herself and the business.

Unlike American culture, she said Rwanda women do not talk about themselves. She was surprised to see Hendricks had awards hanging on the wall because in Rwanda that simply doesn't exist.

She said she has acquired several tips in marketing and networking in order to gain more business.

"Marketing - oh my goodness, that is a big one," Keza said. "I will go back and teach about how you talk about oneself and the importance

When the two women said their goodbyes, it was bittersweet but neither woman cried. The two said they know they will keep in touch and continue to expand their business through partnerships.

"To be a mentor, the awards far outweigh any downside, which there really isn't any at all," Hendricks said. "But to give yourself, it's just so rewarding. It really is rewarding. Plus you make new friends."

"That is true"



Nadia Keza pays respect to the American flag during a Rotary club meeting Friday.

PHOTOS BY MAIKE SABOLICH



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"Marketing - oh my goodness, that is a big one," Keza said. "I will go back and teach about how you talk about oneself and the importance of networking."

During Keza's visit she attended a Rotary club meeting, saw Bricktown and took time to devour an ice cream cone.

Keza said she took her profound memories and an increased knowledge base for business back to Rwanda. Before she left, Hendricks found a quote that she felt suited Keza.

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Nadia Keza pays respect to the American flag during a Rotary club meeting Friday.

PHOTOS BY MAIKE SABOLICH

Angie Hendricks and Nadia Keza say goodbye before Keza leaves for Dallas Sunday evening.



THE JOURNAL RECORD

General News

Peace through business

August 26, 2009

OKLAHOMA CITY – On a simple bridge in a quiet backyard, a Rwandan and an Oklahoman take a moment to reflect on their journey.

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The institute’s Peace through Business program is designed to provide long-term business education to women entrepreneurs in Rwanda and Afghanistan.

This year, 30 women selected from both countries are participating in the program.

One component of the training is for the women to be matched with American mentors with similar careers as their own.

Last year, Hendricks mentored a travel agent from Rwanda. When she found out this year’s class had another woman in the travel industry, she jumped at the chance to mentor again.

“I just wanted to have that experience again,” she said. “It has been wonderful, if not even better (than last year).”

Before Hendricks and Keza crossed paths and started on a road of a business partnership, they were running travel agencies in their respective countries.

Keza said she felt her trip to America would help improve her leadership skills.

“I felt it was very good for me to come and see how other travel agents are working in the United States,” she said. “I knew I would learn finance and the practical side.”

Through Peace through Business, the visiting women have a schedule to follow, but it’s up to the mentors to take them to work and entertain them at night.

Prior to Keza’s visit to America, she and Hendricks talked through e-mail, establishing the beginnings of their relationship. Still, before the two women met, Hendricks said, she wasn’t sure what to expect.

“Well, I heard she was really nice and knew she had to be a good sport to do this,” she said.

When the women finally met, they immediately felt comfortable.

“She gave me a big hug,” Keza said. “It was like we already knew each other.”

“We had each other at hello,” Hendricks said as the friends laughed.

For the women, laughter proved to serve as the universal language. Laughter helped bridge differences in age, culture and business methods.

“To be with my husband and I, you have to laugh and roll with the punches,” Hendricks said. “We’ve had a blast.”

Keza worked Hendricks’ 8:30 a.m. to 5:30 p.m. schedule, and Hendricks took Keza on appointments, as well as had her work with different members of her agency.

One common ground the women found they had was customer service. Hendricks said she could tell by Keza’s gentle nature that she treats clients with respect.

“When it comes to customer service, that sets both of us apart from others,” she said. “It gets in your blood to be of service.”

Keza said customer service is not well-known here in country. She said she constantly is trying to educate her employees on the importance of good customer service.

“We’re selling a service,” she said. “We must work hard for that.”

A difference between their operations is Hendricks’ company offers an array of travel services, while Keza’s focuses on air tickets and short trips to the southern Africa area.

Not many travel agents book trips outside of those areas, Keza said.

After seeing how their professional and personal relationship clicked, Hendricks said she and Keza decided to form a business partnership.

Keza is going to work with Hendricks on offering vendor vacation packages to Europe through the vendor that Hendricks’ company utilizes.

“She can sell into that program as an independent agent of ours,” Hendricks said. “With technology, she can be like a branch of our office and us be of hers. We have the ability to do things like that and do business together.”

“There is no time zone difference, because we both work 24 hours a day,” Hendricks said as she and Keza laughed.

“Now I have a contact and friend where we can continue to work together,” she said. “I can now offer so many more choices to my clients that the competition doesn’t have.”

Another profound learning experience for Keza was finding out how to market herself and the business.

Unlike American culture, she said Rwanda women do not talk about themselves. She was surprised to see

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Mentoring program unites countries' business owners

Debbie Blossom, Business Writer
Published: August 20, 2009

Rwandan [Nadia Kamwenubusa](#) traveled for a day and half from her homeland to reach the [United States](#) and the chance to glean some business smarts from her American counterparts.



And for five days, the 33-year-old travel agency owner will shadow an [Oklahoma City](#) businesswoman to learn more about the industry.

Kamwenubusa will spend work days and personal time with [Angie Hendricks](#), the president and chief executive officer of [Bentley Hedges](#) Travel.

Both women are participating in this year's Peace Through Business program that pairs businesswomen from [Rwanda](#) and [Afghanistan](#) with women business owners who serve as professional and personal mentors.

The program is coordinated by the [Institute for Economic Empowerment](#) for Women, an Oklahoma City-based nonprofit founded by local entrepreneur Terry Neese.

Hendricks mentored two visitors last year, and this year "I didn't even think about it, especially with someone who is a travel agent," she said of the opportunity to share her expertise.

Hendricks will introduce Kamwenubusa to other agents who specialize in planning destination weddings and overseas travel, and will include her in a teleconference with a sales rep from [American Airlines](#).

Kamwenubusa started her travel business in 2005, but didn't know how to handle its sudden growth. She has added staff, and learned to delegate, she said, but hopes to learn even more about growing her agency.

"That's why this program is so interesting to me," she said.

Neese said 29 women are in the program this year, and their mentorships take them all across the country. They make a major commitment to learn, leaving their country, businesses and family for weeks.

"They are like sponges; they soak up every word," she said. "The main component of Peace Through Business is for them to pay it forward when they go home."

Business program helps Afghan, Rwandan women

Posted Wednesday, Aug. 26, 2009  [Comments](#) (0) [Print](#)  [Share](#) [Buzz up!](#) [Reprints](#)

By ANABELLE GARAY

The Associated Press

CEDAR HILL — Joan Twagira so loves the thought of readers passionately discussing the latest novel they've devoured that she's decided to start a club at her bookstore in Kigali, Rwanda, with the hope of drawing in more customers.

As she turns the pages of her black leather notebook, Twagira reads off some of the other ideas she got from a women's leadership program at Northwood University's suburban Dallas campus: Spend a day reading to children. Donate books to kids. Set up booths at community events to advertise her business.

"I love a challenge and I like to improve myself," Twagira said in explaining why she decided to join the Peace Through Business program.

The venture is sort of a mini-MBA program that brings Rwandan and Afghan entrepreneurs to the United States during the summer.

Twagira and the other participants received hands-on experience this month with American mentors on everything from installing accounting software to creating a Web site and managing employees.

The program's 30 women graduated Tuesday, and the ceremony was filled with smiles and tears. Former first lady Laura Bush told the women she was impressed by their resilience.

"Your entrepreneurial spirit . . . can further the stability and economic growth of your country," Bush said. "This is your chance."

Selection process

As part of the privately funded program, the women study business basics in their native countries for eight weeks and are required to devise a business plan.

Based on their attendance, scores and the viability of their business, 15 women from each country are selected for two weeks of leadership training and mentoring in the U.S. The program

also pairs each participant to live with a female American entrepreneur who has a similar business.

In this year's program, the Rwandan and Afghan women had businesses that included clothing boutiques, coffee plantations, furniture making and an ice cream shop.

Peace Through Business began in 2006, when the State Department requested that the Oklahoma City-based Institute for Economic Empowerment of Women create the training for Afghan women. The program expanded in 2008 to include female business owners from Rwanda, which had one of the fastest-growing economies in East Africa last year.

"If we can teach women from Afghanistan and from any war-torn country, if we educate her, she would educate her family and once you do that, you would educate her community," institute and program founder Terry Neese said.

Doing business amid turmoil

The adversity of starting a business amid turmoil is something women from both countries understand. Twagira opened her bookstore nine years ago, as Rwanda was striving to recover from the 1994 genocide, in which more than half a million people were slaughtered. Her business has grown to two shops.

Fellow participant Razia Arefi is from Afghanistan and, like many, had to flee her country years ago when it was under Taliban rule.

The Taliban banned women from, among other things, getting an education.

After the U.S.-led invasion ousted the Taliban government in 2001, Afghan women made advances, but they have recently become targets again as the Taliban have re-emerged.

Arefi has returned to Afghanistan, which has grown increasingly violent.

Each morning when she leaves her house to go to work, she worries about her safety and whether she'll return see her family that evening.

"Will I get back to home and see my children?" the 29-year-old mother of two said she asks herself.

Despite the challenges waiting back home and the cultural differences, the participants and mentors say their time together made them realize that they all face a similar balancing act: raising children, having a personal life, owning a business and encouraging independence in other women.

"We have sisters over there," said Arefi's mentor, Sharon Evans, president of CFj Manufacturing, a Fort Worth company that makes uniforms, jewelry, embroidered linens and other items. "They have the same goals, drives that we have."

The Rwandan and Afghan women are already making plans on how to help other women back home.

So far they include forming business associations, employing more women and being more involved in politics.

"Everybody is fired up," Twagira said.



AP/DONNA MCWILLIAM

Razia Arefi of Afghanistan hopes to start a business selling craft art and school uniforms in her country.

AP/Donna McWilliam

edmond OUTLOOK



IN THE BUSINESS OF PEACE

by: Rachel Jones

Tens of thousands of American soldiers currently watch over Afghanistan. Their mission: restore stability to a broken country. Freedom and democracy don't flourish in unstable countries. Dr. Terry Neese of the Institute for Economic Empowerment of Women shares that mission. But she pursues it in a different fashion. Her organization hopes to bring stability to Afghanistan's economy by tutoring, teaching and supporting female business owners in Afghanistan and other war-torn countries.

"I really believe this is an extension of what our soldiers are doing in Afghanistan," says Neese. "If you teach and educate women in developing countries, they'll educate their families and their villages. These women go back with all the knowledge they gained here and teach other women in their country about freedom, entrepreneurship and democracy. Teaching them those leadership skills is vital to rebuilding their country."

Founded by Neese in 2006, The Institute for Economic Empowerment of Women is a nonprofit organization in Oklahoma City that educates and mentors women in the U.S. and abroad who have the desire to grow their businesses and become more involved with public policy. Shortly after its founding, the organization began another program, Peace through Business, designed to help women business owners in Afghanistan. Neese's first thoughts about working with businesses in Afghanistan were daunting, but when she saw the need and the opportunities for the women there, she knew it was a calling.

The Institute brings Afghan women to the U.S., where they participate for four weeks in an entrepreneurial program and earn a mini-MBA. The women are then mentored by local Oklahoma City women business owners, living and working for one week to experience their classroom knowledge in real situations. After the program's first summer in 2007, the president of Oklahoma Christian University contacted Neese, asking her to start a similar program at the university for Rwandan women. Now, more than 100 Afghan and Rwandan women have been directly educated through the Peace through Business program. Fourteen Afghan and sixteen Rwandan students will make the journey to America this month.

This year when the students come to the U.S., they won't be coming for mini-MBA's and four-week classes. They'll already have their basic business training because for the first time, 2007 and 2008 Peace through Business alumni returned to their home countries in

Left: Terry Neese, center, and visiting students.

Afghanistan and Rwanda and taught business classes, educating other women business owners.

The students coming in August will attend a conference in Dallas, where they'll take leadership development classes and participate in an International Women's Economic Summit. They'll be able to focus on their own countries and how leaders can make differences in infrastructure, job creation, and economic development, instead of learning basic business practices.

After the conference, students travel the country to be mentored by American women business owners. A coffee bean plantation owner from Rwanda was placed with a woman who owns a coffee bean plantation in Pasadena, California. A dairy farmer from Rwanda is going to North Carolina to work with a woman who owns a dairy farm. In Oklahoma, 23-year-old Afghan Roqia Razia Sajjadi has been placed with Edmond resident, Nancy Hyde, owner of Hyde and Company CPAs.

"I thought I was out of luck because there are probably not a lot of accounting businesses in Rwanda and Afghanistan, but lucky for me there are," says Hyde.

Sajjadi started her business, a financial consulting services company, and hopes that through her efforts and education she can help rebuild Afghanistan. But their choice of business ventures isn't the only thing they have in common, either. "She has three employees now, but when I started my business I had four. I've gone from four to eighteen so I still remember what it was like when it was smaller. She wants to expand her company in Afghanistan," says Hyde. "Even if the businesses were different, the issues that we deal with are the same, whether it's with employees, cash flow, or customers' claims. The business side is a lot of the same things that we all deal with."

"The success that these women are having is incredible," says Neese. "One owns a soccer ball manufacturing company that hand-sews soccer balls, volleyballs, and footballs. When she came here in 2007, she didn't know how to put a financial statement together, didn't have any idea what her annual revenues were and didn't have a business plan. Today she can tell you that her revenues are up 17 percent, she's hired 53 new people since going through the Peace through Business program and now has 253 women that sew for her. She's also running for parliament as a free-market candidate. That's huge." One by one, women business owners are creating a brighter future for countries like Afghanistan and Rwanda.

To learn more about the Institute for Economic Empowerment of Women and the Peace through Business program, check out their website at www.ieew.org.

Cassidy: Shrinking the world with start-ups

By Mike Cassidy
Mercury News Columnist

Posted: 08/27/2009 02:30:23 PM PDT

Updated: 09/08/2009 02:19:49 PM PDT

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Joy Kabera believes the darkest days for Rwanda are over.

The horrific genocide of the early 1990s is past, and she is among a growing number of women entrepreneurs with plans to prosper in a land that has become a better place.

"So many people died. So many families lost their people," Kabera says, remembering the ethnic war that left hundreds of thousands dead, including a number of Kabera's relatives. "But after the genocide, everything was corrected. It's a peaceful country now."

It is a peaceful country in which Kabera and her husband had launched a number of businesses, including an outdoor advertising firm, a radio station and a beer distributorship, before she set out to start up her own Promota Creations, a company that sells promotional items for corporate marketing campaigns.

None of which is to say that Kabera, 40, can't use a little help. What fledgling business owner couldn't?

Which explains how Kabera found herself last week in the Sunnyvale offices of Akrya, a staffing firm run by Sonu Ratra, who immigrated from India in 1996.

It was a long way from Kabera's own office at Promota in Kigali and from her home, where she lives with her husband and four kids.

But Silicon Valley has always been about making the world smaller. And Ratra, who cofounded Akrya with her husband in 2001, has always been about helping women in business.

So when she heard last spring about Peace through Business, an international effort to pair female business owners from two of the most war-torn countries on the planet, Rwanda and Afghanistan, with successful female entrepreneurs in the United States, she was on board.

The program, which grew out of an initiative launched by the administrations of George W. Bush and Afghan President Hamid Karzai, starts with an eight-week, mini-MBA course in the businesswomen's home countries. It culminates with three weeks in the United States, including five days during which the women live with, and shadow, a U.S. businesswoman.

Ratra says she can relate to the difficulties of running a business in a country that itself is struggling.

"I came from India," she says. "When I was growing up, it was a developing country. It wasn't easy."

It isn't easy in Afghanistan, which has been wracked by war for years, or in Rwanda, an agricultural economy where most live in poverty.

In all, 29 women traveled to the United States and, after additional classes, fanned out to Illinois, New

York, New Mexico, Texas, North Carolina, Pennsylvania and Louisiana and elsewhere. All of them no doubt benefited from their time with their host entrepreneurs. Still, it's hard to imagine a better classroom than Silicon Valley.

"I think the valley is really the model for entrepreneurship, and starting a small business and growing it to a mega-business," says Terry Neese, founder of the Oklahoma-based Institute for Economic Empowerment of Women, which runs Peace through Business. "Look at what the valley has done in terms of that type of entrepreneurial growth."

Kabera's company is only a year old, but she has big plans.

She's hired 22 employees. Promota has started producing some of its products in its own factory, rather than outsourcing the work. She would like to expand her market beyond Rwanda to surrounding African nations, but she is having a hard time finding skilled workers at affordable wages. And she needs to better get the word out about her own enterprise.

Ratra took Kabera to three local companies that are in the corporate tchotchke space. Kabera says her hosts offered encouragement, saying that they faced similar challenges early on. Executives at Logomark in San Jose provided Kabera with manufacturing contacts in China. She's already been in touch.

The pair visited Google to hear about the company's technology initiative in Rwanda. And Ratra introduced Kabera to marketing executives at Walmart.com, Safeway and Chevron, who talked to her about the importance of corporate branding – a message she can take to clients in Rwanda who might benefit from her goods.

But beyond the specific tips, Silicon Valley offers some lessons that apply to businesses in all sectors. There's the importance of speed, adaptation, innovation and risk-taking, for instance. And, of course, there is the value of networking.

"What I learned from this side," Kabera says, "is the way business people are cooperative with each other. In my country it is very rare to find business people having good relationships, sharing information."

Kabera says she and the 15 other Rwanda women who participated in the summer program intend to change that. They plan to form a business association – an association with the goal of teaching what they've learned to other women in their country.

"I think that will be really helpful," she says, "to our communities, our families and the nation."

And just like that, the world shrinks a little more.

Contact Mike Cassidy at m.cassidy@mercurynews.com or **408-920-5536**. Follow him on Twitter at twitter.com/mkccassidy.

Photos published in Mercury News





August 30, 2009

From Rwanda to Madison County: African businesswoman learns from local farmers

By John Boyle

The Asheville area has become a mecca for those interested in local foods and successful small farms.

So it's natural that the area's farmers and agricultural amenities would draw observers from overseas, including Catherine Bitwayiki, a businesswoman who works with local farmers in her home country of Rwanda.

She just finished a five-day stay with a local farmer, Linda Raper, as well as visits with Blue Ridge Food Ventures in Enka and Madison Family Farms in Madison County.

Bitwayiki, 46, came to the United States to learn details of food processing and storage that can help her business grow. She started C&B Co., an organic farming business that specializes in locally grown fruits and vegetables, to help her community.

"I was really glad the family I stayed with took me to the Food Ventures facility and the cooperative to see how your farmers processed the foods and added value to them," Bitwayiki said. "It was really an amazing experience for me. We don't have such a facility back home."

Rwanda, a landlocked country in central Africa, is about the size of Maryland and is home to about 10.5 million people. It is largely poor and rural, with about 90 percent of the population engaged in mostly subsistence farming.

Although it suffered through a horrific genocide in 1994 that left 800,000 people dead, the country has largely rebuilt itself to pre-1994 levels. Still, a report from the Central Intelligence Agency notes that "despite Rwanda's fertile ecosystem, food production often does not keep pace with population growth, requiring food imports."

Mentorship will endure

Bitwayiki's local mentor is Linda Raper, who with her husband, Aubrey, runs the 5-acre Rogue Harbor Farm in Madison County. Raper said she learned of the Peace Through Business program that brought Bitwayiki here through her son-in-law, who attended a meeting of the Afghan Women's Council in Washington, D.C.

The program has expanded to include Afghan and Rwandan women.

The program matches women business owners who serve as mentors with women hoping to establish or improve a business.

Linda Raper described Bitwayiki's visit as "pretty intense," mainly because of the short time frame.

“Mainly, it was about making the contacts she needs,” said Raper, who’s been farming for 32 years.

“She’s a ‘hit-the-ground-running’ kind of person,” Raper said.

The Oklahoma City-based Institute for Economic Empowerment for Women created the Peace Through Business program in 2006, and more than 100 women have been directly educated and trained.

This year’s program brought 14 Afghans and 16 Rwandans to the United States.

Besides completing course work and the visit, the students are committed to communicating with their mentors for at least a year. Institute founder Terry Neese says mentoring is the program’s cornerstone.

“Mentorship is the heart and soul of Peace Through Business, and it’s because of women like Linda Raper that the program is so successful,” Neese said.

Value-added products

Bitwayiki said she was particularly interested in food processing as well as drying techniques that she saw at Madison Family Farms, a cooperative that sells growers’ produce to local hospitals, schools, restaurants and groceries.

The Madison Family Farms program has doubled its number of growers in three years and hopes to boost its sales from \$70,000 last year to \$100,000 this year.

Director Catherine Walker was impressed with Bitwayiki’s deep knowledge and experience.

“She has lots of ventures for her farmers in Rwanda,” Walker said. “She doesn’t have the resources to just try all of these things at home, but she wanted to see them in practice in one place.”

Technology gap

Rwanda lacks some infrastructure that we take for granted here, including widespread Internet access and reliable around-the-clock electricity that would allow for industrial coolers and packaging facilities.

But they’re just as concerned there as here with crop diversification and packaging foods to increase shelf life and profit potential.

“She had a lot of questions — you could see the cogs turning in her brain for what she could take back with her,” Walker said. “Her focus with Madison Family Farms was value added — what you can freeze, dry, salvage and sell throughout the year instead of doing it just one time in the production season.”

Mary Lou Surgi, executive director of Blue Ridge Food Ventures, a food business incubator on the Enka campus of Asheville-Buncombe Technical Community College, has worked in the food industry in east and west Africa. The interaction with Bitwayiki energized her so much “it made me want to go back,” she said.

“She’s representative of a group of people who take economic development into their own hands,” Surgi said. “She has her own NGO (nongovernmental organization), and she’s very interested in urban agriculture, and that’s pretty new for a lot of places in Africa.”

Walker said Bitwayiki’s visit is further evidence that Madison Family Farms is working.

It makes you feel your operation is a good symbol for people to see, as far as the future of agriculture in this area," she said.

Lessons to apply

For her part, Bitwayiki was eager to return home and use some of what she's learning. She knows it will be a challenge, but she thinks she and others in Rwanda could set up systems similar to what she saw here, albeit on a smaller scale.

I would like to make an effort to start an urban farming and minilivestock project for my surrounding community to help relieve some of the burden and teach individuals how to sustain valuable enterprise," she said.

The visit with the Rapers, although short, gave a boost to her work.

I'm grateful that the Peace Through Business program exists, not only because it makes us able to meet these farmers, but also because we're meeting with women who are doing the marketing," Bitwayiki said.

What I liked most was that I saw women, and men, too, who were willing to give of their time."

Additional Facts

Want to participate?

Local farmers or food company owners interested in becoming a mentor for Rwandan or Afghan women can visit the Institute for Economic Empowerment of Women Web site at www.ieew.org/. The IEEW is a nonprofit dedicated to enabling women to pursue entrepreneurial ventures and become public policy advocates. It focuses on education, mentorship and coaching women in the United States and abroad who are seeking to acquire entrepreneurial skills.

Photos published in Citizen-Times



Catherine Bitwayiki, right, who runs a food business in Rwanda, recently completed a visit with Madison County farmer Linda Raper to learn about agricultural enterprises. (SPECIAL TO THE CITIZEN-TIMES)



Catherine Bitwayiki, who recently completed a visit with mountain farmers and food entrepreneurs, helps small-scale farmers in her native Rwanda.