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**PEACE THROUGH
BUSINESS**

The Institute for Economic
Empowerment of Women

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Hello,

We are in full throttle at the Institute as our PEACE THROUGH BUSINESS classes in Afghanistan and Rwanda are currently in session and the women will be here sooner than we know it!

BLACK HISTORY MONTH

As we celebrate Black History month, it reminds us of the struggles African Americans faced throughout history and those who continue to push forward today.

Desma Reid-Coleman is one of those people. An IEEW board member, PEACE THROUGH BUSINESS mentor, accomplished business leader, former president of the Detroit chapter of the National Association of Women Business Owners (NAWBO), as well as a former national NAWBO board member, Reid-Coleman says the path to her success has not been easy.

"I pushed and forged beyond people who didn't believe African Americans should achieve any kind of prominence," says Reid-Coleman.

"I don't get involved in emotional issues. I cannot take my positions for granted, so I put in 20 times more hours and efforts than necessary to make sure there are no 'I's' left un-dotted or 'T's' left uncrossed."

As Reid-Coleman prepares to travel to Rwanda in March to visit her mentee, 2008 PTB graduate, Bertha Kabuto, and work on a few items on behalf of IEEW, she says the same principles that have helped her accomplish goals as an African-American can be applied to women's experiences across the globe.

"Pursue your dreams," she says. "Don't be persuaded by what others say and think. Go after whatever you think you can do and remain focused on your beliefs."



In honor of Black History month, IEEW honors Desma Reid-Coleman



Afghan women are dedicated to change! Heavy snow in Kabul did not stop the students from attending class with smiles on their faces. The photo was sent expressing gratitude for the PTB experience and thanking AISA (who provides space in their building), for a warm conference room.

CLASSROOM UPDATE

Current students are moving right along with the development of their business plans in Afghanistan and Rwanda.

Meanwhile, the Institute has received updates from several past graduates:

In Rwanda, 2010 graduate, Annette Kalenzi, took time away from her women's only gym to teach the first class of the 2011 PTB semester.

Also, 2009 graduate, Saudi Nalule, reports she has expanded her beauty salon by purchasing new equipment and hiring 9 more employees!

In Afghanistan, 2009 graduate, Khalida Dunya is expanding her soccer ball company to another province. She also travels around the country informing women about their rights and teaching parents about the dangers of marrying away their children so early in life.

Farghana Alimy, 2010 graduate, runs three retail stores at the age of 23 and is also attending medical school. She says PTB taught her how to make a business plan and now she can't help but plan everything!

WHEN BOARD MEMBERS UNITE...

Kathy Bennett, President and CEO of Bennett Packaging and Display of Kansas City, Inc., is honored as a 2011 Outstanding Business Leader by Northwood University!

Northwood selects the honorees based on their contributions to business, education, and philanthropic engagement. Fellow board member, Janet Harris-Lange also attended the event and helped present the award to Bennett along with Dr. Keith Pretty, president of Northwood University. Bennett was nominated for the award by IEEW. As a former recipient of the award (2006), this is a great honor for Kathy.



left to right: Dr. Keith Pretty (Northwood University), Kathy Bennett, and Janet Harris-Lange (IEEW board members)



Former Oklahoma Women's Hall of Fame inductees pose for a picture at the state capitol.

CURRENT EVENTS

- Dr. Terry Neese is honored at the Oklahoma state capitol as a former Women's Hall of Fame inductee (2007).
- IEEW Oklahoma City Committee members met for the first time this year. Topics of discussion included acquiring mentors for PEACE THROUGH BUSINESS and the second annual [Eden Fashion Show](#) presented by Eden Salon and benefitting IEEW.
- IEEW is invited to take part in a conference titled "Building Afghan's Future: Promoting Freedom and Advancing their Economic Opportunity." It is hosted by the George W. Bush Insitute, who has also invited me to be a keynote speaker. IEEW is also inviting a former Afghan PTB graduate to share her experience.

SAVE THE DATE

The District of Columbia was created to host the U.S. Capitol. Come July, it will also host influential women from across the globe.

The 2011 Women's International Economic Summit takes place July 26-28th at Georgetown University in Washington D.C. [Registration](#) is now available, so mark your calendars, pack your business cards and prepare to network!

CALL FOR MENTORS

Every successful business woman can recall someone who helped navigate her toward success. Now is your time to pay forward the favor. The PEACE THROUGH BUSINESS program is looking for mentors to help the Afghan and Rwandan students develop their businesses and continue success. The mentors are American business women who want to have a role in helping sustain developing economies. [Apply](#) today!

Warmest regards,
Dr. Terry Neese