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**PEACE THROUGH  
BUSINESS**

The Institute for Economic  
Empowerment of Women

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## **The Institute for Economic Empowerment of Women September Newsletter**

The summer heat this year has shown no mercy, but despite the rising temperatures and high humidity, our office has stayed cool, allowing us to work beyond the degrees in anticipation of not only the weather that fall will bring, but also the events we have planned!

Our first big endeavor since PEACE THROUGH BUSINESS has been preparing for and launching another pilot project in collaboration with Donors Trust, a 501(c)(3) organization whose mission is to build a legacy of liberty.

We have already begun our nationwide listening tour, with four stops: Kansas City, Missouri, Anaheim, California, Little Rock, Arkansas, and New York City, New York.

We are gathering with women business owners in these states to have a discussion about what issues are impacting women entrepreneurs across the nation and what educational programs are needed to help women sustain their businesses.

So far, we have identified the following questions as important ones for business owners today:

- What is the temperature of business in your state?
- Is the economy stabilizing in your area?
- What are your current challenges?



*With economic expert Susan Stewart  
and Jill Andrews in Anaheim, California.*



*With Kelly Scanlon, owner of Think Bigger Media,  
in Kansas City, Missouri, where we kicked off our  
nationwide listening tour with women entrepreneurs.*



*More than 30 states, highlighted in blue, were represented on our nationwide kick-off call to rally women business owners together for a discussion regarding the economic climate businesses are facing.*

- What does fiscal responsibility mean to you and to the country?
- What kind of help do you need to create more jobs?
- Could you identify an education program that would be helpful to you and your business?

If you want to learn more or register for one of our discussions, [visit our website](#).

Our kick-off call was very successful; we even ran out of time to hear from more than 15 callers holding in queue for comments and questions.

Women business owners are definitely tuned into what is happening to entrepreneurs in this economy, and we are hearing that there is a demand for more education and empowerment.

If you want to join in on the conversation, [please read the blog posts](#) women businesses owners are writing and submit comments! If you want to submit a blog post yourself, [click here!](#)

It's been really interesting to see first-hand how many more similarities than differences we, as American women business owners, have with our sister entrepreneurs in Afghanistan and Rwanda. The issues seem almost universal: access to capital, having a unified voice and the list goes on!

We are so grateful and humbled to share our experiences with our PEACE THROUGH BUSINESS students and the opportunity it brings to learn from each other.



*Parinaz during her mentorship in North Carolina.*



*Natacha and her mentor, Bea Penhall, owner of About Last Night...Event Planning, at the Oklahoma City community event during mentorship week.*

It's hard to believe that our 2010 graduates have been home now for more than two months, but it's been exciting to receive the program evaluations and to hear our graduates' feedback on the program and their plans of paying it forward.

Parinaz Hissami had nothing but high praises for her experience, especially mentorship week with Monica Smiley, Editor and Publisher of Enterprising Women in North Carolina.

"My experience with my mentor, she was very nice to me, like my mom," Parinaz wrote. "Somehow I feel I am at my home with my mom. I appreciate her character and attitude and all her kindness from deep of my heart."

Beyond becoming part of the family, Parinaz took away information from her mentorship experience and is putting ideas into action. After working with farmers in North Carolina, Parinaz has begun developing her plan of starting a farmer's market in Kabul. She envisions the market as a place where Afghan women farmers can bring their products to sell. Parinaz explains this is a totally new idea for Afghanistan, and she is busy working on her business plan as the first step.

We are proud of Parinaz for her dedication and efforts to seeking innovative solutions for women farmers in Afghanistan!

In Rwanda, Natacha Kabandana reflects on her mentorship, listing the ideas and methods she will apply to her business, including the processes of contracting, budgeting, evaluating suppliers, decorating settings, marketing and communication and human resource management.

Natacha's mentor, Bea Penhall, owner of About Last Night...Event Planning, in Oklahoma City sang nothing but praises about her mentee: "It was an exceptionally gratifying experience," Bea wrote. "Natacha was like a sponge. I couldn't give her enough knowledge, pictures, suggestions or my experiences to take back with her."

To hear more about our students, check out our [2010 PEACE THROUGH BUSINESS video](#), and also hear words of encouragement [Mrs. Laura Bush shared](#) with our students on graduation night.

Back in Oklahoma, we have been laying out plans for 2011, and we are taking the feedback we have received from all of our students, including our contest winners, and going forward to make 2011 our best year yet! Student applications will be online in October.

Eden Salon, an Oklahoma City business, is throwing a fashion show called "Four the People" on September 29, where all proceeds will benefit the PEACE THROUGH BUSINESS program. Keep checking our website for information and how you can buy tickets! We are so grateful to Jan Hill, owner of Eden Salon and former PEACE THROUGH BUSINESS mentor.

We know that our students have touched her heart, and she has truly touched the heart of IEEW, demonstrating that she too has the passion for educating and empowering women.

Another date on the September calendar relates to our preparation for phase two of our I Educate & Empower Women pilot project. With "Take Your Constituent to Work Day" behind us, we are gearing up for "Take Your Legislator to Work Day" on September 22. Each of our women business owners will be paired with her actual district's legislator, man or woman. The legislator will visit the woman's office for the morning, meet the staff, see the daily operations and hear concerns from the business owner and constituent.

Once again a busy summer has turned into a busy fall. We are ready, are you?

Warmest regards,

Terry Neese



**Save the Date!**

Date: September 29th  
Time: 7:00pm  
Will Rogers Theater  
4322 North Western Ave  
Oklahoma City, OK 73118

Eden Salon and Spa proudly presents:  
"Four the People"  
(A celebration of the four elements)

A fashion show benefiting  
The Institute for Economic Empowerment of Women  
Peace Through Business

Eden Salon and Spa  
www.edensalon.com  
405-722-3336

General Admission Tickets are \$25 and will be available at all three of our Eden locations.



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