



Terry Neese
President/CEO

Betsy DeVos
Chairperson
**PEACE THROUGH
BUSINESS**

The Institute for Economic
Empowerment of Women

BOARD OF DIRECTORS

SANDY ABALOS
President
Abalos & Associates

JANET HARRIS LANGE
President & Owner
Agenda Dynamics, Inc.

MARTHA PARKER
CEO
Parker & Associates, Inc.

DESMa REID-COLEMAN
CEO/President
Quality Professional
Services, Inc.

VALERIE SHONDEL
President
Selecto-Flash, Inc.

SYLVIA MEDINA
CEO/President
North Wind, Inc.

KATHY BENNETT
President
Bennett Packaging



The Institute for Economic Empowerment of Women January Newsletter

With the holiday season behind us, the Institute has brought in the New Year with a busy start! Can you believe that we are already less than 100 working days away from meeting our 2010 PEACE THROUGH BUSINESS students?

The student application deadline is fast-approaching, and applications are pouring in. It won't be long before we have our 2010 Afghan and Rwandan women in the classroom as entrepreneurial students!

On the ground in-country

The year has kicked off with a full calendar that is keeping all of the Institute staff busy, including both of our Afghan and Rwandan facilitators. Over the last few weeks, both Manizha Wafeq in Afghanistan and Holly Hixson in Rwanda have been spreading the word and distributing fliers about PEACE THROUGH BUSINESS and preparing for their eight-week educational journey with the 2010 students.

Before our In-Country students are selected, each eligible applicant must pass an English test. Thanks to the generous sponsorship of UPS, the tests (and textbooks!) have been shipped to both countries. Both facilitators will be monitoring and grading the exams this week, and the selected students will begin prepping for their first class in February.

On the home front

Along with the addition of UPS to our sponsor family, I am so grateful that the Institute also has the continued support of AT&T, along with its very generous offer to use its beautiful training campus for our International Women's Economic Summit. We are so excited to get AT&T more involved and engaged with our students on this personal level.

I spent two days in Dallas last week, meeting with our partners at Northwood University, as well as folks from AT&T who arranged a new introduction to the World Affairs Council of Dallas, an organization dedicated to promoting international awareness and cross-cultural understanding within the Northern Dallas community.

We are so excited about our newly formed friendship with the Council and look forward to the opportunities for future collaborative efforts.

This month also debuts our first quarter [media report](#) for the 2009-2010 fiscal year. We are excited about the continued favorable coverage we have received, and we are ramping up for our media efforts for the spring and summer.

A new year

Along with the New Year has come many new and exciting ideas – each month, we'll provide more details and highlights, but here is a glimpse into what the Institute has in the hopper for 2010:

- Domestic entrepreneurship and mentor program, with an emphasis on the importance of public policy
- Community Advisory Council – local assistance in fundraising and mentorship recruitment
- Annual golf tournament fundraiser
- Launch of new women's empowerment campaign
- Event for International Women's Day on March 8
- Contest for PEACE THROUGH BUSINESS graduates

This month's highlight is the new contest for our former students. To enter the contest, students must be a former Leadership Development delegate, submit their report for both the first and second quarter of this fiscal year and submit an essay on how they have paid forward their PEACE THROUGH BUSINESS training, supported with examples and statistics. The grand prize?! A trip back to the United States with the 2010 PEACE THROUGH BUSINESS class! One graduate from each country will be selected to serve as a program Ambassador – to share her experiences with the new students, help them adjust to their new environment, assist Institute staff during Leadership Development, and of course, get down to business!



One graduate from each country will be selected to travel to the U.S. for Leadership Development as a PEACE THROUGH BUSINESS Ambassador.



2009 graduate Nadia Keza.

Student spotlight

For our student spotlight this month, we have 2009 graduate Nadia Keza, who owns a travel agency in Kigali, Rwanda. Since her training, Nadia has found herself expanding her network and boosting her customer service. She has attended several entrepreneurship trainings and is now a member of the Junior Chamber International, a group of Rwandan leaders and entrepreneurs.

Nadia has also focused on her marketing and advertising efforts, calling her clients throughout the year and sending them messages about specials and package deals, a concept introduced to Nadia by her American mentor and Oklahoma City businesswoman Angie Hendricks, owner of Bentley-Hedges Travel.

"For the end of the year, I went to see personally my clients, to wish them a Happy New Year and brought with me cards, calendars and T-shirts," Nadia

wrote in her quarterly report. "Clients felt that we really care; they are not just a number, they are kings."

Besides offering good customer service, Nadia has offered her PEACE THROUGH BUSINESS knowledge by mentoring another woman, helping her to create a business plan for a bed and breakfast.

Most important to Nadia this quarter? Customer satisfaction.

"I trained my staff, and they are really improving on customer care," Nadia wrote. "Clients are happy, and I am proud of that."

There's no better feeling than knowing that students like Nadia are succeeding as businesswomen in their countries. There's no better feeling than knowing that they are sharing the blessings American women have shared with them. There's no better feeling than knowing that these women – our students – are making a difference in this world.

It's this same feeling that has inspired the Institute to further ignite the entrepreneurial flame and get more women involved – as individuals. That's your sneak peak for our new women's empowerment campaign launching soon. Stay tuned for more!

Warmest regards,

Terry Neese



*As always, a special thank you goes out to
our wonderful sponsors and partners!*