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The Institute for Economic
Empowerment of Women

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The Institute for Economic Empowerment of Women November Newsletter – Second Edition

Thanksgiving is now behind us, and there's only a month left in 2010, so it's not hard to say that time has zipped by! Winter is quickly approaching, and in just a few short months, our 2011 PEACE THROUGH BUSINESS program will start on the ground in Afghanistan and Rwanda. There certainly are some exciting times ahead for the Institute! With so much going on over this busy holiday season, you've already heard from us once this month, so this is the **second edition** of our newsletter.

We've been thinking even more about the coming year, and I've spoken with our partners to make sure that everyone has the timeline for our next PEACE THROUGH BUSINESS program. However, in case you missed it, click [here](#). And, as new information becomes available, it will be added to our website. So keep an eye out for more details to come!

We know that time is of the essence and your schedules fill up very fast, so we want to ensure that everyone has the opportunity to attend as many upcoming events as possible, including our International Women's Economic Summit and graduation in a new location this year – **Washington, D.C.**

Another experience you can't miss is mentorship. Just a reminder – you can apply now [online](#) to be a mentor for the next program. By mentoring, you can be an integral part of the incredible experience of paying forward your blessings to a woman entrepreneur from Afghanistan or Rwanda. Students will be chosen for Leadership Development in April, so the matchmaking process will begin soon!

Letters from Rwanda

I'd like to share with you a recent letter to me from Betty, a 2010 PEACE THROUGH BUSINESS graduate.

Betty co-owns Solidarity Academy School, a secondary private school in Rwanda. Mentored by **Dr. Freda Deskin**, Founder of ASTEC Charter School, Betty has been paying forward the education and training she received from our program and was kind enough to share it with us!

Good morning Terry,

I am always humbled by the way you update us and continue empowering us as we struggle to empower others! By the way, did you know that most business women in Rwanda aren't very conversant with computers and cannot buy them

because they're so expensive? But, with the Institute, every woman has been made computer literate and can exploit a lot of business with a computer. Once again,

I'm so happy to get the chance to write to you to tell you how I'm paying it forward since I completed your PEACE THROUGH BUSINESS program! My first assignment was to educate illiterate mothers about safe family planning, as well as help them understand that it is vital to their lives, as well as their families. By doing one-on-one coaching sessions with them, I have managed to convince them and delegate them in educating others on the topic as well! I can honestly tell you that when I came back to my country from the United States with an assignment of paying it forward, I have much more zeal!

Since returning to my home country, I have also formed a partnership with two of my friends, mobilizing women to make baskets and other art crafts. We now export the goods to New York! This is increasing job opportunities for illiterate women in Rwanda, and this type of job is not so taxing on them, as the women do it while seated in the shade.

I also connected some other women to many contacts in New York so that they can also solicit the market, hence increasing jobs in art crafts and generating revenue for themselves! It's a little too early to access the results yet, but most mothers with students at my school are illiterate, yet they're now involved in such type of business.

I will continue informing you about my pay it forward achievements, as it is a very long process. Terry, you will continue to remain our hero as "we educate and empower women" across the globe.

– Betty Uwamwezi

The Institute simply isn't able to engage in such remarkable activities without our incredible sponsors and partners. Once again, **Office Depot** provided not only laptops to the 2010 PEACE THROUGH BUSINESS students, but also supported the effort through personal participation of senior and local management. Jena Gardner of **JG Black Book of Travel** supports women in emerging economies through her online site, [The Travelers Collection](#). Through this site, many small business artisans from across the globe have an opportunity to bring high quality goods to market. Thank you so much for your support!



Betty, a 2010 PEACE THROUGH BUSINESS graduate.



Me, with fellow cheerleaders at ASTEC's 10th anniversary event.

ASTEC Charter Schools anniversary event

Advanced Science and Technology Education Charter Schools (**ASTEC**) recently hosted its 10th anniversary celebration with a pep rally and open house featuring many of Oklahoma's civic, business, and government leaders, and I was honored to attend this exciting event.

Pep rally speakers included former University of Oklahoma Coach Barry Switzer, Jackie Cooper, Gen. Jay Edwards (Ret.), Gen. Ben Robinson (Ret.), State Representative Al McAffrey, Bill Paul, and Dr. Harvey Dean.

The cheerleaders for the event were Dr. Sharon Lease, Judy Hatfield, Becky Switzer, Kerry Robertson-Kerby, Lyn Andarakas, and yours truly. Closing remarks were made by ASTEC Founder and CEO Dr. Freda Deskin, as well as ASTEC Board Vice Chairman Clay Moss.

A powerful, must-read story

I wanted to tell everyone about an amazing book I recently read while traveling to Washington, D.C. It's so good that I read it in a single day, and if I had a book club of my own, this book would definitely be on it. It is a wonderful story that rings true with all the women the Institute works with in Afghanistan, and I'm certain you can take something away from it, too.

In her new book, ***THE DRESSMAKER OF KHAIR KHANA***: Five Sisters, One Remarkable Family, and the Woman Who Risked Everything to Keep Them Safe, foreign policy expert, former ABC News reporter, and Harvard MBA Gayle Tzemach Lemmon reveals the Afghanistan you don't know, and introduces readers to the "breadwinners in burqas" who became successful entrepreneurs against all odds.

As talk of Taliban reconciliation grows, Gayle offers a look back at the untold story of the heroines who pulled their families through the Taliban years — the last time around.

THE DRESSMAKER OF KHAIR KHANA tells the story of a real-life heroine, a young entrepreneur whose business created jobs and hope for women in her neighborhood during the Taliban years. The story behind the book grew out of a trip to Afghanistan in December 2005 when Gayle was assigned to write a story for The Financial Times and a case for Harvard Business School on Afghan women entrepreneurs.

There, she met Kamila Sidiqi, an unlikely breadwinner who had become an entrepreneur under the Taliban. Desperate to support her five brothers and sisters at home and banished from Kabul's streets by the Taliban, she started a dressmaking business in her living room which offered work to 100 women in her neighborhood. Together, these unsung heroines made the difference between survival and starvation for their families despite—and sometimes because of—the Taliban.

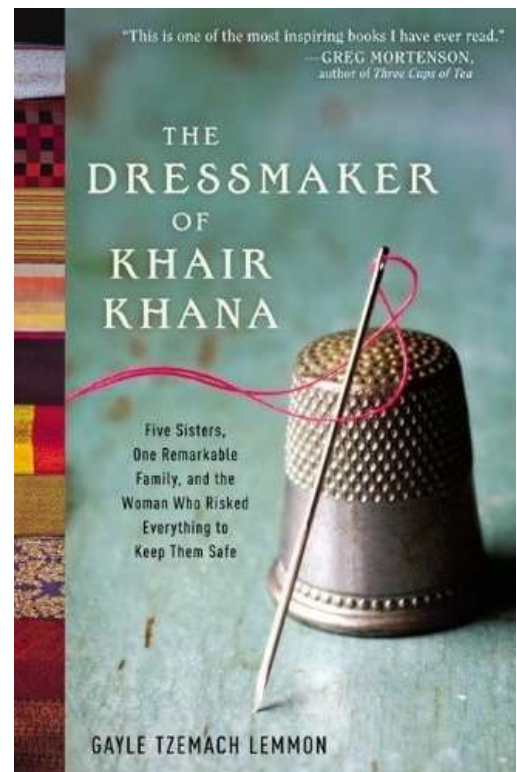
THE DRESSMAKER OF KHAIR KHANA shows women that leadership and empowerment can come out of even the most difficult situation. I've made this book a must-read in our office, and I encourage you to read it as well. I venture to say it may even be the most important book you'll read this year.

The book is out in March, and you can get more information and pre-order it online from Amazon.

Women's Business Enterprise Hall of Fame award

On December 2nd, I will have the honor of being recognized in Dallas with the 2010 ***Women's Business Enterprise Hall of Fame award***. The national award honors individuals, companies, and organizations that have demonstrated exemplary leadership and support in the success of women's business initiatives.

It's an exceptional award to bring home to Oklahoma, and I am so blessed to live in Oklahoma and work with leaders around the world, yet keep my feet firmly planted in our great state. Receiving the 2010 Women's



*A must-read story,
THE DRESSMAKER OF KHAIR KHANA.*

Business Enterprise Hall of Fame award is an honor and offers a challenge to continue empowering women across the globe.

As I mentioned earlier, there are some really exciting times ahead for the Institute, so please keep an eye out for our next newsletter, as well as additional information regarding our 2011 PEACE THROUGH BUSINESS program!

Warmest regards,

Terry Neese



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