



Dr. Terry Neese  
IEEW  
Founder/CEO

Hello,

Wow! What a great and exciting time we are having at the Institute. From the DC events to the new developments at IEEW, there is so much to tell you about. Please enjoy the photos we have also included from various events over the past few weeks.

Of course, I have to mention July events pertaining to the PEACE THROUGH BUSINESS® program. The Afghan and Rwandan women have returned to their countries, while their mentorships with American business owners still continue. We were sad to see the women, who we all grew close to, return to their countries so far away. However, we are excited for their new journeys and they have all committed to pay forward their knowledge by teaching others what they have learned.

Our keynote speaker at the International Women's Economic Summit and graduation was Ambassador Melanne Verveer and she was amazing! Ambassador Verveer is the first U.S. Ambassador-at-Large for Global Women's Issues and was appointed by the Obama Administration. She is a great friend of the Institute and said, "...while more than 150 women have been directly affected by this program's training since 2006, there are countless more that have been touched by the ripple effects that alumnae create when they return home." She is right. I'll tell you more about our amazing alumnae in a bit.

We also received great press during Leadership Development. A TV highlight includes an [MSNBC interview](#), in which Anita McBride, former Chief of Staff to First Lady Laura Bush, talks about the work PEACE THROUGH BUSINESS is doing in Afghanistan.

A great article about mentoring was published in the [Arizona Republic](#) and features the 2011 mentor-student team Laurie Johnson and Allen Joy Mbabazi.



2011 graduating PTB class with Honorable Eklil Hakimi (Afghanistan's Ambassador); his wife, Sultana; Honorable Bonny Musefano (Rwandan Embassy); Dr. Marti Carlin (T. Boone Pickens Foundation); Charlene Lake (AT&T); and Dr. Kevin Fegan (Northwood University)

Photo Courtesy: AT&T



U.S. Rep. Cathy McMorris Rodgers (R-WA) breaks from the debt ceiling debate to address guests of the International Women's Economic Summit.

## PTB Rwandans Hit the Ground Running

The 2011 conference theme was *Women, Step Up!*, and you would think the women in our program are cross country runners! They returned from U.S. training less than one month ago and the 2011 class is already making a difference in Rwanda.

I would like to congratulate once again Teddy Gacinya and Marie-Josee Kankera on their appointments to the Rwandan Parliament. This is such a great honor, and of course falls in line with the teachings of PEACE THROUGH BUSINESS about paying it forward and getting involved in public policy. Senator Gacinya is a 2011 graduate and MP Kankera graduated in 2010.

We can't leave out another 2011 PTB graduate, Astrida Uwera, a Rwandan journalist who covered the [story](#) for the *Agasaro*, the first ever online women's magazine in the Rwandese language.

Networking, empowerment, sisterhood, leadership, and public policy advocacy...all principles we teach at IEEW.



PTB graduates become lawmakers

Left to Right: MP Marie Josee Kankera, Senator Teddy Gacinya, and Rwandan President Paul Kagame

Photo: Courtesy of *The New Times*



2011 International Women's Economic Summit and Graduation  
Hon. Bonny Musefano (Rwandan Embassy); Hon. Melanne Verveer (U.S. State Department); Hon. Eklil Hakimi (Afghan Ambassador); Dr. Terry Neese (IEEW); Dr. Marti Carlin (T. Boone Pickens Foundation); Dr. Kevin Fegan (Northwood University)  
Photo Courtesy: AT&T



PTB graduate, Allen Joy Mbabazi and her mentor, Laurie Johnson emphasize *Women, Step Up!* at the graduation ceremony.



Akaliza Gara and other PTB graduates attended the East African Community Conference on Women in Socio-economic Development and Women in Business. Gara met Rwandan President Paul Kagame, fulfilling a lifelong dream to shake



## NASA's Got Nothin' on the PTB Launch

Houston, we have anything but a problem! PTB launched three programs this summer and we are so excited about all of them!

We started the PEACE THROUGH BUSINESS Collection, which provides an American market for handicrafts and other items PTB students sell. 2011 students sold the items at the OKC fashion show, bringing in \$3,000 in profits for the women. Not bad for a kick-off!

Dr. Marti Carlin (T. Boone Pickens Foundation) and Charlene Lake (AT&T) pose with PTB graduate and soccer ball manufacturer Amir Taj Sirat after the announcement of the PEACE THROUGH BUSINESS lending program.

The PTB Lending Program is also in motion. This program offers financial assistance to PTB graduates. They will have an opportunity to apply for low-interest loans thanks to initial funding from AT&T and the T. Boone Pickens Foundation. Application and lending guidelines are still being developed. Details to come!

The Business Owners Toolkit is now available and was announced during the International Women's Economic Summit. This is a collaboration of the U.S.-Afghan Women's Council, IEEW, Goldman Sachs *10,000 Women*, and Thunderbird School of Global Management. The toolkit is in English and Farsi and available for anyone who wants to start and grow a business.

## Lifetime Achievement Award

Imagine my surprise when I thought I was attending a luncheon to recruit mentors at the OKC Association for Women in Communications and learned I would be a recipient of the Oklahoma City *Journal Record's* Woman of the Year Lifetime Achievement Award!

This is such an honor and I am grateful to the *Journal Record* and its publisher, Mary Melon, for their great support of IEEW and our efforts. The awards ceremony is October 6th.

## NAWBO Provides Platform for Women Business Owners to Learn about PTB

I will also represent the Institute at the National Association of Women Business Owners' annual conference this year. As a past national president, NAWBO has asked me to inform women business owners about the work we are doing in Afghanistan and Rwanda, and how other American women can get involved. With more than 7,000 members, this year's [Women's Business Conference](#) should have a great crowd of the nation's top women business leaders. See you there August 31-September 1st.



Business Toolkit unveiled

Left to right: Eva Weigold-Schultz (U.S. Afghan Women's Council); Dr. Terry Neese; Wynona Heim (Thunderbird School of Global Management); and Noa Meyer (Goldman Sachs *10,000 Women*).



2011 Eden Salon and Spa Fashion Show. This year's show *Insight: A Celebration of Culture and Style*, emphasized the motto of salon owner and IEEW board member Jan Hill, who believes everyone should "act local; think global."

## **Fashion Big Business for PEACE THROUGH BUSINESS**

This year's annual fashion show presented by Eden Salon and Spa was a huge hit! The models were excellent, attendance was magnificent, and media coverage was superb. Nearly 550 people attended the event and we raised more than \$20,000! It was a wonderful success for the PTB program. We are so grateful for Jan Hill and her staff at Eden Salon and Spa who organized and hosted the entire event.

As you can see, we have so much to talk about and we want you to be a part of the conversation and development. If you aren't involved already, we need your help. Consider becoming a mentor, host, serve on a committee, sponsor, or donate as an individual. This is your opportunity to help improve women's lives around the world. If you want to get involved, [contact our staff](#).

Thank you for all that you do.

Sincerely,  
Dr. Terry Neese  
Founder/CEO, IEEW