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BUSINESS**

The Institute for Economic
Empowerment of Women

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The Institute for Economic Empowerment of Women May Newsletter

What a fantastic – and **busy** – time at the Institute for Economic Empowerment of Women! Not only are we encouraged and inspired by the amazing women of our PEACE THROUGH BUSINESS program who are arriving from Afghanistan and Rwanda to the United States in only a few days, but we are overjoyed by the great people right here in the United States who have given us so much support in preparation for our events this summer.

Without our generous sponsors, we simply couldn't plan such an action-packed, educational month long program for our students. Our supporters at the Dick and Betsy DeVos Foundation, T. Boone Pickens Foundation, AT&T, Paul Singer and Office Depot have provided the financial support we need to make this program happen. We are also eternally grateful for all the time and assistance from women business owners all over the United States who will serve as mentors, hosts, funders, teachers and panelists.

After our students land in America this Friday, they will use the weekend to recuperate from their exhausting international flights, and eagerly anticipate the start to Leadership Development. This weeklong time in the classroom at Northwood University has been specially designed to really build upon the students' In-Country business training and go a step further to open the discussion to how these women can become leaders in their countries.

Leadership Development

Here's a sneak peak of the week's events:

Monday: Focuses on the importance of business plans as a tool for management. Northwood Professor Dr. Tara Peters, Susan Daywitt, Cathi Coan, Terri Quinton, and Patricia Rodriguez Christian will show students how to dig deeper into their business plans and development specific goals and missions.

Tuesday: Examines the development of a viable accounting system for the women's businesses. The day features a panel discussion for women to learn about "knowing your numbers" and using them in business management and growth. Dinner that night will be graciously held at the home of Valerie Freeman.

Wednesday: Is all about marketing, marketing, marketing! IEEW board member Sylvia Medina of North Wind, Inc. will work with Amy Turner and Donna Hegdahl to help women explore ways to market their businesses.

Thursday and Friday: Turns the focus on helping the students pinpoint obstacles they and their businesses face in their countries. With help from SEVEN Fund's Mike Brennan and Elizabeth Hooper and using data from the World Bank, the women will identify these obstacles and discover ways to overcome them.

After spending time in the classroom, our students will disperse for Mentorship Week throughout Texas and Oklahoma and beyond to North Carolina, New York, Louisiana, California and the list goes on and on! Mentors are already preparing to give our students the best week of their lives June 12 - 18.

Jena Gardner, CEO of Black Book of Travel in New York, is planning an action-packed stay for Molly Kayitesi, co-owner of Heritage Tours and Travel Company in Rwanda.



Sharon Evans, Dallas businesswoman and past mentor, stands proudly next to Afghan students of the 2009 PEACE THROUGH BUSINESS class at Leadership Development.



Molly, 2010 student, will be mentoring with Jena Gardner, founder of JG Black Book of Travel in New York City.

Just some of Molly's adventures that are awaiting her arrival include not only meetings and lunches with leaders in the travel agency business like Bill Fischer of Fischer Travel, Joel Zack of Heritage Tours and the JG Black Book staff, but also a dinner with family and friends in Molly's honor. But that's not all – Molly will be going to see the stars and bright lights on Broadway!

We are simply thrilled at the way all of our mentors and students are stepping up to the plate to make the 2010 PEACE THROUGH BUSINESS program successful by already forming a real global network of support for women business owners.

Here in Oklahoma, with support from Eden Salon and the Journal Record, we have organized a fabulous opportunity for you to meet our great PEACE THROUGH BUSINESS students mentoring in Oklahoma! Join us on June 17 at the Gaylord-Pickens Oklahoma Heritage Museum from 5 – 6:30 p.m. To RSVP, e-mail Lin Weigel at liweigel@ieew.org by June 11.

Upon returning from Mentorship, the women will share their tales of their new-found friendships and their journeys through American business life, and then they will start to focus all their energy and knowledge gained from Leadership Development and from their mentors on the program's next big event: the International Women's Economic Summit.

This two-day conference June 21 – 22 held at the AT&T Center for Learning in Dallas will focus on the strength and contribution of women entrepreneurs in Afghanistan and Rwanda, the obstacles they face and free-economy solutions to peace.

Just a quick look at some of the speakers include Afghan Ambassador Said Jawad, Rwandan Ambassador James Kimonyo, and Ambassador Paula Dobriansky, senior vice president and head of government affairs at Thomson Reuters, the world's leading source of intelligent information for businesses and professionals.

Seats are limited, so don't wait to register for this event – it's free! All you have to do is e-mail the dates you wish to attend to rsvp@ieew.org.

Be sure to keep up with us this June on [Twitter](#), [Facebook](#), [Flickr](#) and on our [website](#) – you don't want to miss a moment!

We are only a few days away from meeting the newest members of an elite group of women – PEACE THROUGH BUSINESS students – women entrepreneurs who are striving to make a difference in their countries through business and leadership. One month doesn't seem like a lot of time, but there is no doubt that these women will return to their countries changed and empowered.

Warmest regards,

Terry Neese



Ambassador Said Jawad will join us at the International Women's Economic Summit and Graduation



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