



## The Institute for Economic Empowerment of Women

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### Executive Summary

This report highlights the media hits the Institute and its PEACE THROUGH BUSINESS program received for the months of late May through mid-September 2010. The total maximum potential reach of these hits is in the **600 millions\***. This is about **five times** more reach than program coverage in 2009.

To summarize:

- **ONLINE.** At the time of the report, secured **158 online placements** directly about and/or linking to or republishing information about the 2010 program. This is **about 50 more placements** than in 2009.
  - The total maximum potential reach of these 158 online placements translate into over **515 million monthly people**. Several of the placements have produced positive comments and sounded the bells on social media, which have fueled positive online discussions about the program. (The top **13 placements** have been included in this report with screenshots and links only.) **This is a 59% increase in total maximum potential online reach.**
- **PRINT.** At the time of the report, secured **21 print placements**, which includes high-profile and prominent publications. Three known pieces are still in the process of publication. (The top **14 articles** have been included in this report with links and hard copies.)
  - The total maximum potential reach of these 21 print placements translates into a little more than **9 million monthly people**, when including both print circulation and website syndication. **It should be noted that we successfully made it into two prominent Dallas publications, including a sit-down with the editorial board of the Dallas Morning News.**
- **TELEVISION.** At the time of the report, secured **11 broadcasts**, including TV and webcasts, which includes full, in-depth packages and voiceover-soundbite combinations. (Links to the top **5 TV packages** have been included in this report with links only.)
  - The total maximum potential reach of these 11 broadcasts is over **100 million monthly people**, when including both broadcast and website posts of the videos, and in some cases accompanying print articles. **This is a significantly higher total maximum potential TV reach, mostly credited to the Lifetime spot.**
- **RADIO.** At the time of the report, secured **7 radio interviews**. At least one known interview is still in production with an airdate to be determined. (Links to the top **5 radio interviews** have been included in this report with links only.) **It should be noted that we successfully secured a live interview internationally broadcasted by Voice of America.**
  - The total maximum potential reach of these 7 interviews is still being analyzed, but it will add up to the **upper hundred thousands**, when including the reach of private and satellite broadcasts, as well as website posts of the interviews.

\*Reach numbers were gathered through a combination of circulation totals, PR Newswire reports, website statistics provided by publishing venues and through [www.compete.com](http://www.compete.com).

# ONLINE COVERAGE

WEBSITE NAME	TYPE	DATE	ABOUT	LINK	POTENTIAL REACH
WomenEntrepreneur	News site	8.1.10	Celebration of 35 years at TNPS	<a href="http://www.womenentrepreneur.com/2010/08/surviving-and-thriving-through-35-years.html">http://www.womenentrepreneur.com/2010/08/surviving-and-thriving-through-35-years.html</a>	15000
Tonic		7.23.10	Article on AT&T's support of PTB	<a href="http://www.tonic.com/article/the-next-big-thing-alandt-teams-up-with-peace-through-business/">http://www.tonic.com/article/the-next-big-thing-alandt-teams-up-with-peace-through-business/</a>	195135
The Press Enterprise		7.23.10	Pick up on Tonic article	<a href="http://topics.pe.com/article/00Zko08m5enR7q-Rwanda">http://topics.pe.com/article/00Zko08m5enR7q-Rwanda</a>	44144
Ubervu*	Social network	7.23.10	Conversation on Tonic article	<a href="http://www.ubervu.com/conversations/www.tonic.com/article/the-next-big-thing-alandt-teams-up-with-peace-through-business/">http://www.ubervu.com/conversations/www.tonic.com/article/the-next-big-thing-alandt-teams-up-with-peace-through-business/</a>	
Business and Human Rights Resource		7.17.10	Pick up on Diversity Inc. article	<a href="http://www.business-humanrights.org/Links/Repository/1001725">http://www.business-humanrights.org/Links/Repository/1001725</a>	2000
Twitter - Diversity Inc. account	Social network	7.16.10	Tweet about Diversity Inc. article	<a href="http://twitter.com/DiversityInc/status/18696876600">http://twitter.com/DiversityInc/status/18696876600</a>	845
WomenEntrepreneur	News site	7.15.10	Peace through Entrepreneurship - mentions IEEW/PTB	<a href="http://www.womenentrepreneur.com/2010/07/peace-through-entrepreneurship.html">http://www.womenentrepreneur.com/2010/07/peace-through-entrepreneurship.html</a>	15203
Ubervu*	Social network	7.15.10	Pick up on Diversity Inc. article	<a href="http://www.ubervu.com/conversations/diversityinc.com/article/7874/Peace-Through-Business-ATT-Enpowers-Women-in-Afghanistan-Rwanda/">http://www.ubervu.com/conversations/diversityinc.com/article/7874/Peace-Through-Business-ATT-Enpowers-Women-in-Afghanistan-Rwanda/</a>	
AT&T Internal Email	Company email network	7.13.10	AT&T sponsorship of PTB	N/A	
Live Your Peace	Blog	7.8.10	Susan Daywitt interview about involvement (set up by Daywitt)	<a href="http://liveyourpeace.wordpress.com/2010/07/08/susan-daywitt-can-you-experience-peace-through-business/">http://liveyourpeace.wordpress.com/2010/07/08/susan-daywitt-can-you-experience-peace-through-business/</a>	
Ubervu*	Social network		Pick up of DMN Editorial	<a href="http://www.ubervu.com/conversations/www.dallasnews.com/sharedcontent/dws/dn/opinion/editorials/stories/DN-women_0705ed1.State.Edition1.4af2828.html">http://www.ubervu.com/conversations/www.dallasnews.com/sharedcontent/dws/dn/opinion/editorials/stories/DN-women_0705ed1.State.Edition1.4af2828.html</a>	
YouTube - OK Horizon Channge	Social network	7.5.10	Pick up of DMN Editorial	<a href="http://www.youtube.com/watch?v=QIMwfa7SHc">http://www.youtube.com/watch?v=QIMwfa7SHc</a>	17
Jones Coffee Roasters	Business blog	7.3.10	California mentorship of Rwandan woman	<a href="http://www.thebestcoffee.com/local/news/peace-through-business-in-rwanda/">http://www.thebestcoffee.com/local/news/peace-through-business-in-rwanda/</a>	
Witty Sparks		7.3.10	Pick up of OK Horizon story	<a href="http://videos.wittysparks.com/id/7337736641">http://videos.wittysparks.com/id/7337736641</a>	270843
Embassy of Afghanistan	Newsletter	7.3.10	Newsletter - highlights Ambassador Jawad's support of PTB	<a href="http://www.embassyofafghanistan.org/Vol77_June2010.html">http://www.embassyofafghanistan.org/Vol77_June2010.html</a>	8000
Twitter - WomensRadio	Social network	7.3.10	Pick up of OK Horizon story	<a href="http://twitter.com/WomensRadio/status/17599352502">http://twitter.com/WomensRadio/status/17599352502</a>	5868
T. Boone Pickens Foundation	Organization website	7.1.10 - 6.1.10	Spotlight on IEEW & PTB	<a href="http://www.tbonepickensfoundation.org/spotlight-institute-empowerment.asp">http://www.tbonepickensfoundation.org/spotlight-institute-empowerment.asp</a>	
PR Newswire	Press release site	7.1.10	Press release about Susan Daywitt involvement (released by Daywitt)	<a href="http://www.prnewswire.com/news-releases/susan-daywitt-offers-advice-to-afghan-and-rwandan-businesswomen-97616564.html">http://www.prnewswire.com/news-releases/susan-daywitt-offers-advice-to-afghan-and-rwandan-businesswomen-97616564.html</a>	1000000
Boston Business Journal	Newspaper website	7.1.10	Press release about Susan Daywitt involvement (released by Daywitt)	<a href="http://boston.bizjournals.com/pmnewswire/press_releases/Texas/2010/07/01/PH29907">http://boston.bizjournals.com/pmnewswire/press_releases/Texas/2010/07/01/PH29907</a>	74225
Vimeo	Social network	6.30.10	PTB Mini-Documentary	<a href="http://vimeo.com/12983577">http://vimeo.com/12983577</a>	31
WomenEntrepreneur	News site	6.30.10	Column on PTB - Ambassadors support program	<a href="http://www.womenentrepreneur.com/2010/06/third-world-ambassadors-vow-to-carry-womens-issues-forward.html">http://www.womenentrepreneur.com/2010/06/third-world-ambassadors-vow-to-carry-womens-issues-forward.html</a>	22854
World News		6.29.10	Pick up of Fast Company blog	<a href="http://www.bizjournals.com/boston/othercities/dallas/stories/2010/06/28/story8.html?b=1277697600*3555781&amp;s=industry&amp;i=education">http://www.bizjournals.com/boston/othercities/dallas/stories/2010/06/28/story8.html?b=1277697600*3555781&amp;s=industry&amp;i=education</a>	942000
Fast Company	Business magazine & website	6.26.10	Susan Solovic blog about PTB	<a href="http://www.fastcompany.com/1664275/here-can-be-peace-through-business-us-afghan-rwandan-women-learn-from-each-other-at-leeuw-co">http://www.fastcompany.com/1664275/here-can-be-peace-through-business-us-afghan-rwandan-women-learn-from-each-other-at-leeuw-co</a>	1726000
San Francisco Chronicle	Newspaper blog	6.26.10	Susan Solovic blog about PTB	<a href="http://onespot.sfgate.com/business/2010/06/26/af652168074-ther-can-be-peace-through/">http://onespot.sfgate.com/business/2010/06/26/af652168074-ther-can-be-peace-through/</a>	39000
Twitter	Social network	6.26.10	Retweet on PTB	<a href="http://twitter.com/Indego_Africa/status/17110200204">http://twitter.com/Indego_Africa/status/17110200204</a>	2415
Ubervu*	Social network	6.26.10	Conversations on Fast Company blog	<a href="http://www.ubervu.com/conversations/www.fastcompany.com/1664275/here-can-be-peace-through-business-us-afghan-rwandan-women-learn-from-each-other-at-leeuw-co">http://www.ubervu.com/conversations/www.fastcompany.com/1664275/here-can-be-peace-through-business-us-afghan-rwandan-women-learn-from-each-other-at-leeuw-co</a>	
Embassy of Afghanistan	Embassy website	6.25.10	Afghan Jawad participation in PTB	<a href="http://www.embassyofafghanistan.org/AmbassadorJawadSupportsPeaceThroughBusinessGraduation.html">http://www.embassyofafghanistan.org/AmbassadorJawadSupportsPeaceThroughBusinessGraduation.html</a>	8000
Boston Business Journal	Newspaper website	6.25.10	Pick up of Dallas Business Journal article	<a href="http://www.bizjournals.com/boston/othercities/dallas/stories/2010/06/28/story8.html?b=1277697600*3555781&amp;s=industry&amp;i=education">http://www.bizjournals.com/boston/othercities/dallas/stories/2010/06/28/story8.html?b=1277697600*3555781&amp;s=industry&amp;i=education</a>	74225
WomenEntrepreneur	News site	6.24.10	2010 PTB program	<a href="http://www.womenentrepreneur.com/2010/06/us-women-teach-others-to-pay-it-forward.html">http://www.womenentrepreneur.com/2010/06/us-women-teach-others-to-pay-it-forward.html</a>	22854
Dallas Business Journal blog	Newspaper blog	6.23.10	AT&T sponsorship of PTB	<a href="http://dallas.bizjournals.com/dallas/blog/2010/06/att_in_afghanistan.html">http://dallas.bizjournals.com/dallas/blog/2010/06/att_in_afghanistan.html</a>	75660
Ubervu*	Social network	6.22.10	Conversations on Oklahoma op-ed	<a href="http://www.ubervu.com/conversations/www.ieew.org/programs">http://www.ubervu.com/conversations/www.ieew.org/programs</a>	
Sedona Biz	6.21.10	Sedona, Arizona	Two Arizona mentorship	<a href="http://www.sedona.biz/peace-through-business-sedona062110.php">http://www.sedona.biz/peace-through-business-sedona062110.php</a>	20,000
Your Olive Branch.org	News site	6.21.10	Syndication of blog	<a href="http://news.yourolivebranch.org/2010/06/21/supporting-businesswomen-during-and-after-wars/">http://news.yourolivebranch.org/2010/06/21/supporting-businesswomen-during-and-after-wars/</a>	
AbsolutelyBlooming!	Business blog	6.20.10	Blog by mentor about her Rwandan student	<a href="http://absolutelyblooming.blogspot.com/2010/06/peace-through-business-institute-for.html">http://absolutelyblooming.blogspot.com/2010/06/peace-through-business-institute-for.html</a>	
Government for the People	Blog	6.20.10	Mention of IEEW PTB program	<a href="http://agaymickinnonsupports.blogspot.com/2010/06/supporting-businesswomen-during-and.html">http://agaymickinnonsupports.blogspot.com/2010/06/supporting-businesswomen-during-and.html</a>	
iStock Analysis	News site	6.19.10	Pick up of Oklahoma piece	<a href="http://www.istockanalyst.com/article/view/StockNews/articleid/4229798">http://www.istockanalyst.com/article/view/StockNews/articleid/4229798</a>	206169

# ONLINE COVERAGE

Lifetime TV	TV network website	6.18.10	Pemalink of remarkable woman video of Farzana Ebrahimi	<a href="http://www.mylifetime.com/my-lifetime-commitment/ewc/every-women-counts-salutes-farzana-ebrahimi">http://www.mylifetime.com/my-lifetime-commitment/ewc/every-women-counts-salutes-farzana-ebrahimi</a>	1,300,000
Yahoo News	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://news.yahoo.com/s/usnw/20100618/pl_usnw/DC23324;_ylt=A79aEsdQ8f4CULTwAb3wC4eK4E-_ylt=X3oDMTjmbndnTdjBGfz2X0A3VzbnvMJAkMDA2MTgZGhYtMzMyNARwb3MDQARZWMDeW5tGfNaW5h5dGVzVtbWFrYV9saXNB08HNsawHmdWsbmJzCHN0b3I-">http://news.yahoo.com/s/usnw/20100618/pl_usnw/DC23324;_ylt=A79aEsdQ8f4CULTwAb3wC4eK4E-_ylt=X3oDMTjmbndnTdjBGfz2X0A3VzbnvMJAkMDA2MTgZGhYtMzMyNARwb3MDQARZWMDeW5tGfNaW5h5dGVzVtbWFrYV9saXNB08HNsawHmdWsbmJzCHN0b3I-</a>	37222000
MarketWatch	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.marketwatch.com/story/dallas-community-gathers-at-summit-to-promote-global-peace-find-economic-solutions-in-afghanistan-and-rwanda-2010-06-18">http://www.marketwatch.com/story/dallas-community-gathers-at-summit-to-promote-global-peace-find-economic-solutions-in-afghanistan-and-rwanda-2010-06-18</a>	3200000
Atlanta Business Chronicle	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/atlanta/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/atlanta/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Austin Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/austin/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/austin/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Baltimore Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/baltimore/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/baltimore/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Birmingham Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/birmingham/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/birmingham/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Bizjournals.com	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/boston/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/boston/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Boston Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/buffalo/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/buffalo/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Business First of Buffalo	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/columbus/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/columbus/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Columbus Business First	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/louisville/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/louisville/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Business First of Louisville	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/milwaukee/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/milwaukee/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Business Journal of Greater Milwaukee	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/phoenix/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/phoenix/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Business Journal of Phoenix	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/triad/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/triad/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Business Journal of the Greater Triad Area	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/albany/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/albany/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Business Review (Albany)	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/charlotte/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/charlotte/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Charlotte Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/cincinnati/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/cincinnati/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Cincinnati Business Courier	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/dallas/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/dallas/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Dallas Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/dayton/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/dayton/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Dayton Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/denver/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/denver/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Denver Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/eastbay/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/eastbay/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
East Bay Business Times	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/houston/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/houston/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Houston Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/jacksonville/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/jacksonville/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Jacksonville Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/kansascity/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/kansascity/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Kansas City Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/losangeles/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/losangeles/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Los Angeles Business	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/memphis/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/memphis/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Memphis Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/twincities/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/twincities/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Minneapolis/St. Paul Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/nashville/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/nashville/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Nashville Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/albuquerque/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/albuquerque/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
New Mexico Business Weekly	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/orlando/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/orlando/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Orlando Business Journal	News site	6.18.10	IEEW National Press Release on PTB	<a href="http://www.bizjournals.com/pacific/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324">http://www.bizjournals.com/pacific/pnewswire/press_releases/national/1Texas/2010/06/18/DC23324</a>	942000
Pacific Business News	News site	6.18.10	IEEW National Press Release on PTB		942000

# ONLINE COVERAGE

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# ONLINE COVERAGE

Baltimore Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/baltimore/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/baltimore/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Birmingham Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/birmingham/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/birmingham/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Bizjournals.com	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/pmwswire/press_releases/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/pmwswire/press_releases/Afghanistan/2010/06/03/DC14918</a>	942000
Boston Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/boston/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/boston/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Business First of Buffalo	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/buffalo/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/buffalo/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Columbus Business First	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/columbus/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/columbus/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Business First of Louisville	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/louisville/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/louisville/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Business Journal of Greater Milwaukee	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/milwaukee/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/milwaukee/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Business Journal of Phoenix	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/phoenix/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/phoenix/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Business Journal of the Greater Triad Area	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/charlotte/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/charlotte/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Business Review (Albany)	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/albany/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/albany/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Charlotte Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/cincinnati/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/cincinnati/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Cincinnati Business Courier	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/dallas/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/dallas/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Dallas Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/dayton/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/dayton/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Dayton Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/denver/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/denver/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Denver Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/eastbay/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/eastbay/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
East Bay Business Times	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/houston/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/houston/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Houston Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/jacksonville/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/jacksonville/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Jacksonville Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/kansascity/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/kansascity/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Kansas City Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/losangeles/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/losangeles/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Los Angeles Business	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/memphis/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/memphis/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Memphis Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/twincities/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/twincities/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Minneapolis/St. Paul Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/nashville/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/nashville/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Nashville Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/abquerque/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/abquerque/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
New Mexico Business Weekly	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/orlando/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/orlando/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Orlando Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/pacific/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/pacific/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Pacific Business News	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/philadelphia/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/philadelphia/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Philadelphia Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/pittsburgh/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/pittsburgh/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Pittsburgh Business Times	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/portland/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/portland/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Portland Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/seattle/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/seattle/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Pudget Sound Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/sacramento/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/sacramento/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Sacramento Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/sanantonio/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/sanantonio/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
San Antonio Business Journal	News site	6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/sanantonio/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/sanantonio/pmwswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000

# ONLINE COVERAGE

San Francisco Business Times	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/sanfrancisco/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/sanfrancisco/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
San Jose Business Journal	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/sanjoese/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/sanjoese/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
South Florida Business Journal	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/southflorida/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/southflorida/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
St. Louis Business Journal	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/stlouis/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/stlouis/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Tampa Bay Business Journal	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/tampabay/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/tampabay/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Triangle Business Journal	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/triangle/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/triangle/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Washington Business Journal	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/washington/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/washington/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Wichita Business Journal	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.bizjournals.com/wichita/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918">http://www.bizjournals.com/wichita/prnewswire/press_releases/national/Afghanistan/2010/06/03/DC14918</a>	942000
Arizona Republic	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www2.prnewswire.com/cgi-bin/stories.pl?ACCT=1&amp;ZCALL=story&amp;STORY=www/story/06-03-2010/0005250582&amp;EDATE=2010/0005250582">http://www2.prnewswire.com/cgi-bin/stories.pl?ACCT=1&amp;ZCALL=story&amp;STORY=www/story/06-03-2010/0005250582&amp;EDATE=2010/0005250582</a>	720000
State House News Services	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www2.prnewswire.com/cgi-bin/stories.pl?ACCT=SHNSPOL&amp;STORY=www/story/06-03-2010/0005250582&amp;EDATE=THU+Jun+03+2010,+10:00+AM">http://www2.prnewswire.com/cgi-bin/stories.pl?ACCT=SHNSPOL&amp;STORY=www/story/06-03-2010/0005250582&amp;EDATE=THU+Jun+03+2010,+10:00+AM</a>	720000
Alpha Trade Finance	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://finance.alphatrade.com/story/2010-06-03/PRN/201006031000PR_NEWS_USPR_DC14918.html">http://finance.alphatrade.com/story/2010-06-03/PRN/201006031000PR_NEWS_USPR_DC14918.html</a>	7900
USTelecom dailyLead	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.smartbrief.com/news/ustelecom/industryPR-detail.jsp?id=3A7211B1-2C1D-42C4-9D35-872930809DF7">http://www.smartbrief.com/news/ustelecom/industryPR-detail.jsp?id=3A7211B1-2C1D-42C4-9D35-872930809DF7</a>	386000
International Development News Today	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://intdevelopment.einnews.com/article.php?id=4176">http://intdevelopment.einnews.com/article.php?id=4176</a>	
Street Insider	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.streetinsider.com/Press+Releases/Americans+Help+Create+Jobs+and+Economic+Expansion+in+War-Torn+Countries/5698438.html">http://www.streetinsider.com/Press+Releases/Americans+Help+Create+Jobs+and+Economic+Expansion+in+War-Torn+Countries/5698438.html</a>	220,174
U.S. Politics Today	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://uspolitics.einnews.com/article.php?id=871250">http://uspolitics.einnews.com/article.php?id=871250</a>	12,591
Digital Journal	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.digitaljournal.com/pr/48405">http://www.digitaljournal.com/pr/48405</a>	302649
News Blaze	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://newsblaze.com/story/20100603/001200006.pnw/postory.html">http://newsblaze.com/story/20100603/001200006.pnw/postory.html</a>	269095
Globe Trekker	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.globetrekker.com/index.cfm?fuseaction=news.showItem/newsID/44402">http://www.globetrekker.com/index.cfm?fuseaction=news.showItem/newsID/44402</a>	
Interest!ALERT	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://interestalert.com/story/060300000aaa07519.pm/siteia/EDUCATIO/education.html">http://interestalert.com/story/060300000aaa07519.pm/siteia/EDUCATIO/education.html</a>	6459
Mega News Network: Banking	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://interestalert.com/story/060300000aaa07519.pm/mnmeducation/EDUCATIO/education.html">http://interestalert.com/story/060300000aaa07519.pm/mnmeducation/EDUCATIO/education.html</a>	6459
Web Financer	News site		6.3.10	IEEW National Press Release on IWES	<a href="http://www.webfinancer.com/nyheler/828582/americans-help-create-jobs-and-economic-expansion-in-war-torn-countries/">http://www.webfinancer.com/nyheler/828582/americans-help-create-jobs-and-economic-expansion-in-war-torn-countries/</a>	
WomensCalendar	News organization		6.1.10	IEEW June events	<a href="http://www.womenscalendar.org/Events/EventDetails.asp?date=6/20/2010&amp;id=14338">http://www.womenscalendar.org/Events/EventDetails.asp?date=6/20/2010&amp;id=14338</a>	5600
Earthtimes	Online news hub		5.21.10	Press release on Susan Daywitt's involvement with PTB (released by Daywitt)	<a href="http://www.earthtimes.org/articles/press/susan-y-daywitt-receives-most-inspiring-businesswoman-award_1311666.html">http://www.earthtimes.org/articles/press/susan-y-daywitt-receives-most-inspiring-businesswoman-award_1311666.html</a>	310000
Boston Business Journal	Business journal		5.21.10	Press release on Susan Daywitt's involvement with PTB (released by Daywitt)	<a href="http://boston.bizjournals.com/prnewswire/press_releases/">http://boston.bizjournals.com/prnewswire/press_releases/</a>	55947

# PRINT COVERAGE

NAME	TYPE	DATE	CITY/COUNTRY/AREA	ABOUT	LINK	POTENTIAL REACH
Enterprising Women	Monthly Magazine	Fall 2010 issue	National	2010 PTB program; North Carolina mentorships	<a href="http://online.entreprisingwomen.com/RTIDE/%28S%28ueavkvz3342ndbg23nf10ra%29%29viewer.aspx?id=14&amp;pageld=1&amp;lang=&amp;lid=0">http://online.entreprisingwomen.com/RTIDE/%28S%28ueavkvz3342ndbg23nf10ra%29%29viewer.aspx?id=14&amp;pageld=1&amp;lang=&amp;lid=0</a>	200,000
Northwood Idea	Quarterly Magazine	Fall 2010 issue	N/A	2010 PTB program - success stories	<a href="http://www.northwood.edu/media/publications/">http://www.northwood.edu/media/publications/</a>	10,000
Diversity Inc	Monthly Magazine	7. 16. 10/September	National	2010 PTB program, AT&T sponsorship	<a href="http://diversityinc.com/article/7874/Peace-Through-Business-ATT-Empowers-Women-in-Afghanistan-Rwanda/">http://diversityinc.com/article/7874/Peace-Through-Business-ATT-Empowers-Women-in-Afghanistan-Rwanda/</a>	1,341,849
North Texas Dance!	Bimonthly Magazine	Aug-Oct issue	North Texas	Dallas mentorship of Rwandan student	N/A	10,000
Dallas Morning News	Daily newspaper	7. 5. 10	Dallas/Texas	Editorial on PTB	<a href="http://www.dallasnews.com/sharedcontent/dws/ann/opinion/editorials/stories/DN-women_0705ed1.State.Edition1.4af2828.htm#stcgm_comments_anchor">http://www.dallasnews.com/sharedcontent/dws/ann/opinion/editorials/stories/DN-women_0705ed1.State.Edition1.4af2828.htm#stcgm_comments_anchor</a>	1,776,810
OKC Friday	Weekly newspaper	7. 2. 10	Oklahoma City	Editorial by Terry Neese, celebrating women, pointing to PTB program	N/A	9,500
The Dallas Examiner	Weekly newspaper	7. 1. 10	Dallas, Texas	Profile of Dallas mentor and Rwandan student	N/A	75,000
Enterprising Women	Monthly Magazine	July issue	National	Publisher's note mentioning mentorship and program	<a href="http://online.entreprisingwomen.com/RTIDE/%28S%28ueavkvz3342ndbg23nf10ra%29%29viewer.aspx?id=14&amp;pageld=1&amp;lang=&amp;lid=0">http://online.entreprisingwomen.com/RTIDE/%28S%28ueavkvz3342ndbg23nf10ra%29%29viewer.aspx?id=14&amp;pageld=1&amp;lang=&amp;lid=0</a>	200,000
The Dallas Morning News	Daily newspaper	6. 24. 10	Dallas, Texas	Article on graduation ceremony	<a href="http://www.dallasnews.com/sharedcontent/dws/news/localnews/calendar/stories/062410dnnmetasia.b393f0b7.html">http://www.dallasnews.com/sharedcontent/dws/news/localnews/calendar/stories/062410dnnmetasia.b393f0b7.html</a>	1,776,810
Dallas Business Journal	Weekly newspaper	6. 25. 10	Dallas/Texas	2010 PTB program, Northwood & AT&T support	<a href="http://dallas.bizjournals.com/dallas/stories/2010/06/28/story8.html?st=pn_pn_lk">http://dallas.bizjournals.com/dallas/stories/2010/06/28/story8.html?st=pn_pn_lk</a>	91549
The Journal Record	Daily newspaper	6. 24. 10	Oklahoma City/Oklahoma	OKC event/OKC PTB committee	<a href="http://journalrecord.com/2010/06/24/around-town-peace-pals-are-leaders-opinion/">http://journalrecord.com/2010/06/24/around-town-peace-pals-are-leaders-opinion/</a>	13,182
The Journal Record	Daily newspaper	6. 21. 10	Oklahoma City/Oklahoma	IWES	<a href="http://journalrecord.com/2010/06/18/business-brief-june-21-2010-general-news/">http://journalrecord.com/2010/06/18/business-brief-june-21-2010-general-news/</a>	13,182
The Journal Record	Daily newspaper	6. 21. 10	Oklahoma City/Oklahoma	Photo box: Terry, Sarah, Esther Silver-Parker, Jackie Miller	N/A	13,182
The Oklahoman	Daily newspaper	6. 19. 10	Oklahoma City/Oklahoma	Coverage of OKC event	<a href="http://newsok.com/afghan-and-nwanda-entrepreneurs-learn-from-oklahoma-businesswomen/article/3469642">http://newsok.com/afghan-and-nwanda-entrepreneurs-learn-from-oklahoma-businesswomen/article/3469642</a>	977,942
The Dallas Morning News	Daily newspaper	6. 17. 10	Dallas, Texas	Ambassador Jawad guest at World Affairs Council	<a href="http://www.dallasnews.com/sharedcontent/dws/news/localnews/stories/DN-acc_17met.ART.Central.Edition1.293f475.html">http://www.dallasnews.com/sharedcontent/dws/news/localnews/stories/DN-acc_17met.ART.Central.Edition1.293f475.html</a>	1,776,810
The Journal Record	Daily newspaper	6. 17. 10	Oklahoma City/Oklahoma	Afghan student profile	<a href="http://journalrecord.com/2010/06/17/following-her-dream-general-news/">http://journalrecord.com/2010/06/17/following-her-dream-general-news/</a>	13,182
The Oklahoman	Daily newspaper	6. 16. 10	Oklahoma City/Oklahoma	Terry Neese editorial about PTB and OKC community	<a href="http://www.newsok.com/article/3468821">http://www.newsok.com/article/3468821</a>	977,942
The Journal Record	Daily newspaper	6. 15. 10	Oklahoma City/Oklahoma	2010 PTB program in OKC	<a href="http://journalrecord.com/2010/06/15/project-lets-businesswomen-of-different-countries-learn-share-general-2010-general-news/">http://journalrecord.com/2010/06/15/project-lets-businesswomen-of-different-countries-learn-share-general-2010-general-news/</a>	13,182
The Journal Record	Daily newspaper	6. 15. 10	Oklahoma City/Oklahoma	Mentorship	<a href="http://journalrecord.com/2010/06/14/business-brief-june-15-2010-general-news/">http://journalrecord.com/2010/06/14/business-brief-june-15-2010-general-news/</a>	13,182
OKC Friday	Weekly newspaper	6. 11. 10	Oklahoma City	Terry Neese national award	N/A	9,500
Cup of Cappuccino	Book	6. 10. 10	N/A	Book chapter featuring Terry, IEEW and the PTB program	N/A	2,000



# TV COVERAGE

NAME	DATE	CITY/COUNTRY/AREA	ABOUT	LINK	MAXIMUM POTENTIAL REACH
Platforms: The Life-Lifting News Program for Women	8.8.10	International	Afghan student interview	<a href="http://www.platforms.tv/Global-Issues/rahelakaveer.html">http://www.platforms.tv/Global-Issues/rahelakaveer.html</a>	12,300
Platforms: The Life-Lifting News Program for Women	8.8.10	International	Rwandan student interview	<a href="http://www.platforms.tv/Global-Issues/leonia-nkuruh.html">http://www.platforms.tv/Global-Issues/leonia-nkuruh.html</a>	
Platforms: The Life-Lifting News Program for Women	7.20.10	International	Ambassador Jawad interview	<a href="http://platforms.tv/Global-Issues/his-excellency-ambassador-said-tayeb-jawad.html">http://platforms.tv/Global-Issues/his-excellency-ambassador-said-tayeb-jawad.html</a>	
Oklahoma Horizon	7.4.10	International	Afghan student mentoring in STW	<a href="http://www.okhorizon.com/2010/Show1027/PeaceThroughBusiness.htm">http://www.okhorizon.com/2010/Show1027/PeaceThroughBusiness.htm</a>	2,000,000
Oklahoma Horizon	7.4.10	International	Afghan student one-on-one interview AT&T Chief Diversity Officer Cindy Brinkley interview about AT&T sponsorship of PTB	<a href="http://www.okhorizon.com/2010/Show1027/IntvWRahelakaveer.htm">http://www.okhorizon.com/2010/Show1027/IntvWRahelakaveer.htm</a>	2,000,000
Platforms: The Life-Lifting News Program for Women	7.1.10	International		<a href="http://platforms.tv/Business/cynthia-j-brinkley.html">http://platforms.tv/Business/cynthia-j-brinkley.html</a>	12,300
Lifetime TV	6.18.10 - 6.25.10	Nationwide	Farzana Ebrahimi: Remarkable Woman campaign	<a href="http://www.mylifetime.com/my-lifetime-commitment/ewc/every-women-counts-salutes/farzana-ebrahimi">http://www.mylifetime.com/my-lifetime-commitment/ewc/every-women-counts-salutes/farzana-ebrahimi</a>	98,000,000
Oklahoma News Report	6.18.10	Oklahoma	Tulsa mentor of Rwandan student	<a href="http://www.youtube.com/watch?v=bMoF-T6nNg">http://www.youtube.com/watch?v=bMoF-T6nNg</a>	
CBS 11	6.18.10	Dallas	Afghan Ambassador mentions IEEW	N/A	



# RADIO COVERAGE

NAME	DATE	CITY/COUNTRY/AREA	ABOUT	LINK	MAXIMUM POTENTIAL REACH
WomensRadio	6.30.10	N/A	Farzana interview	<a href="http://www.womensradio.com/articles/Creating-Economic-Prosperity-Under-Risky-Conditions/5520.html">http://www.womensradio.com/articles/Creating-Economic-Prosperity-Under-Risky-Conditions/5520.html</a>	18,500
Gen Y Outloud	6.30.10	N/A	Farzana interview	<a href="http://ygenoutloud.com/keeping-gen-y/creating-economic-prosperity-under-risky-conditions/">http://ygenoutloud.com/keeping-gen-y/creating-economic-prosperity-under-risky-conditions/</a>	
CBS Radio	6.18.10	Dallas, Texas	Interview of Dallas mentor	N/A	
Small Business Advocate	6.14.10	N/A	Terry interview about 2010 PTB	<a href="http://www.smallbusinessadvocate.com/small-business-interviews/terry-neese-8225">http://www.smallbusinessadvocate.com/small-business-interviews/terry-neese-8225</a>	4,000 web
Voice of America: Afghan bureau	6.10.10	Afghanistan	Farzana interview on PTB	N/A (recorded in Farsi also)	
WomensRadio	6.8.10 - 6.14.10	N/A	Terry interview about 2010 PTB	<a href="http://www.womensradio.com/articles/International-Women%E2%80%99s-Economic-Summit-Celebrates-Entrepreneurship-in-the-Class-of-2010/5282.html">http://www.womensradio.com/articles/International-Women%E2%80%99s-Economic-Summit-Celebrates-Entrepreneurship-in-the-Class-of-2010/5282.html</a>	18,500
WomensRadio	5.28.10 - 6.30.10		Interview with Betsy DeVos about PTB	<a href="http://www.womensradio.com/articles/Building-Bridges-to-Peace-By-Building-Business/5268.html">http://www.womensradio.com/articles/Building-Bridges-to-Peace-By-Building-Business/5268.html</a>	18,500

## ONLINE SPOTLIGHT HIGHLIGHTS

- **Site:** Lifetime TV network
- **URL:** <http://www.mylifetime.com/my-lifetime-commitment/ewc/every-women-counts-salutes/farzana-ebrahimi>
- **Type:** Permalink for Remarkable Woman video featuring Farzana, along with a written profile of her and her business

The screenshot shows the Lifetime Celebrates Remarkable Women website. At the top, the text reads "Lifetime Celebrates REMARKABLE WOMEN". Below this, a video player displays a portrait of Farzana Ebrahimi. To the right of the video, there is a section titled "my lifetime commitment" with buttons for "Lifetime Commitment", "Remarkable Women", "Stop Breast Cancer", "Champion for Change", "Don't Step a Beat", "End Violence", and "Every Woman Counts". Below the video player, there is a section titled "Farzana Ebrahimi: Founder of the Kandahar Health and Development Organization" with details about her hometown, education, and family. To the right of this section is a box titled "BE A REMARKABLE WOMAN" with a checkmark icon and text about the Institute for Economic Empowerment of Women's Peace Through Business Initiative. At the bottom, there is a paragraph about Farzana Ebrahimi, a 31-year-old businesswoman from Kandahar, Afghanistan, who is fighting the country's cultural norm and blazing her own path to economic prosperity.

- **Site:** WomenEntrepreneur.com
- **URL:** <http://www.womenentrepreneur.com/2010/07/peace-through-entrepreneurship.html>  
<http://www.womenentrepreneur.com/2010/06/us-women-teach-others-to-pay-it-forward.html>  
<http://www.womenentrepreneur.com/2010/06/third-world-ambassadors-vow-to-carry-womens-issues-forward.html>
- **Type:** Three columns bylined by Terry Neese highlighting PTB program efforts and successes

WomenEntrepreneur®

## ONLINE SPOTLIGHT HIGHLIGHTS (CONT.)

- **Site:** Embassy of Afghanistan
- **URL:** <http://www.embassyofafghanistan.org/AmbassadorJawadSupportsPeaceThroughBusinessGraduation.html>
- **Type:** Feature/Spotlight Story

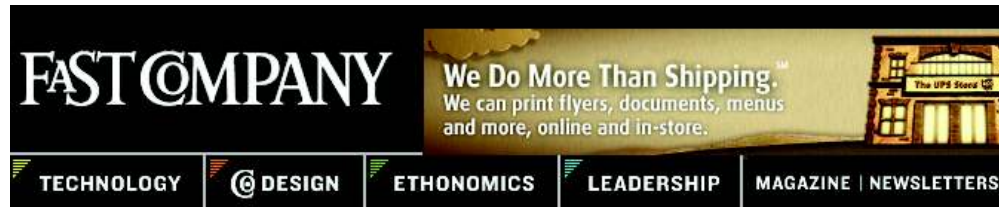


- **Site:** T. Boone Pickens Foundation
- **URL:** <http://www.tboonepickensfoundation.org/spotlight-institute-empowerment.asp>
- **Type:** Feature/Spotlight Story

The image shows the T. Boone Pickens Foundation website. At the top left is the circular logo with the text 'T. BOONE PICKENS FOUNDATION' and a central emblem. To the right, the text reads 'T. BOONE PICKENS FOUNDATION' and 'Supporting the exemplary efforts of extraordinary people.' Below this is a 'SPOTLIGHT' section. The main visual is the logo for 'the institute for Economic Empowerment of Women', which features a globe and an open book. Below the logo is a photograph of a group of women in Afghanistan, some holding green certificates. To the right of the photo, text describes the foundation's focus on grants to organizations and mentions the current partner spotlight on the Institute for Economic Empowerment of Women. At the bottom, a caption identifies Amir Taj Sirat and Khaleida Darya after soccer ball training in Afghanistan.

## ONLINE SPOTLIGHT HIGHLIGHTS (CONT.)

- **Site:** Fast Company
- **URL:** <http://www.fastcompany.com/1664275/there-can-be-peace-through-business-us-afghan-rwandan-women-learn-from-each-other-at-ieew-co>
- **Type:** Business magazine website featured blog post



### FC Expert Blog

## Peace Through Business: U.S., Afghan, & Rwandan Women at IEEW Conference

BY FC EXPERT BLOGGER SUSAN SOLOVIC Sat Jun 26, 2010

*This blog is written by a member of our expert blogging community and expresses that expert's views alone.*

There's an old saying, "When you educate a woman, you educate a nation." Combine this with the fact that an economically sound country has a much greater capacity for peace and you have the premise behind the [Institute for the Economic Empowerment of Women's Peace Through Business program](#).

- **Site:** Sedona Biz
- **URL:** <http://www.sedona.biz/peace-through-business-sedona062110.php>
- **Type:** News site for Sedona, Arizona: feature story on Arizona mentors and Rwandan students



Left to Right: Bobbie Surber, Hononne Mgoreware, Nanci Burnett, and Chantal Zimwabagabo.

### 'Peace Through Business' training brings Rwandan entrepreneurs to Sedona

SEDONA, AZ (June 21, 2010) - Two Rwandan business women were mentored by area businesswomen as a part of the Institute for Economic Empowerment of Women (IEEW) Peace Through Business training.



## ONLINE SPOTLIGHT HIGHLIGHTS (CONT.)

- **Site:** Dallas Business Journal Blog
- **URL:** [http://dallas.bizjournals.com/dallas/blog/2010/06/att\\_in\\_afghanistan.html](http://dallas.bizjournals.com/dallas/blog/2010/06/att_in_afghanistan.html)
- **Type:** Blog for business newspaper



- **Site:** Jones Coffee Roasters
- **URL:** <http://www.thebestcoffee.com/local/news/peace-through-business-in-rwanda/>
- **Type:** Article on mentor's business website

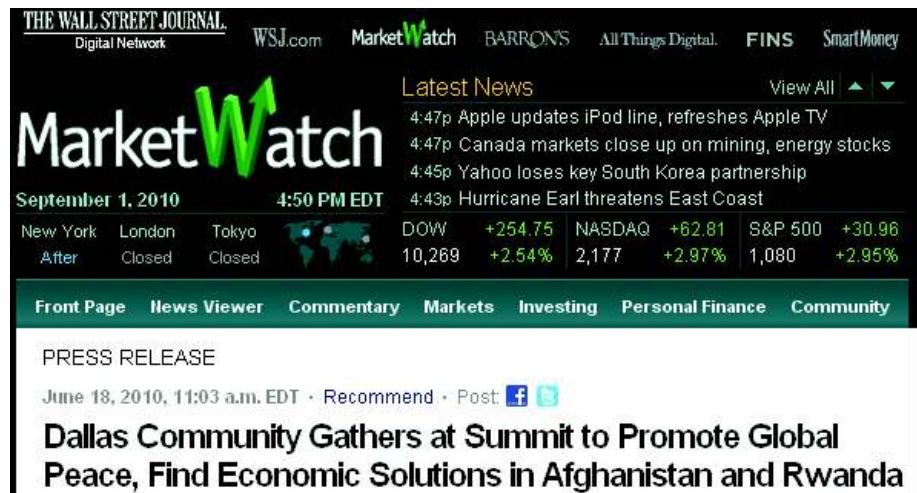


## ONLINE PRESS RELEASE HIGHLIGHTS

- **Site:** Yahoo News
- **URL:** [http://news.yahoo.com/s/usnw/20100618/pl\\_usnw/DC23324;\\_ylt=Ar9aEsddQBf4CULTvWaB3wcEKekE;\\_ylu=X3oDMTJmbmdnNTdjBGFzc2V0A3VzbncvMjAxMDA2MTgyZGMzMzMyNARwb3MDOARzZWMDDeW5fcGFnaW5hdGVfc3VtbWFyeV9saXN0BHNSawNmdWxsbmJzcHN0b3I](http://news.yahoo.com/s/usnw/20100618/pl_usnw/DC23324;_ylt=Ar9aEsddQBf4CULTvWaB3wcEKekE;_ylu=X3oDMTJmbmdnNTdjBGFzc2V0A3VzbncvMjAxMDA2MTgyZGMzMzMyNARwb3MDOARzZWMDDeW5fcGFnaW5hdGVfc3VtbWFyeV9saXN0BHNSawNmdWxsbmJzcHN0b3I)
- **Type:** Search engine news site: national press release re: 2010 program



- **Site:** The Wall Street Journal - Marketwatch
- **URL:** <http://www.marketwatch.com/story/dallas-community-gathers-at-summit-to-promote-global-peace-find-economic-solutions-in-afghanistan-and-rwanda-2010-06-18>
- **Type:** News website: national press release re: 2010 program



- **Site:** U.S. Politics Today
- **URL:** <http://uspolitics.einnews.com/article.php?nid=879290>
- **Type:** News website: national press release re: 2010 program



## ONLINE PRESS RELEASE HIGHLIGHTS (CONT.)

- **Site:** AOL Daily Finance
- **URL:** <http://www.dailyfinance.com/article/americans-help-create-jobs-and-economic/1096669/>
- **Type:** News website: national press release re: 2010 program



- **Site:** News Blaze
- **URL:** <http://newsblaze.com/story/2010060307001200006.pnw/topstory.html>
- **Type:** News website: national press release re: 2010 program





## **PRINT HIGHLIGHTS**

- **Publishing Company:** Diversity Inc.
  - **Date:** September 2010
  - **URL:** <http://diversityinc.com/article/7874/Peace-Through-Business-ATT-Empowers-Women-in-Afghanistan-Rwanda/>
  - **Type:** In-depth piece on IEEW and PTB, with a special focus on AT&T's sponsorship, featuring colored photos.
- 
- **Publishing Company:** The Dallas Morning News
  - **Date:** July 5, 2010
  - **URL:** [http://www.chron.com/CDA/archives/archive.mpl?id=2009\\_4778194](http://www.chron.com/CDA/archives/archive.mpl?id=2009_4778194)
  - **Type:** This editorial by the DMN Editorial Board is based on an in-person, hour-long discussion with members of the editorial board and Terry Neese, Afghan Ambassador Jawad and Rwandan Ambassador Kimonyo. The editorial also features a sidebar with the names and business names of Dallas-area mentors.
- 
- **Publishing Company:** OKC Friday
  - **Date:** July 2, 2010
  - **URL:** N/A
  - **Type:** Editorial by Terry Neese, celebrating women and pointing to the PEACE THROUGH BUSINESS program and OKC businesswomen's involvement.
- 
- **Publishing Company:** The Dallas Business Journal
  - **Date:** July 1, 2010
  - **URL:** <http://www.journalrecord.com/article.cfm?recid=101893>
  - **Type:** Article exploring the program and AT&T's close involvement, featuring photos of Randall Stephenson and Charlene Lake with Rwandan student.
- 
- **Publishing Company:** The Dallas Examiner
  - **Date:** July 1, 2010
  - **URL:** N/A
  - **Type:** A front page story with four colored photos with a 48-column inch jump that details the profile of Rwandan student and her Dallas mentor.
- 
- **Publishing Company:** Enterprising Women\*
  - **Date:** July 2010
  - **URL:** N/A
  - **Type:** Publisher's note, which includes a description of mentoring two Afghan students, along with color photo of the students, as well as information on IEEW and PEACE THROUGH BUSINESS. *(Full feature article to appear in fall issue)*

*\*This article first appeared in Vol. 11, No. 3 of Enterprising Women magazine ([www.enterprisingwomen.com](http://www.enterprisingwomen.com)) and is being reprinted with permission from the publisher. All rights reserved.*

## **PRINT HIGHLIGHTS (CONT.)**

- **Publishing Company:** The Dallas Morning News
- **Date:** June 24, 2010
- **URL:** <http://www.dallasnews.com/sharedcontent/dws/news/localnews/calendar/stories/062410dnmetasia.b393f0b7.html>
- **Type:** Article on graduation ceremony, featuring photo of Afghan delegation with Terry Neese and Ambassador Said Jawad.
  
- **Publishing Company:** The Journal Record
- **Date:** June 21, 2010
- **URL:** <http://journalrecord.com/2010/06/18/business-brief-june-21-2010-general-news/>
- **Type:** Brief about International Women's Economic Summit and front inside page photo of Terry, Rwandan student Sarah Mukandutiye, Esther Silver Parker and Jackie Miller.
  
- **Publishing Company:** The Oklahoman
- **Date:** June 19, 2010
- **URL:** <http://www.newsok.com/article/3469642>
- **Type:** Article about the Oklahoma City community event for PEACE THROUGH BUSINESS students.
  
- **Publishing Company:** The Journal Record
- **Date:** June 18, 2010
- **URL:** <http://journalrecord.com/2010/06/17/following-her-dream-general-news/>
- **Type:** In-depth profile of Afghan student and her Oklahoma City mentor, featuring prominent photo of student with mentor at local museum.
  
- **Publishing Company:** The Oklahoman
- **Date:** June 16, 2010
- **URL:** <http://www.newsok.com/article/3468821>
- **Type:** Editorial by Terry Neese about the 2010 program and the Oklahoma City community's involvement.
  
- **Publishing Company:** The Journal Record
- **Date:** June 16, 2010
- **URL:** <http://journalrecord.com/2010/06/15/project-lets-businesswomen-of-different-countries-learn-share-general-news/>
- **Type:** Article about 2010 program, featuring interview with Terry Neese and a photo of IEEW staff member working with Rwandan and Afghan students.
  
- **Publishing Company:** The Journal Record
- **Date:** June 15, 2010
- **URL:** <http://journalrecord.com/2010/06/14/business-briefs-june-15-2010-general-news/>
- **Type:** Business brief on OKC involvement in 2010 program.
  
- **Publishing Company:** Cup of Cappuccino
- **Date:** Released June 10, 2010
- **URL:** <http://www.amazon.com/Cup-Cappuccino-Entrepreneurs-Spirit-II/dp/0984363017>  
<http://www.acupofcappuccino.com/>
- **Type:** Book that focuses on the strength of women entrepreneurs, featuring a full chapter on Terry, the Institute and a spotlight on PEACE THROUGH BUSINESS.

## **TV HIGHLIGHTS**

- **Station:** Lifetime TV Network
  - **Date:** June 18 – 25, 2010
  - **URL:** <http://www.mylifetime.com/my-lifetime-commitment/ewc/every-women-counts-salutes/farzana-ebrahimi>
  - **Type:** 30-second spot featuring Farzana Ebrahimi in Lifetime's "Remarkable Woman" campaign.
- 
- **Station:** PBS ("Oklahoma Horizon")
  - **Date:** July 4, 2010
  - **URL:** <http://www.okhorizon.com/2010/Show1027/IntvWRahelaKaveer.htm>
  - **Type:** One-on-one studio interview with Afghan student Rahela Kaveer.
- 
- **Station:** PBS ("Oklahoma Horizon")
  - **Date:** July 4, 2010
  - **URL:** <http://www.okhorizon.com/2010/Show1027/PeaceThroughBusiness.htm>
  - **Type:** In-depth package on Afghan student Rahela Kaveer and her mentorship at Oklahoma State University.
- 
- **Station:** PBS ("Oklahoma News Report")
  - **Date:** June 18, 2010
  - **URL:** [http://www.youtube.com/watch?v=bMoF\\_-T6nNg](http://www.youtube.com/watch?v=bMoF_-T6nNg)
  - **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:** Platforms: The Life-Lifting News Program for Women
  - **Date:** July 1, 2010; July 20, 2010; August 8, 2010
  - **URL:** <http://www.platforms.tv/Global-Issues/leonia-nkuruh.html>  
<http://www.platforms.tv/Global-Issues/rahela-kaveer.html>  
<http://platforms.tv/Global-Issues/his-excellency-ambassador-said-tayeb-jawad.html>  
<http://platforms.tv/Business/cynthia-j-brinkley.html>
  - **Type:** Four one-on-one interview with Platforms: Cindy Brinkley, Chief Diversity Officer for AT&T, Afghan Ambassador to the U.S. Said Jawad, Afghan student Rahela Kaveer and Rwandan student Leonia Nkuruh.

## **RADIO HIGHLIGHTS**

- **Station:** Voice of America – Afghan Bureau
  - **Date:** June 10, 2010
  - **URL:** N/A
  - **Type:** One-on-one in-studio interview with Farzana Ebrahimi in Washington, DC.
- 
- **Station:** WomensRadio/Gen Y Outloud
  - **Date:** June 30, 2010
  - **URL:** <http://www.womensradio.com/articles/Creating-Economic-Prosperity-Under-Risky-Conditions/5520.html>  
<http://ygenoutloud.com/keeping-gen-y/creating-economic-prosperity-under-risky-conditions/>
  - **Type:** One-on-one interview with Farzana Ebrahimi.
- 
- **Station:** CBS Radio
  - **Date:** June 18, 2010
  - **URL:** N/A
  - **Type:** Interview with Dallas mentor about program and experience.
- 
- **Station:** Small Business Advocate with Jim Blasingame (40 markets nationwide, satellite radio and online broadcasting)
  - **Date:** June 14, 2010
  - **URL:** <http://www.smallbusinessadvocate.com/small-business-interviews/terry-neese-8225>
  - **Type:** Interview with Terry Neese about 2010 PEACE THROUGH BUSINESS.
- 
- **Station:** WomensRadio
  - **Date:** June 8 – 14, 2010 (Prominently featured on site's home page)
  - **URL:** <http://www.womensradio.com/articles/International-Women%E2%80%99s-Economic-Summit-Celebrates-Entrepreneurship-in-the-Class-of-2010/5282.html>  
<http://www.womenscalendar.org/Events/EventDetails.asp?date=6/20/2010&id=14338>
  - **Type:** Interview with Terry Neese about 2010 PEACE THROUGH BUSINESS, along with an online bio of Terry. *Second link:* Calendar item for June events
- 
- **Station:** WomensRadio
  - **Date:** May 28 – June 30, 2010 (Prominently featured on site's home page)
  - **URL:** <http://www.womensradio.com/articles/Building-Bridges-to-Peace-By-Building-Business/5268.html>
  - **Type:** Interview with Betsy DeVos about the PEACE THROUGH BUSINESS program.



# The Dallas Morning News

Texas' Leading Newspaper

\$1.00

Dallas, Texas, Monday, July 5, 2010

dallasnews.com

Monday, July 5, 2010

## EDITORIALS

# Building Businesses, Bridges

## U.S. women reach out to Afghanistan, Rwanda

Greg Mortenson likes to quote an old African proverb: "If you teach a boy, you educate an individual; but if you teach a girl, you educate a community."

Mortenson knows a thing or two about educating entire communities. His book *Three Cups of Tea* has inspired a massive outpouring of support for building schools in Afghanistan and Pakistan; more than 51,000 students have benefited from campuses built by his Central Asia Institute, which emphasizes educating girls.

Why girls? "Girls are the most likely agents of change, but they are often invisible in their societies and to our media," the institute says.

Thanks to Mortenson, that's changing. But what happens when those girls grow up? How do they put their education to use in ways that will improve their families and communities and help stabilize their war-torn region?

That's where the Institute for Economic Empowerment of Women comes in. Founded by Terry Neese of Oklahoma City in 2007, the group has trained more than 150 female entrepreneurs in Afghanistan and Rwanda. Twenty-one women from the two countries just spent most of June in Dallas for lectures, group work, a meeting with their respective ambassadors and — most important — one-on-one work with mentors.

They left with business plans and a better understanding of how to overcome obstacles back home. They also carried with them a mandate to share what they learned. They are required to produce quarterly reports for the nonprofit explaining how they are putting their new skills to work and training others.

One past graduate of the program, for example, ran a business that produced soccer balls in Afghanistan. Not only did she encourage one of her workers to follow in her footsteps by entering the program, she helped that woman start her own soccer ball production company. Meanwhile, her own business has expanded beyond anyone's expectations.

### Success stories in the making

Dallas businesswomen mentored four Rwandan women last month as part of The Institute for Economic Empowerment of Women's 2010 Peace Through Business program.

#### Bonita Mwunvaneza

**Type of business:** Cookie bakery

**Mentor:** Marion Marshall of AbsolutelyBlooming Event Planning

#### Charlotte Nyiraneza

**Type of business:** Theater education

**Mentor:** Zenetta Drew of Dallas Black Dance Theatre

#### Leonina Nkuruh

**Type of business:** Construction materials

**Mentor:** Eve Clark of MEB Construction

#### Micheline Muhimpundu

**Type of business:** Ketchup and fruit juice production

**Mentor:** Linda Carlisle of The Paper Plate Inc.

The program is not just about building better businesses. It's about empowering women to help move their battered nations forward and promote peace. Two graduates of the program are running for parliament in Afghanistan.

Interestingly, Neese's institute reports that the women in the program are not facing the kind of sexism Americans might expect. When successful businesses put food on the table, communities — and men — support them.

Four Dallas businesswomen worked closely with the entrepreneurs from the other side of the world. They generously gave their time and talent to inspire these women — and us — because they know that they are not just building businesses and bridges to the West. They are educating entire communities. And by doing that, they are changing the world.



# Why we have reason to CELEBRATE Oklahoma!

## They, too, paved the way for our growth Don't forget contribution of women

INSTITUTE CEO



TERRY NEEZE

•founder and CEO of the Institute for Economic Empowerment of Women (IEEW)  
•founder of Terry Neeze Personal Services  
•An Inductee into the National and Oklahoma Women's Hall of Fame  
•Recognized by *Forbes* magazine as one of the "Power 50" — the most influential small business owners in Washington, D.C. She was named an Outstanding Business Leader by Northwood University  
•Board of Trustees in 2006 and received an honorary doctor of laws degree from the university in 2008  
•Has been appointed to boards and positions with nominations by prominent leaders, such as President George H.W. Bush, Bill Clinton and George W. Bush, including the U.S.-Afghanistan Women's Council, the National Advisory Council on Indian Education, the Les Femmes Chiefs of Enterprises Mondiale (FCHEM) Regional Commissioner for the Americas and the National Women's Business Council  
•Director of the United States Miss  
•Married to Earl H. Neeze  
•Their daughter, Kim Neeze, is CEO of Terry Neeze Personal Services and is the niece of Emily and Eric

By TERRY NEEZE

Oklahoma's spirit has always been an inspiring one. From the 19th century people arrived on the Great Plains during the Land Run of 1889, it has been 121 years since 50,000 pioneers eagerly awaited the start of a new life in what would later be known as Oklahoma.

The story is all too well-known, but what we tend to overlook, or perhaps underappreciate, is the level playing field our government created for the rest of the Midwest and how these early settlers built the sturdy foundations not only for statehood, but also for a strong people.

In the eyes of an equal opportunity for our pioneer families — and ourselves — would prevail. To keep economic status from sealing the fate of who would land first on our red-shouldered soil, the government ordered them to travel at exactly 15 mph, the estimated speed of a horse.

Financial parity wasn't the only focus. Just as the poor were equal to the rich, women were deemed equal to men. Under the Homestead Act, single women and widows could stake claim to their own acreage as well. Think about the courage that permeated these women to fight in the statehood of a bill for their equal right to this new promised land.

As they set foot on a new beginning, our state's pioneer women truly sent a strong signal for the future of Oklahoma. Women of our past have handed down a symbolic torch from one generation to the next in order to empower and inspire more Oklahoma women, because women in our great state are undeniably strong and fearless; we are bold and brave.

So many Oklahoma women have contributed to not only women's history but also our country's history as well, including Jeane Kirkpatrick, the first woman named as a U.S. Ambassador for the United Nations. There's also Shannon Lucid, a U.S. astronaut who has flown to space five times and was the only woman in her class who was a mother at the time she was hired.

Then there are the young leaders who make a difference in the lives of everyday people across Oklahoma, such as the PTA mom who volunteers her time to give children the best educational experience, or the businesswoman who provides jobs and salaries to people within the community.

Many Oklahoma businesswomen are reaching beyond the community and are going global by mentoring and teaching the lives of the Institute for

"So many Oklahoma women have contributed to not only women's history but also our country's history as well, including Jeane Kirkpatrick, the first woman named as a U.S. Ambassador for the United Nations. There's also Shannon Lucid, a U.S. astronaut who has flown to space five times and was the only woman in her class who was a mother at the time she was hired."

Economic Empowerment of Women's (IEEW) THROUGH BUSINESS students from Rwanda and Afghanistan.

In many ways, our entrepreneurial students from these war-torn countries are much like Oklahoma's female settlers. Boldly and bravely, they both have helped pave the way for more equal opportunities, more equal rights and more progress for more women.

As we celebrate Oklahoma, let us not forget to celebrate the women of Oklahoma.

TERRY NEEZE  
Founder/CEO  
IEEW



Women had right to stake claims, too

Page C-7

COVERING THE  
DALLAS-FORT WORTH  
REGION

# Dallas Business Journal



## Thinking globally

Natacha Kabandana of Rwanda, left, and AT&T's Charlene Lake are participating in IEEW's Peace Through Business program.

P7

## Sustainable strategy

Earthpeople LLC founder **Anna Clark** helps companies save money by finding and using green products and services.

TWO MINUTES WITH, P8

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## NEWS

# IEEW trains foreign businesswomen

## Northwood University, AT&T provide support

BY LENA DUBASHI | STAFF WRITER

Women entrepreneurs from Rwanda and Afghanistan were in Dallas this week for the final phase of Peace Through Business, a program from the Institute for the Economic Empowerment of Women.

The initiative pairs the entrepreneurs with U.S. role models and draws support from companies such as AT&T, which has a 40 percent female work force.

AT&T has sponsored the program since its 2007 launch, said CEO Randall Stephenson at a June 22 graduation ceremony held at the AT&T Performing Arts Center.



STEPHENSON

"Economic stability leads to peace and prosperity," he said. "Entrepreneurs drive job creation, and that drives wealth creation."

Cindy Brinkley, chief diversity officer for AT&T, said the goals of the initiative are far-reaching: "The idea is that the benefit of educating and training women will pass down to the family and community and eventually toward her country, empowering them on the social and political levels."

U.S. ambassadors from both Rwanda and Afghanistan traveled to Dallas to participate in the graduation ceremony.

Said Jawad, Afghan ambassador to the United States, said programs such as Peace Through Business will make it possible to "write the history of the future." He said women are particularly well-suited to drive Afghanistan's future, with their "courage, grace, commitment and vision."

"There aren't many women warlords, and there's a reason for that," Jawad

## Driven by principles, not profit

In 2007 the U.S. State Department contacted Terry Neese, president and CEO of Oklahoma-based IEEW, to launch an organization to help Afghan female business owners.

Northwood University developed the Peace Through Business curriculum and provides six to eight weeks of training in Rwanda and Afghanistan. The top students are invited to leadership training at the Cedar Hill campus for one week. They then present a business plan to the ambassadors of their respective countries.

Kevin Fegan, provost of Northwood University, said the programs are funded by generous donations, but not without a high return on investment. "This program speaks to our mission to develop future leaders for a global enterprise society and puts our theory into practice," he said. "It extends our global footprint."

AT&T provides housing and cell phone service for participants and sponsored the graduation ceremony. Additionally, more than 60 AT&T employees volunteer for the program, said Charlene Lake, senior vice president of public affairs and chief sustainability officer.

"Employees gain a lot by sharing their experiences and understanding we have more similarities than differences," she said.

Lake said the company's decision to par-



PEACEFUL PAIR: From left, Peace Through Business student Natacha Kabandana of Rwanda and AT&T's Charlene Lake.

ticipate was not profit-driven, but principle-driven.

"As a global business, we want to do what we can to promote diversity, cultural understanding and economic stability," Lake said.

Donna Hogdahl, president and CEO of Irving-based The TransSynergy Group, first participated in the initiative last year when an Afghan business owner shadowed her at work and at home. Hogdahl was drawn to the program because it offered an opportunity to learn about a region she said is crucial in world affairs and is misunderstood by her peers.



VOL. XXIV • JULY 1, 2010



# A Woman Empowered



A domestic violence enactment by the Teaching Theatre Troupe in Rwanda. — Photos courtesy of IEEW



Charlotte Nyiraneza poses with Laura Brown of the Dallas Black Dance Theatre. — Photo by Robyn H. Jimenez/The Dallas Examiner



Zanetta Drew and Charlotte Nyiraneza — Photo by Robyn H. Jimenez/The Dallas Examiner



Charlotte Nyiraneza with Marie-Josée Kankara at The Institute for Economic Empowerment. — Photos courtesy of IEEW



Nycole Ray, Winnie Buford, Lindsay Jenkins, Helise Furtado/Zanetta Drew, Charlotte Nyiraneza, Sherrie Harrell, Kiran Samani, Melissa Young and Erika Flood-Moultrie. — Photo by Robyn H. Jimenez/The Dallas Examiner

## Rwandan entrepreneur gains momentum in Dallas

By ROBYN H. JIMENEZ  
The Dallas Examiner

Charlotte Nyiraneza is a wife and mother of five — the youngest being six-month-old twins — from Rwanda. In her country, women are taught to be submissive to men. So much so, that it is common for a man to beat his wife.

There are laws in place in Rwanda to prevent domestic violence. But the women have been raised to believe that this form of violence is acceptable. Domestic violence is a widespread epidemic. Many of the people have a difficult time changing what has been the culture for several generations.

"The problem is the culture, the mentality. A woman can stay at home. A woman can be overworked. A woman can take care of children. So there is a conflict

between the law and the reality," Nyiraneza explained.

At one time, Nyiraneza thought that the violence was more prevalent in the rural areas, where communities are at an economic disadvantage. However, Nyiraneza explained that she was informed that domestic violence is more prevalent in Kigali, Rwanda's capital — the largest and most modernized city in the country.

Nyiraneza grew up in a rural community, but attended college in Kigali. College was a major feat in itself, coming from an area — like many rural cities — where many girls have to work and help their families earn money, while the boys attend school. Because families have to pay for their children to attend school, the likelihood of a girl receiving a formal education decreases if there is at least one male

child in the household.

Nyiraneza founded the Teaching Theatre Troupe, and for the past three years has made it her mission to wake up the people of her country and put a stop to this epidemic of violence in the rural areas. The group, comprised of 10 performers, travels around the country to bring awareness and resolution to the issue of domestic violence.

"Most women are proud of me and what I'm doing because I raise their program," Nyiraneza recalled talking to a man who had seen one of her domestic awareness plays and asked for his reaction.

"There was a man who could be the same man as the man who was playing one [of the abusive men in the play] and I asked him question. 'What did you [think of] this play?' He said, 'Now women, you have to see. You

are aware now, it is crazy ... I don't have anything to say.'" Nyiraneza went on to explain. "It means, I showed what he did, the bad behavior. So instead of saying that I have a message, he said 'Now, it's because you have something to say.' [or rather] 'Now you can speak.'"

Though the troupe has been well received, with a heavy attendance and positive feedback, the funding for the group has been limited. Being a businesswoman looking for financial assistance is difficult enough. But, being a trail-blazing businesswoman with a controversial message means that the odds are stacked against you. Yet, Nyiraneza's strength and determination keeps her going, aimed toward her mission.

Earlier this year, Nyiraneza  
See Nyiraneza Page 6



## Nyiraneza,

continued from Front Page

nyiraneza's persistence led her to the Institute for Economic Empowerment of Women, an organization that realizes the potential and valuable contributions of businesswomen in developing countries.

Founded by Dr. Terry Neese, a highly successful woman entrepreneur, IEEW has trained more than 150 women in Rwanda and Afghanistan. The training, offered through its branch Peace Through Business, educates and empowers the women to build their businesses based on their dreams and become financially independent.

Nyiraneza said that applications are available to them each year. This year, she filled out the application. Once she was selected to proceed to the next step, she had to pass an English language examination. The 30 who passed received training in order to compete for the 15 spots for Rwandan women. Afghanistan women went through the same process.

"And I completely do everything on time," Nyiraneza stated proudly about the procedure that she followed to be chosen to continue with the leadership program.

The women are then flown to the United States for extensive training and paired with African American businesswomen.

The training began on June 4 at Northwood Institute, where the 24 women from Rwanda and Afghanistan lodged and began their extensive business training.

Nyiraneza said that she learned how to create a business plan, effective communication and organizing her company.

The following week, they were welcomed into the private homes and were mentored by African American women entrepreneurs and executives.

Nyiraneza was paired with Zanetta Drew, executive director of the Dallas Black Dance Theatre.

Drew has been with DBDT for 23 years and knows firsthand the difficulty in obtaining financial support as a businesswoman and a theatrical arts organization.

"I am participating in Leadership, Texas this year, which

is an organization through the Women's Resource Center for women leaders across Texas who are learning more about how they can improve their leadership skills, as well as the needs of the state of Texas. Through one of the student participants, who is involved in the Peace Through Business program, I was introduced to the opportunity to be a mentor. I was discussing [with them] the fact that my first trip to Africa had been to Rwanda in 1990. I was really there as the guest of the president of Rwanda at that time. There were 50 people and the mayor of the city couldn't go. So, I went on her behalf. We had a chance to see the countryside, track the mountain gorillas, understand some of the issues of the Tutsi, and know how many challenges the women and the families had there just to create a living," recalled Drew. "And when she said there would be Rwandan women who were doing business, considering the events of the last 20 years, then I said that this is something that I have to be able to participate in."

In 1976, Ann Williams, the theater's artistic director, founded DBDT. In 1999 when she was ready to move the theater into its own building, she chose a 32,000 square foot building on 2700 Flora St. Built in 1930, the historic landmark was once the Moorhead YMCA. But before purchasing the theater, Williams experienced a great deal of difficulty in obtaining financial backing in 1999. It wasn't until 2008 that the theater group was able to obtain enough funding to purchase and renovate the facility, according to its timeline publication 2700 Flora Street, A New History.

"I think the one challenge that a person of color has in a business, is to be able to understand the dynamics of the business industry, so that you can develop a strategy that allows you to be successful. The industry itself, in any discipline, does not work the same if you're a person of color. Whether that be the financial arena, where it is access to information, you have to really be prepared and understand that arena. So I think the challenge is having all of those components so that you can create an equal playing field for whatever business you're

trying to have as a person of color," said Drew. "Other than that, of course, you have to have all of the fundamentals of business to make it work. But you're not able to remove those barriers that come from lack of access, lack of funding ... It's not that the funding isn't out there. It's that you don't have the same access to it."

Drew said that selling tickets to the arts is more of a challenge than selling a product that is necessary to survive—such as food—especially in a time when the economy is strained. And the challenge increases for people of color selling the arts. Also, funders may give first to social services before contributing to the arts.

However, even in tough economic times, the arts remain an integral part of society.

"It's vital to our existence as human beings. It is an expression of who we are," Drew stated, adding that all humans are blessed with some form of the arts. "Now, the important part for the community is for us to understand that the discipline of actually taking those skills and honing those skills, and because every gift given is perfect, you're going to increase the perfection of those gifts when you add training to it. It actually allows and motivates and stimulates additional creativity that comes from any one of those."

She further stated that people need that stimulation from art to spark creativity in everyday thought processes.

These were examples of the pearls of wisdom that Drew passed on to Nyiraneza. However, she felt that the business world was so intricate, that to fully learn how it works, Nyiraneza should be mentored by all of the women in the office.

"I came here to have new skills, new ideas for the kind of business that I have. So I passed through each department: marketing, strategic planning, fundraising..." Nyiraneza said that she has gained a tremendous amount of knowledge and skills from this training and can't wait to be able to apply it back at home. "I'm going to improve the kind of business I have. There were things that I didn't know how to do, like work on contract. I don't have a logo, I don't have a brochure, I didn't know how to organize a proposal."

Drew revealed that she wanted to participate in the

program to help a woman from Rwanda learn more about business. But, she didn't realize how much of a blessing Nyiraneza's visit would be for her and the women in the office. She explained that to hear that things are somewhat better than years ago when she traveled to Africa has brought her closure and peace. But also, seeing what Nyiraneza has been able to accomplish already, to hear her brilliant ideas and see her bravery and strength has brought it all full circle for her.

Nyiraneza said that she is grateful for the opportunity to learn from the women.

"Today, I don't have an office. I don't have anything, just a troupe of people, with one computer to do script writing," said Nyiraneza. "And I think in five years, we will have as many performers as possible. We will [have] office supplies and equipment. And we will be known all over the world."

In that same five years, the DBDT plans to have hit its own milestone, celebrating 35 years of art and service to the community, as well as a 15<sup>th</sup> annual founder's luncheon.

On June 21 and 22, the IEEW concluded their International Women's Economic Summit. Local and national business professionals, international leaders and government officials met with the entrepreneurs from Rwanda and Afghanistan to discuss ways to create jobs and promote economic expansion in developing countries at the AT&T Center for Learning. Workshops focused on the strengths and contributions of the businesswomen in their countries. Speakers included AT&T female executives; Under Secretary of State for Global Affairs Paula Dobriansky, foreign policy expert and diplomat ambassador, Monica Luchtefeld, executive vice president of e-commerce and direct marketing for Office Depot; Afghan Ambassador Said Jawad and Rwandan Ambassador James Kimonyo.

The extensive training and workshops concluded with a graduation ceremony for the 23 businesswomen of Rwanda and Afghanistan at the AT&T Performing Arts Center. Randall Stephenson, AT&T chairman and CEO, along with Fran McMahon, publisher of *The Hill*, spoke during the evening ceremony.

# A Commitment to Sustainability

It's been two years since we devoted an issue of *Enterprising Women* to going green and so much has changed in the world since then.

More women business owners than ever have come to the realization that building a sustainable business makes great sense on every level and they are taking bold steps to make that happen.

We've devoted 20 pages of this issue to exploring many aspects of greening your business and we take a close look at several women-owned businesses that have green at their core—from a company marketing deep-water wind energy systems to a business that helps its customers recycle everything from computers to lamps.

Every woman-owned business can be a sustainable business—no matter what industry you serve. It all starts with your personal commitment. We hope the ideas in this issue will inspire and motivate you down that path.

The summer of 2010 has been a busy one for me—attending many conferences for women business owners and making plans for the year ahead. I look forward to introducing you to many of the women I've met along the way through profiles and features in upcoming issues.

*Enterprising Women* has a strong commitment to the international women's business community and some of my recent travel has had an international focus. I had the honor of being a delegate at the Global Summit of Women in Beijing, China in May (a gathering of a thousand women entrepreneurs, government and corporate leaders from around the world) and expanded my network of friends who are running dynamic businesses throughout Asia and every continent.

The *Enterprising Women* community has become a global community and we look forward to expanding the exchange of information that will benefit women entrepreneurs everywhere. We will be sharing stories from Beijing in our global issue this fall and reaching across borders every way we can.

As a strong supporter of the Institute for Economic Empowerment of Women (IEEW) and its Peace Through Business program, I also had the honor of hosting two Afghan women entrepreneurs in my home for a week



Afghan women entrepreneurs Parinaz (left) and Sakina.

in June in the mentorship component of the program. Sakina and Parinaz (pictured here) joined with other women entrepreneurs from Afghanistan and Rwanda in an extensive program that included leadership development and high-level business training, culminating in a mentorship week with a U.S. woman entrepreneur. Look for more extensive coverage on the Peace Through Business program in our global issue this fall or visit the IEEW Web site to learn more at [www.ieew.org](http://www.ieew.org). Involvement with

this program has been life-changing for me and the dozens of other women business owners around the country who have been a part of it. Congratulations to *Enterprising Women* Hall of Famer Terry Neese and her team on the continued growth of Peace Through Business.

Finally, we've given brief coverage to the Roadmap to 2020 in our News section this issue (see page 21), but look for an entire issue of *Enterprising Women* devoted to the Roadmap at the close of 2010.

The Roadmap is the product of an unprecedented collaboration of the nation's major women's business organizations and entrepreneurial thought leaders, and the recommendations in this report have far-reaching implications for the growth of the women's business community over the next decade.

2010 *Enterprising Women* Hall of Fame inductee Virginia Littlejohn, CEO and co-founder of Quantum Leaps, the nonprofit that mobilized Roadmap participants, invited me to serve on the Roadmap Editorial Board and it was a fascinating process. We look forward to sharing the full implications of this important document with the readers of *Enterprising Women* in our December issue.

Stay tuned for a busy and informative second half of 2010 as we all work hand in hand to grow our businesses and move the women's business community forward on an exciting path.

—Monica S. Smiley

## ASIAN CULTURE AND COMMUNITY

# Women finish entrepreneurial program

Terry Neese is passionate about helping women, especially those who face entrenched discrimination.

"When you educate a woman, you educate a nation," Neese said at the graduation of 20 women in her Peace Through Business program. The commencement ceremony took place Tuesday on the stage of the Winspear Opera House, courtesy of AT&T, a major sponsor.

The Oklahoma businesswoman founded the Institute for Economic Empowerment of Women in 2007. Since then, more than 150 women from Afghanistan and Rwanda have received business training and mentoring to become entrepreneurs through the institute's Peace Through Business program.

Attending the graduation were the two countries' ambassadors to the United States.

"This is an historic moment for Afghan women," Afghan Ambassador Said Jawad said. "We can rewrite our future by empowering women."

He said Afghanistan mandates that Parliament include 25 percent female representation. In the U.S., less than 20 percent of Congress is female.

Rwandan Ambassador James Kimonyo also praised the program and talked about the impact women can make in his country.

"We are grateful for the women who pick up the pieces and help turn our country around," he said.

One graduate, Rahela Kaveer of Afghanistan, plans to run for Parliament.

"There are still challenges," Kaveer said. "There is still vio-



Afghan grads of the Peace Through Business program stand with Institute for Economic Empowerment of Women founder Terry Neese and Afghan Ambassador Said Jawad.

lence against women."

Another graduate from Afghanistan, Hangama Hamid, presented an inspirational video that highlighted the recent history of her war-torn country.

The 20 women now have business skills and connections to make a difference back home. As part of the program, they spent one week in classes at Northwood University, another week with a mentor and concluded their training with a summit at AT&T offices in Irving.

"Now your work really begins," Neese said. To learn more, visit [www.iceew.org](http://www.iceew.org).

## Kung fu comes to town

Legends of Kung Fu will bring notable masters and grandmasters from the United States and overseas to a local stage to demonstrate kung fu and tai chi during the World Martial Arts Championship. The martial arts event and masters exhibition will include seminars, workshops and cultural presentations such as a lion dance and an illuminated

## Ankles away in dance



Jarvis Jacobs

Girls performed a traditional Filipino dance with poles at the Garland Asian Festival on June 19 at Saigon Mall.

dragon dance.

The championship will be Saturday and Sunday at Plano Centre, 2000 E. Spring Creek Parkway. On Saturday, there will be demonstrations by masters and grandmasters from 9:30 a.m. to 11:30 a.m. and kung fu and tai chi com-

petitions from 1 to 10 p.m. Sunday's events, from 10 a.m. to 4 p.m., will include Chinese freestyle fighting and more competitions. The cost is \$15-\$30 per day. Call 214-878-4598 or visit [www.legendsof-kungfu.com](http://www.legendsof-kungfu.com).

## Achieving inner peace

The Crow Collection of Asian Art regularly offers the chance to reach inner peace surrounded by the beauty of Asian art. The museum presents free tai chi sessions from 9 to 10:30 a.m. Saturdays and free meditation sessions from 6:15 to 7:15 p.m. Tuesdays. Instructor Eng Khoo teaches tai chi, a martial art that has been practiced in China for centuries and is believed to improve the flow of internal energy. All experience levels are welcome. Members from the Maria Kannon Zen Center present the meditation sessions, which include tips on posture, breathing and mindfulness.

The museum is at 2010 Flora St. in Dallas. Call 214-979-6430 or visit [www.crow-collection.org](http://www.crow-collection.org).

## Upcoming events

### TODAY

**The World Affairs Council of Dallas/Fort Worth** presents Meridian: Global Young Professionals Event featuring former Ambassador Robert Jordan at 7 p.m. at Times Ten Cellars, 6524 Prospect Ave. in Dallas. The topic will be "Hot Times in the Middle East." 214-965-8412. [www.dfwworld.org](http://www.dfwworld.org).

### FRIDAY

**A Nepali Spiritual Discourse** by Shri Vibhuji Maharaj will be at 6:30 p.m. at the Nepalese Community Center, 940 N. Belt Line Road, Suite 129, in Irving. 469-487-9070.

### SATURDAY

**The Chinese Institute of Engineers/USA DFW Chapter** will hold a 2010 Leadership and Mentorship program from 9 a.m. to 1 p.m. in Nedderman Hall at the University of Texas at Arlington. Registration information is at [www.cie-dfw.org](http://www.cie-dfw.org).

**A South Asian Spelling Bee** will be from 10:30 a.m. to 4:30 p.m. at Collin College, 2800 E. Spring Creek Parkway in Plano. \$50. 848-248-4119. [niteka@southasianspellingbee.com](mailto:niteka@southasianspellingbee.com).

**The Ramakrishna Vedanta Society** of North Texas presents a Bhagavad Gita Retreat from 10 a.m. to 1 p.m. at 119 W. Scotland Drive in Irving. Free. 972-252-4673. [vedantadfw.org](http://vedantadfw.org).

**The Academy of Bangla Arts and Culture** presents *Ghona Shamano*, a Bengali comedy drama, at 8:30 p.m. at the Irving Arts Center, 3333 N. MacArthur Blvd. in Irving. \$20. 972-252-2787. [www.abac-usa.org](http://www.abac-usa.org).

### SATURDAY AND SUNDAY

**The Grace Evangelista/Grace Hula Company** presents Hula/Tahitian workshops and a luau at the North Richland Hills Recreation Center, 6720 Northeast Loop 820. Workshops from 9:30 a.m. to 4:30 p.m. Saturday and from 10 a.m. to 3:30 p.m. Sunday. The luau will be from 6 to 11 p.m. Saturday. 214-738-1809. [www.gracehuladance.com](http://www.gracehuladance.com).

### SUNDAY AND MONDAY

**Amma, the Hugging Saint from Kerala, India**, will stop in Dallas on her 2010 North American Tour and offer programs at 10 a.m. and 7:30 p.m. Sunday and 10 a.m. and 7 p.m. Monday at the Hyatt Regency at D/FW Airport. [www.ammadallas.org](http://www.ammadallas.org).

### TUESDAY

**The Greater Dallas Indo-American Chamber** will hold a networking event from 6 to 8:30 p.m. at Ruchi Palace Indian Cuisine, 3218 E. Trinity Mills Road in Carrollton. \$5 in advance; \$10 at the door. 214-346-9559.

**The Japan-America Society** of Dallas/Fort Worth holds "Pekopeko-kai," its monthly Japanese dinner, at 7 p.m. at Tampopo Japanese Restaurant, 101 W. Spring Creek Parkway in Plano. Lisa Chambers will be the speaker. \$25 for members; \$35 for others. 214-342-2022. [Lauren@jasdfw.org](mailto:Lauren@jasdfw.org).

### THROUGH TODAY

**The Association of Oriental Arts** presents an exhibit of Chinese brush paintings on rice paper through today at the Jaycee Park Center for the Arts, 2000 W. Airport Freeway in Irving. Free. 972-721-2458.

### THROUGH SUNDAY

**Reperory Company Theatre** presents *Miss Saigon* through Sunday at 650 N. Coit Road in Richardson. \$14 for youths, \$20 for seniors, \$25 for adults. 972-690-5029. [www.rcttheatre.com](http://www.rcttheatre.com).

E-mail Deborah Fleck at [dfleck@dallasnews.com](mailto:dfleck@dallasnews.com).

## RICHARDSON ISD

# Board OKs budget, hears suggestions

Ideas for district aim to prepare students to compete globally

By JEFFREY WEISS  
Staff Writer  
[jweiss@dallasnews.com](mailto:jweiss@dallasnews.com)

On the same evening the Richardson school board passed its new budget — same tax rate, no major changes — it heard a wish list of ideas that could dramatically alter what happens in its classrooms.

Some suggestions to define the Richardson ISD direction were ambitious and could take many years to pull off: Should every graduate be required to earn 12 college credits? Put in 50 hours of community service? Participate in at least four "project-based learning" presentations?

Other suggestions could well be adopted for the upcoming school year: Provide all elementary school students with the kinds of enrichment opportunities formerly aimed mostly at the talented and gifted. Push students in secondary schools into more project-based learning. Amp up the effective use of technology by providing more teacher training.

The suggestions presented Monday emerged from four committees of teachers and administrators who had been given the task of implementing a vision and mission statement approved by the board earlier this year.

The board asked for ways to improve student engagement and to better teach the skills needed to compete in a global economy.

For some of the ideas, mon-

## AT A GLANCE RISD budget highlights

Richardson school district 2010-11 budget highlights:  
■ Estimated enrollment: 34,740  
■ Money spent on raises: \$3,989,361  
■ Average raise for teachers, counselors or nurses: 2.09 percent

■ Estimated operating expenses: \$253.3 million  
■ Increase in operating expenses from 2009-10: 4.6 percent  
■ Estimated surplus for use in 2011-12: \$424,387

ey was no object, and they therefore seem unlikely in the short term.

Hiring more teachers and developing more magnet schools, for instance, would require significant changes in the way Texas schools are funded.

At least for next year, however, Richardson ISD is standing pat with financing. The 2010-11 budget approved Monday calls for an average raise of about 2 percent for most employees.

Total operating revenues will be \$255.7 million, with almost all of that amount defined by the state school financing formula.

But even within that stable budget, the district could move forward with some of the short-term suggestions, said Patti Keiker, Richardson's deputy superintendent.

Schoolwide enrichment

schools. Each student would be provided specific class time to participate.

In the secondary schools, teachers will be trained on how to move away from standing in front of the class and lecturing.

"We are trying to move to instructional models that are more student-engaging," she said.

Some of that means better use of technology. Some is assigning students projects that will teach the material.

But the new ideas don't mean the end of traditional lectures, Keiker said. New methods need to be fit in where they are useful.

"You don't do that for every lesson, every day," she said.

The more ambitious long-range suggestions will be examined and evaluated this fall by the District Planning Committee, even as school officials consider which of the ideas are possible, given the practical restraints of money and time.

In any case, no big idea will be sprung on the schools without lots of warning and discussion, Keiker said.

"You have to prepare the community for it," she said.



FILE 2009/Staff Photo

DART needs \$275 million to extend rail to D/FW Airport, and board Chairman William Velasco said the agency must find it: "We can't not do the Orange Line."

# DART seeks way to fund rail line to D/FW Airport

Continued from Page 1B

But even as it races to complete the largest light-rail expansion in North America later this year, DART is squeezed from every direction — and finding a way to build the line won't be easy. DART now expects that it will receive about \$3 billion less in sales taxes over the next 20 years than it had counted on as recently as a few months ago.

Faced with a tough summer of difficult choices, board members have already begun demanding that the agency save as many jobs as it can. And plans to cut rail and perhaps bus services will face opposition from the board and the public.

Against that backdrop, saving the Orange Line's link to the airport will be tough, no matter how badly board members like Velasco insist it must be done.

The Orange Line is the 14-mile light-rail link that DART is building in three phases between downtown Dallas and the airport. Two phases are already under way, with service scheduled to run through Las Colinas to Belt Line Road in Irving by 2012. A third phase — including a single station to serve the airport — has for years been promised by 2013.

That station is expected to deliver about as many passengers per weekday as all the other new Orange Line stations combined.

Maybe more importantly, it is the strongest symbol yet of DART's commitment to expand its system into a truly regional provider.

What's more, if Leininger is right and

DART can't keep the airport link in its 20-year financial plan, it could be a decade or more before it is built.

"I am not being facetious when I say this, but things really do begin to look better in 2025 and beyond," Leininger said Tuesday.

He said that 15 years of restrained spending — and paying down the agency's \$7 billion in debt — would put DART in a much stronger position.

Leininger was quick to say he thinks the Orange Line can be completed much sooner than that — if the agency can find new funds.

For instance, he said, lawmakers could put the project back on track in 2011 by giving DART permission to collect a 1 percent tax on residential utility bills, a tricky political objective at best.

He also said the Orange Line is a good candidate for a major federal grant.

But those transit grants are increasingly tough to get and have never been a sure bet.

That's not enough for Velasco and some other board members, and it certainly isn't good enough for Irving, one of DART's staunchest supporters. The city has paid \$803 million in sales taxes since 1983, and it wants to see DART keep its promises.

"It's amazing," said Irving Mayor Herbert Gears, who said Irving has stuck with DART out of a deep belief in the need for a regional rail system. "We have been very dutiful partners, and we are awfully confused about why we have to fight so hard to get DART to live up to the commitments they make."





# THE JOURNAL RECORD

Monday, June 21, 2010

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## Meeting of the minds



A reception for businesswomen from Rwanda, Afghanistan and the United States brought, from left, Administrative Law Judge Jackie Miller of the Corporation Commission; Esther Silver-Perko, former executive for Wal-Mart; Terry Reasa, founder of the Institute for Economic Empowerment of Women; and Sarah Mukandatiye, managing director, Shereza Farm, Rwanda, to the Gaylord-Pickens Oklahoma Heritage Museum. They shared business ideas with Oklahoma women and businesswomen from Rwanda and Afghanistan. PHOTO BY JOHN GILBERT

from Afghanistan and Rwanda have undergone business, leadership and public policy training as part of the Peace Through Business program in Oklahoma City, and now they are preparing for the International Women's Economic Summit on Monday and Tuesday at the AT&T Center for Learning in Dallas.

The summit is a two-day conference focusing on the strength and contribution of women entrepreneurs in Afghanistan and Rwanda, the obstacles they face and free-economy solutions to peace.

Speakers include foreign policy expert and diplomat Ambassador **Paula Dobriansky**; **Monica Luechtefeld**, executive vice president of e-commerce and direct marketing for Office Depot; AT&T executives; and Afghan Ambassador **Said Jawad**. — Staff report

## International Women's Economic Summit set

DALLAS — Top American business professionals, international leaders and government officials will meet with Afghan and Rwandan entrepreneurs Monday and Tuesday to discuss ways to create jobs and promote economic expansion in developing countries at a global conference, according to a news release.

Twenty-three female business owners



THE OKLAHOMAN | NEWSOK.COM



Sarah Mukandutiye speaks during the Peace Through Business reception held Thursday.

PHOTO BY BRYAN TERRY, THE OKLAHOMAN

## Businesswomen learn from mentors in U.S.

BY JENNIFER PALMER

Business Writer  
jpalmer@opubco.com

Each of the women involved in the Peace Through Business program has a story to tell.

There's Sakina Ibrahim, a wife, mother, business owner and women's activist in Afghanistan, who has protested gender inequality.

And Rahela Kaveer, an Afghan woman who runs a fish farm that employs 20 other women — and she's running for parliament.

The Afghan and Rwandan female entrepreneurs have businesses in construction, beekeeping, food processing, coffee bean planting — and they are spending three weeks here to learn skills from American businesswomen.

Eight of this year's 23 Peace Through Business participants were mentored in Oklahoma and recognized during a recep-

tion Thursday at the Gaylord-Pickens Oklahoma Heritage Museum. The program is coordinated by the Institute for Economic Empowerment for Women, an Oklahoma City-based nonprofit founded by local entrepreneur Terry Neese.

Once their mentorships are complete, the women attend the International Women's Economic Summit in Dallas, which starts Monday. They are then expected to return home and "pay it forward."

"Our students' real work begins when they go home," Neese said.

For Kaveer, that means taking the skills she has learned here. Her company, Afghan Women Empowerment Organization, has resulted in higher incomes for the women who work there, she said.

"I'm supporting my family, children and community," she said.



# THE JOURNAL RECORD

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## Peace Through Business



Farzana Ibrahimi from Afghanistan watches her American business mentor from the Peace Through Business program, CPA Nancy Hyde, explain her business software on Wednesday. PHOTO BY MAIIE SABOLCH



Ferzana Ibrahim from Afghanistan and her American business mentor, Nancy Hyde, check out a statue of John Wayne at the National Cowboy & Western Heritage Museum Wednesday. Ibrahim is intrigued with the cowboy culture and history. PHOTO BY BARRY SARGENT

# Following her dream

*Afghan woman visits OKC for business program*

BY APRIL WILKERSON  
THE JOURNAL RECORD

OKLAHOMA CITY — From a quick glance, Ferzana Ibrahim is like any female entrepreneur: She spends many hours growing her business and wishes for more time with her family, but is driven to balance both.

Take a longer glance, and Ibrahim is anything but typical. Her business —

literacy training in her home country of Afghanistan — is culturally unacceptable to many, especially the older generation who abhors a woman in that role. She conducts her business with the sound of explosions in the background, pausing from her work to check on her family if they're away from home.

But giving up simply isn't an option, because Ibrahim is fulfilling a dream.

Ibrahim is in Oklahoma this week with Peace through Business, a program of the Oklahoma-based organization Institute for the Economic Empowerment of Women. For the mentoring part of the program, she is paired with local accountant Nancy

Hyde for a week of learning leadership skills and managing a business.

"It is a new idea of Afghan women starting a business," said Ibrahim, who lives in Kandahar. "Most women have no access to capital."

Ibrahim is unusual in her country. She grew up in a family who encouraged her to develop skills and start a business, and she did so with her own money. Her husband is equally supportive of her efforts and took time off from his own job to care for their three children while she is in America.

Ibrahim chose a type of work that is sorely needed in Afghanistan. With a 70-percent illiteracy rate — mostly

## DREAM

from page 3

women — people don't enjoy the benefits an education brings, she said. Most literate people live in the country's capital of Kabul, but people in rural areas have few literacy opportunities. Ibrahim trains people to go out and provide literacy services; depending on the project, she has seven to 10 employees. Her business also takes generators to schools, because electricity may be available only a few days a week, and her staff repairs computers and Internet lines. Talking about some of her other projects would put in her danger because there is such resistance to what she does, she said.

The younger generation in her country is more accepting of what she does, she said, but older people often frown upon her efforts.

"It is my belief that they should accept it," she said.

Hyde, who also served as a mentor last year, said that as women business owners, she and Ibrahim must consid-

er some of the same things, such as leadership styles and human resources issues. Hyde said she's sharing some of her early business hurdles with Ibrahim as well. But the differences are sobering: In her business plan, Ibrahim must budget for a security guard to stay at her company. She was surprised that Hyde didn't have to do the same.

Ibrahim said she enjoys the blend of personal stories and practical advice that she's picking up this week. They're all going toward bettering her leadership skills, she said.

"Leadership is a kind of art," Ibrahim said. "It's like a musician or a painter or other artist. I think every business owner first should improve this art in themselves. It's a very important topic for me. After a person becomes good at leadership, they can run their business ultimately."

Next week, Ibrahim will join other Afghan and Rwandan women business owners in Texas for a summit of the Institute for Economic Empowerment of Women. Ambassadors from both

countries will attend, along with U.S. State Department officials and Oklahoma Judge Vicki Miles LaGrange, who worked in Rwanda rebuilding its government.

Ibrahim will have a chance to talk to Afghan Ambassador Said T. Jawad about what she and other women need to be successful business owners. Ibrahim said that, as the head of a non-government organization, she would like to see more help and collaboration with the Afghanistan government, especially its women ministries program. She said government and non-government organizations don't work together, and women would especially benefit from their networking.

She also wants to spread the word about Peace through Business to rural parts of Afghanistan, where women have even fewer opportunities to develop skills. Hyde said the "Peace Pals" project aims to raise money for such efforts. In the meantime, Ibrahim is spreading the word one person at a time, such as the conversations she has with her neighbor.

"They live in a bad economic situation," she said. "Just the husband is working, and the woman is at home. Always I encourage her to please, please find abilities and work on your abilities. Maybe you can find a job out of home and make money to help your husband to support your family. Sometimes she wants to change, but it is difficult. It goes back to culture."

Ibrahim will return to Afghanistan soon to continue her business and her mission. Life in Oklahoma has been something of a respite — during last weekend's thunderstorms, she initially shuddered, thinking that the sound was an explosion, but relaxed upon hearing it was Mother Nature. She has also enjoyed the night skyline of Oklahoma City because, back home, it isn't safe to be out after 8 p.m.

"She's very committed to making a difference for the people of her country," Hyde said. "Even though it is dangerous for her to be in that business — because not everyone would agree that women should become literate — she continues anyway."





POINT OF VIEW | AFGHAN, RWANDAN STUDENTS TUTORED

## Group helps empower women to create jobs

BY TERRY NEESE

If the history of global economics proves one thing, it's that an economically sound country has a much greater capacity for peace.

At the Institute for Economic Empowerment of Women, we believe it is our responsibility to help spread peace globally through empowering women to create jobs and expand their countries economically. We accomplish this mission by educating women, because history has also shown us when you educate a woman, you educate a nation.

With our business education program, Peace Through Business, we've seen the benefits of educating women in Afghanistan and Rwanda. We are creating a global



Terry Neese

sisterhood among women business owners and inspiring change in war-torn countries, and we're doing it with the help of people right here in Oklahoma.

Our 23 Afghan and Rwandan students will be on a journey this month in the United States to discover the impact they can make in their countries.

Through training and mentorship with Oklahoma City female business owners, these women will learn more about business, leadership and public policy and how to implement these skills in Afghanistan and Rwanda.

Oklahoma women have answered the call to global action by partnering with the institute to see women succeed worldwide; such grassroots diplomacy has been characterized as the "new tool" to strengthening ties with other countries.

Oklahoma schools and businesses are also participating in the groundbreaking program and setting out to spread "peace through business." ASTEC Charter School, About Last Night... Event Planning, and Hyde and Company CPAs are just a few businesses that will host and mentor students this year.

The Oklahoma City community will have the opportunity to visit with these

Oklahoma women have answered the call to global action by partnering with the institute to see women succeed worldwide; such grassroots diplomacy has been characterized as the "new tool" to strengthening ties with other countries.

women at a reception from 5 to 6:30 p.m. Thursday at the Gaylord-Pickens Oklahoma Heritage Museum, 1400 Classen Dr.

Our students also will attend our International Women's Economic Summit sponsored by AT&T in Dallas. The conference will focus on the strengths and contributions of women entrepreneurs in Afghanistan and Rwanda, the obstacles they face and free-economy solutions to peace. Speakers include Vicki Miles-LaGrange, chief U.S. district judge for the Western District of Oklahoma, and foreign policy expert and American diplomat Ambassador Paula Dobriansky.

Peace Through Business students complete their journey in the U.S. with a graduation ceremony June 22, with notable guests such as AT&T chairman and CEO Randall Stephenson and Afghan Ambassador Said Jawad. The women's real work, however, will start after graduation when they return home.

Our students will use the knowledge acquired in Oklahoma to make a global footprint through their "pay it forward," the final phase of the program where our women train their fellow countrymen and women to promote economic stability and expansion.

As Oklahomans, we can be proud of the women, businesses and groups that are acting locally and thinking globally, and seeing beyond life in Oklahoma and into the needs of those around the world.

Neese, an Oklahoma City businesswoman, is founder and CEO of the Institute for Economic Empowerment of Women.





**Ted Streuli**  
Periscope  
See page 6



**Productive partnerships**  
See page 2



**It's a Living**  
Deputy Asst.  
Election Board  
Secretary  
See page 18



# THE JOURNAL RECORD

Wednesday, June 16, 2010

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Fazana Ibrahim, right, a businesswoman from Kandahar, Afghanistan, participates in the Peace through Business project this year. Together with other businesswomen, she is planning for the 2011 project at the Institute for the Economic Empowerment of Women Tuesday. PHOTO BY RAND GARDLEY

## Productive partnerships

*Project lets businesswomen of different countries learn, share*

BY APRIL WILKERSON  
THE JOURNAL RECORD

OKLAHOMA CITY — Life in Rwanda, Afghanistan and Oklahoma differs wildly, both throughout history and today.

But the businesswomen in all three places have increasingly found common ground in their belief that female entrepreneurs have the ability to change a country for the better.

Six businesswomen from Rwanda and Afghanistan are in Oklahoma this week for Peace through Business, a project of the Institute for the Economic Empowerment of Women, an Oklahoma-based organization. They are paired with Oklahoma businesswomen whose companies are similar to their own, and the local mentor

passes along her experience in starting and maintaining a business.

Terry Neese, founder of the Institute for Economic Empowerment of Women, said that even though she never envisioned the depth of the partnership, it's working out beautifully.

"The blend of bringing both of the countries together is really good," Neese said. "The Afghan women can look at the Rwandan women and the types of businesses they are doing, and they see if they can also form those types of businesses in Afghanistan. The Rwandan women look at the Afghan women and say, 'We are so very lucky. Yes, we have been through a genocide, but we have formed a democracy and it's working.' The Rwandan women find fortunate that they can drive and walk through the city without problems or fear of bombs going off."

"These women have a lot of bravery and tenacity," Neese said. "The Rwandan women are softly aggressive, and the Afghan women are spirited aggressors. They are so determined to do what they want to do. It's a good

blend for them to work together and to understand each other's spirit of entrepreneurship."

This year's Peace through Business program, the fourth, actually began in February, when 30 women from both countries took an eight-week business basics course at home. From that training, 15 from each country were selected to apply for visas to the United States, where most of them have never been. They arrived June 4 and started a weeklong class at Northwood University in Dallas. Neese said each day covered a different topic, from accessing capital to marketing to human resources. The women also spent two days looking at ways they could play a bigger role in the rebuilding of their countries. At the end of the week, they produced a document that they will present to their countries' ambassadors when they return home.

This week, the 30 women have scattered across America to their mentors' homes, businesses and ways of life, from an accountant in Oklahoma See **PARTNERSHIPS**, PAGE 21

## PARTNERSHIPS

from page 2

to a coffee bean plantation owner in California.

"It's a great way for (the American businesswomen) to pay back the blessings in their businesses. They're paying it forward to the women of Afghanistan and Rwanda," Neese said. "But the American women say they learn more from them than what they could possibly learn from us. The biggest thing (the American women) realize is the freedom we have here, our ability to do whatever we want to do. Compare that to them

maybe having electricity for only two days a week."

Bertha Kabuto, who is a food supplier for restaurants, hotels and academic institutions in Kigali, Rwanda, said female Rwandan business owners are particularly focused on raising the standard of living for their families. They're disciplined with money, she said, but need better access to financial support. Kabuto is paired with Oklahoma City businesswoman Valerie Riley, whose company, the Riley Group, helps people meet the demands of a busy society with services like errand running. Kabuto said

she's learning how to better structure and manage her business, including negotiating with people who can help her.

"We get to interact with business owners in this country who started small and now are big," Kabuto said. "That gives us hope that one day, Rwandan women will be big business owners too. My hope for the future also is to connect with American business owners to do business."

Kabuto is helping with the 2011 strategic plan for Peace through Business. Neese said she'd like for the

program to reach more women in rural parts of Afghanistan and Rwanda and to increase the overall number of participants. She's also looking at ways to gather more data on how the women are doing after they return home, and to include training for women who want to run for political office.

Neese said the program also has caught the attention of leaders in several other countries, who have called asking her to replicate the program for them. So far, Kenya, Uganda, Nigeria, Liberia, India and Morocco have expressed interest.

# THE JOURNAL RECORD

Tuesday, June 15, 2010

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## Business owners learn from OKC mentors

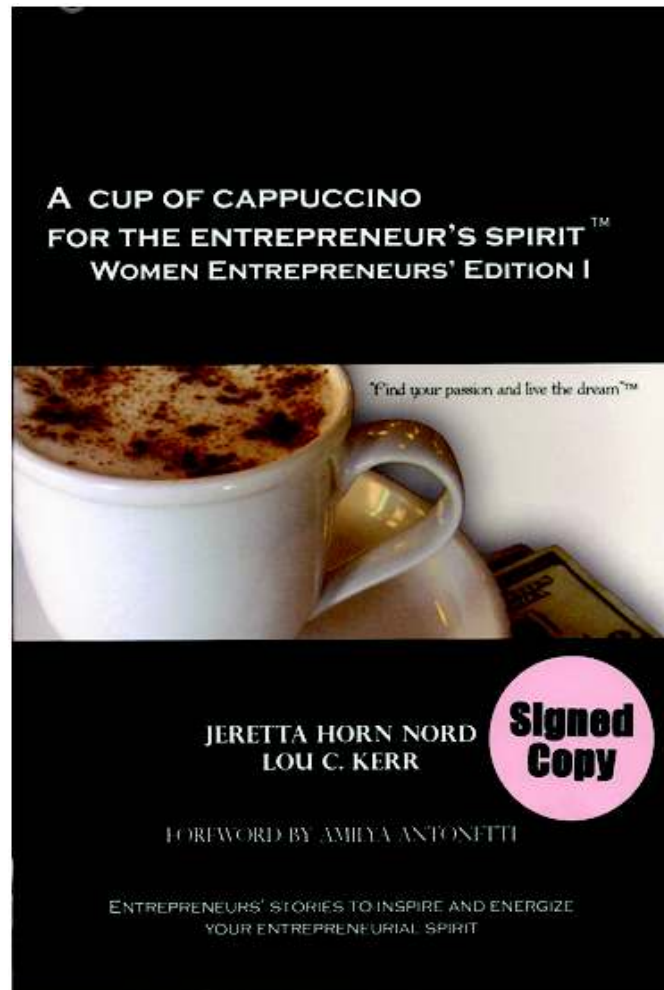
OKLAHOMA CITY – Afghan and Rwandan female entrepreneurs participating in the "Peace Through Business" program will meet and share their stories about their businesses and how their experiences compare with business owners in the U.S. on Thursday at the Gaylord-Pickens Oklahoma Heritage Museum.

Oklahoma City residents, business owners, legislators and city officials will attend the event, and Oklahoma County Commissioner **Brian Maughan** will provide remarks and announce a resolution passed by the commissioners recognizing the individual students for their efforts and completion of the program, as well as proclaiming June 17 "Peace Through Business Day."

Two students will also address the guests, sharing their experiences in Oklahoma City with the program, founded by Oklahoma businesswoman **Terry Neese**.

— Staff report





## BUILDING PEACE THROUGH BUSINESS IN DEVELOPING COUNTRIES

*Terry Neese*—As I stood in the midst of barren mountains and a land stripped of lush greenery, weighted down by my fifty-pound flak jacket, I found myself filled with humility and fear. I understood in that very moment what it meant to be thankful. A glance to the left—a figure draped from head to toe—what I could only assume is a woman. A glance to my right—a snapshot from a children's Bible—buildings with archways constructed of mud brick and stone the color of creamy sand. Reality hits: I am in Afghanistan. I am on a mission to help women entrepreneurs in this country.

I closed my eyes for a moment, and I flashed back to my twenty-something self making my way into the working world. It was the 1970s in Oklahoma City, Oklahoma, and I was working at a personnel agency, feeling underappreciated and overworked. The business was broke, and I was the only one left on staff; I was practically running the place, but I had no control and no reward. Like a light bulb switching on, I realized what I needed to do: open my own business and run it ... *the right way*. I had no money and no clue how to find money, but that didn't stop me. I was determined because I loved the staffing industry—I loved helping people. This was my passion.

Passion wasn't going to cut it though. I knew I couldn't do this without focus and hard work, which also meant I had to be