

The Institute for Economic Empowerment of Women



2709 W. I-44 Service Road, OKC, OK 73112

405.943.4474 office

405.606.4855 fax

www.ieew.org



About

The Institute for Economic Empowerment of Women

IEEW is a 501(c)3 non-profit empowering women to grow their businesses, pursue greater entrepreneurial ventures, and become more active public policy advocates. The Institute accomplishes this mission by focusing on education, mentorship, and coaching women in the US and abroad who are seeking to acquire entrepreneurial skills to help start and grow a business. The Institute's PEACE THROUGH BUSINESS® program was created to educate women who have suffered oppression and marginalization and whose homelands have been devastated by war, genocide, and poverty.

The Institute was founded in 2006 by serial entrepreneur Dr. Terry Neese, whose credentials include founder and past president of Women Impacting Public Policy (WIPP), past national president of National Association of Women Business Owners (NAWBO), past Distinguished Fellow at National Center for Policy Analysis (NCPA), and owner of several successful businesses. The Institute's staff comes from a diverse background of business owners, executives, and operational personnel.

It is widely acknowledged that societies who are economically stable have a much greater capacity for peace. The case for such a bold statement can be found through evidence in the relationship between democracies and the Gross Domestic Product (GDP):

- Democracies are generally stable above \$6,000 DGP per capita
- Democracies are generally vulnerable to coups and civil wars between \$3,000 and \$6,000 GDP per capita
- Democracies are likely to fail below \$3,000 DGP per capita

Democracy ~ Free Global Enterprise System ~ Spirit of Entrepreneurship

The Institute for Economic Empowerment of Women believes strongly in these philosophies; but more importantly, we believe in women. Women are the caretakers, the mothers, the wives, the sisters, the aunts, and so much more. They are the emerging leaders in the business world; women are the key to bolstering our future global economy. Small business has been the backbone of economic stability, and the **Institute for Economic Empowerment of Women** (IEEW) believes that women are the key to the development and stability of business in emerging economies.

2709 W. I-44 Service Road, OKC, OK 73112

405.943.4474 office

405.606.4855 fax

www.ieew.org



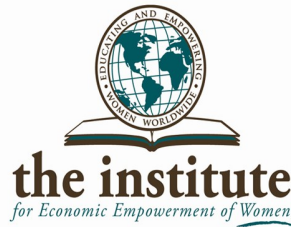
About The PEACE THROUGH BUSINESS® Program

In 2006, IEEW was asked by the U.S. State Department and the U.S. Afghan Women's Council to create an international program that provides meaningful business education and effective mentorships for women business owners in developing war-torn countries. The PEACE THROUGH BUSINESS® program accomplishes this mission by focusing on the education, mentorship, and coaching of women-entrepreneurs from Rwanda and Afghanistan with the understanding that economically stable societies have a much greater capacity for peace.

PROGRAM OUTLINE

The PEACE THROUGH BUSINESS® program is a training and mentorship program for women entrepreneurs in Afghanistan and Rwanda. This program is implemented through three major components—In-Country Education, Leadership Development, and Pay It Forward—which combine to create a continuing program to educate women, promote their business and leadership skills, and to help build stable democracies.

- (1) **In-Country Education (Kabul, Afghanistan and, Rwanda, Africa)** - Thirty women from each country will participate in the class room training that provides basic business education. The classes will focus on developing entrepreneurs, improving technical skills, and creating leaders with an emphasis in accounting, marketing, and operations. By the end of the 8 week course, the students will have developed a business plan that will be used to guide their business and apply for business loans.
- (2) **Leadership Development (United States)** - To assist in creating an environment where women are empowered, a country must have well-trained leaders. Leadership Development is an intense business training that provides a unique opportunity each year for women who demonstrate the abilities and mindset to influence and train peers. The top 15 students from each country travel to the United States to participate in Leadership Development that provides:
 - Panel Business/Leadership Discussions – A week of high-level discussions at Northwood University in Cedar Hill, TX with experts on specific business, leadership, and public policy topics.
 - Mentorship –Mentors may choose their type of mentorship commitment: **In Country:** Provide support, advice, and guidance to the mentee for 10 weeks during in-country classroom training. **Leadership Development:** Provide support, advice, and guidance to the mentee for one year via email and Skype and host the student for one week while they are in the U.S.
 - International Women's Economic Summit–IWES is an opportunity for the PEACE THROUGH BUSINESS® program students to turn their attention to their country's road to economic recovery and peace. This event hosts speakers from the private sector as well as government agencies and elected officials; with the pinnacle being a Presentation of Commitment from the PEACE THROUGH BUSINESS® program graduates to their Ambassadors.



About
The PEACE THROUGH BUSINESS® Program, continued...

Graduation – This gala, attended by more than 200 people, is the finale to Leadership Development. This is the opportunity for graduates to celebrate their new status as Change Agents as they prepare to go home and empower others.

(3) **Pay It Forward** - PEACE THROUGH BUSINESS® program graduates understand the importance of personal responsibility and have pledged to support their country by being the Change Agents needed to revolutionize their economy. Each of the graduates donates her time as a mentor to other women business owners, speak to women's organizations, and advocate economic issues. In addition to the graduate's responsibilities, American women mentors agree to continue mentorship via email for at least one year.

2012 TIME LINE

July 6, 2012	Women Arrive in U.S.
July 9-13, 2012	Leadership Development Week at Northwood University, Dallas, TX
July 14-20, 2012	Mentorship Week with American women business owners
July 23-24, 2012	International Women's Economic Summit in Washington D.C.
July 24, 2012	PEACE THROUGH BUSINESS® Program Graduation in Washington D.C.
July 26, 2012	Women Return Home

We are proud of the international entrepreneurs who have committed to a better life and grateful to the American women business owners committed to lead by example and mentorship.

PARTNERSHIPS

Extensive initiatives such as this don't happen without the support of women's organizations and corporate sponsorships. We are very thankful to our large database of women business owners across the U.S., and sponsors that take to heart the notion that women can and do make the world a more stable environment.



Our Graduates Rwanda



2011 PEACE THROUGH
BUSINESS® graduate, Francine Umurungi at
her fruit and vegetable farm in Rwanda

For more than five years, IEEW has been honored to empower the women of war-torn nations to succeed **economically, socially, and politically**. The fight for basic human rights for women around the globe is making a slow crawl towards equality, although most countries' efforts are found lacking, even non-existent. Rwanda, however, is **a shining example** of a country who has suffered through war, poverty, and the extermination of its masses only to regain composure and lead the world in empowering women. In fact, Rwandan women now boast the highest percentage of women in government of any country in the world. Since the 1994 genocide of nearly 800,000 Rwandans, the majority of the country's population is now

women. These women are the breadwinners, the business owners, and the government officials responsible for the rebuilding of a nation.

Women like Teddy Gacinya; Teddy, is a **newly appointed senator** in the Rwandan Parliament. She graduated from the PEACE THROUGH BUSINESS® program in 2011, where she mentored in Oklahoma City with Dr. Freda Deskin, president of ASTEC Charter Schools. Gacinya is the founder and operator of City Infants School, Rwanda's first school to open after the genocide which now educates over 600 Rwandan children. "I promise I will do all I can for my country and will **advocate for my fellow Rwandan women**," said Gacinya. Read more about Teddy Gacinya and other Rwandan success stories at www.ieew.org/ptb-graduates



Teddy Gacinya, shown here with her students at City Infant School, is an educator and a newly appointed member of the Rwandan Parliament.



Our Graduates Afghanistan



A young woman learns English at a school in Afghanistan opened by 2007 PTB graduate, Qandi Amaki.

The PEACE THROUGH BUSINESS® program now boasts an **85% success rate**. Eighty-five percent of the women who have enrolled in the PEACE THROUGH BUSINESS® program are still in business today; as opposed to an over 50% failure rate in the first year for small businesses in the U.S. The women we teach are building a strong foundation for themselves, their families, and their countries.

The Institute has empowered more than 200 women directly since its beginning who have all committed to **paying forward** their knowledge and have done so through hard work, education, and courage. Read more about these courageous women at www.ieew.org/ptb-graduates.

Women like Qandi Amaki who founded the Balkh Women's Craft Association in Afghanistan and owns a handicraft manufacturing company. After graduating from PEACE THROUGH BUSINESS® training in 2007, she returned home to become the **first woman elected** to the Afghanistan Chamber of Commerce Industries organization. As part of her Pay it Forward commitment, Amaki applied for a grant with USAID and recently opened two girls' schools that teach English and computer skills to young women. Amaki made history when she was first elected to this body because she was the only woman ever allowed in. Now, she holds a higher position and credits IEEW's work. *"All of this success is a result of the PEACE THROUGH BUSINESS training ...that provided me knowledge of professional consultation and public policy advocating,"* said Amaki. *"Before PTB training, I had an interest in advocating for women but no one knew who I was."* Amaki says this position will allow her to actively **encourage women** to participate in micro-business actions in their society.



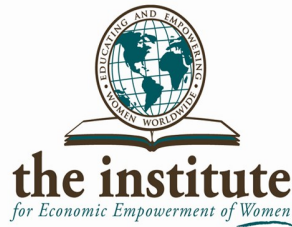
2007 PTB graduate, Qandi Amaki is the newly appointed Afghan Chamber of Commerce Industry Dir. of Membership

2709 W. I-44 Service Road, OKC, OK 73112

405.943.4474 office

405.606.4855 fax

www.ieew.org



Mentor Program



2011 PEACE THROUGH BUSINESS® graduate, Sahiba Nooristani and her mentor Kim Reynolds, President/CEO of Strategic Meeting Solutions

American mentors are chosen to partner with women business owners in Afghanistan and Rwanda as they **change their world** and increase their business knowledge. PEACE THROUGH BUSINESS® connects women in the US with women business owners in Afghanistan and Rwanda who practice their same trade. The students live and work with their American mentors for one week learning how to better operate their own business and gain experience with career-family balance.

By mentoring a PEACE THROUGH BUSINESS® student, they become a part of a **unique network** of women who may become long-term mentors and potential business colleagues. It is our hope that both student and mentor will benefit from this relationship and that it will continue long after the commitment to the PEACE

THROUGH BUSINESS® program is completed.

American mentors may choose their type of mentorship commitment:

In Country: Provide support, advice, and guidance to the mentee online for 8 weeks during in-country classroom training via e-mentorship.

Leadership Development: Provide support, advice, and guidance to the mentee for one year via email and Skype. The student lives and works with the mentor the week of July 14 through July 21, 2012 to receive on-site training as well as guidance in managing a career, social responsibilities, and work-family balance.

Find out more at www.ieew.org/mentor-overview.



2011 PEACE THROUGH BUSINESS® graduate & attorney, Mary Katushabe and her mentor Stephanie Curtis. Attorney with Curtis-Castillo PC.



Dr. Terry Neese
CEO/President
Institute for Economic Empowerment of Women

DR. TERRY NEESE is founder and CEO of the *Institute for Economic Empowerment of Women (IEEW)*. She leads the organization to accomplish its mission both domestically and internationally through training programs for women business owners in the area of public policy and entrepreneurial education.

The PEACE THROUGH BUSINESS® program educates and empowers women entrepreneurs in developing countries to achieve their dream of financial independence, community involvement, and political activism. Since its creation in 2006, the program has trained more than 200 women entrepreneurs in Afghanistan and Rwanda.

A member of the U.S. Afghan Women's Council, past national president of the National Association of Women Business Owners (NAWBO), and founder of Terry Neese Personnel Services, Dr. Neese is known as a small business expert and was recognized by Fortune magazine as one of the "Power 30"—the most influential small businesspersons in Washington, D.C. She has been featured throughout several media outlets including MSNBC, FOX News, CNN, SBTU, the Wall Street Journal, the Washington Examiner and the Washington Times.

Terry is an inductee into the National and Oklahoma Women's Halls of Fame; her involvement with women business owners and family issues is well documented through her participation in the following:

Women Impacting Public Policy (WIPP); Co-Founder and Past President – WIPP joins together a membership across the nation totaling over half-million women entrepreneurs and executives and serves as a voice for women in business at the United States Capitol.

National Center for Policy Analysis (NCPA); Distinguished Fellow – Terry led the organization's Family Policy Center, where she developed policy ideas that helped women, families, and small businesses keep more of their earned money, and make better financial and health choices. In addition, Terry conducted bipartisan briefings on family issues with congressional leaders and their staffs and has regularly testified before the U.S. House and Senate.

A successful businesswoman, Terry made history in 1990 when she became the first woman nominated by a major political party for the seat of Lt. Governor of Oklahoma. 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.

Terry has been appointed to numerous councils and positions with nominations by prominent leaders, such as Presidents George H.W. Bush, Bill Clinton and George W. Bush, including:

Board of Director to the Euro-American Women's Council
U.S.-Afghanistan Women's Council, through which she traveled to Afghanistan in 2007
National Advisory Council on Indian Education
Les Femmes Chefs d'Entreprises Mondiales (FCEM) Regional Commissioner for the Americas
National Women's Business Council (a bipartisan federal government council created to serve as an independent source of advice and counsel to the President and Congress)
Advisory Council for the United States Committee for United Nations Development Fund for Women

Terry is also a pilot and has been married to Earl N. Neese for thirty-eight wonderful years. Their daughter, Kim Neese, is CEO of Terry Neese Personnel Services and is the proud mom of Emily and Erin. They all reside in Oklahoma City, Oklahoma.



Board of Directors

Terry Neese (President)

CEO/President and Co-Founder

Institute for Economic Empowerment of Women
2709 W. I-44 Service Road

Oklahoma City, OK 73112

405-943-4474

Sandy Abalos (Treasurer)

Managing Partner

Abalos and Associates

7150 N. 16th Street

Phoenix, AZ 85020

(602) 943-1984

Valerie Shondel

20 Pepperidge Tree Terrace

Kinnelon, NJ 07405

(201) 723-8305

Jan Hill

Owner, President

Eden Salon & Spas

12200 Warwick Dr.

Oklahoma City, OK 73162

(405) 761-5757

Susan Wilson Solovic

CEO

ItsYourBiz

37 Portland Place

St. Louis, MO 63108

(314) 533-7288

Desma Reid-Coleman

CEO/President

Quality Professional Services, Inc.

30271 Spring River Drive

Southfield, MI 48076

(248) 705-4536

Sylvia Medina

CEO/President

North Wind Group

PO Box 51174

Idaho Falls, ID 83405

(208) 528-8718

Kathy Bennett

President

Bennett Packaging

220 NW Space Center Circle

Lee's Summit, MO 64064

(816) 379-5001

Mary Mélon

President/Publisher

The Journal Record

101 N Robinson Ave, Suite 101,

Oklahoma City, OK 73102

(405) 235-3100

Betsy DeVos

Chairperson, PEACE THROUGH BUSINESS®

~ Thank You Sponsors ~



Dick & Betsy DeVos Foundation



The Paul E. Singer Foundation



Richard & Helen DeVos Foundation



*Bill McCarthy
Fellers Snider Law Firm*



**ALLEN STYLE
HOMES**



**Mercedes-Benz
of Oklahoma City**



**THE STATE CHAMBER OF OKLAHOMA
LEGISLATIVE ADVOCATES FOR BUSINESS**



**WOMEN PRESIDENTS'
ORGANIZATION.**
Reaching Farther. Together.