

## SAVE THE DATE

**TIAW Global Forum and  
World of Difference Awards  
Washington, D.C.  
October 17 - 19, 2012**

### Welcome New Members!

**Tamara Myatt,**  
American University,  
Afghanistan

### Congratulations!

Executive Women in Government (EWG) recently honored Marylouise Uhlig EWG President Emerita. Marylouise is the EWG Annual Summit Chair, EWG past president, former TIAW Board member and World of Difference awardee.

Marylouise Uhlig received this honor for her sustained and significant contributions to the organizational life of EWG, her unparalleled service to its Board, her transformative leadership as President, her leadership in creating and chairing EWG's Annual Training Summit, her contributions to the creation of EWG's Sponsorship program, and her unflagging support of EWG sisters and leaders across the federal government.

Marylouise Uhlig is a role model for all of us.



### A Tribute to Mary Schnack

Mary Schnack has been doing her part to help African and other women

in developing countries with her Up from the Dust business, which imports items from women artisans to open US distribution channels and help them develop their micro businesses. Mary is no stranger to the TIAW family, recently she was VP of Marketing, and in 2008, she was the recipient of one of the TIAW World of Difference 100 Awards. When she was nominated, the following was used to describe her: [More](#)



**Why?  
A question  
for all  
society**  
By Ignite  
Excellence  
Suzanne F.  
Stevens  
Chief Edge  
Optimizer of  
the group of initiatives.

For the last eleven years I taught the most powerful word a salesperson could ask a prospect or client. 'Why?.' 'Why is that?' 'Tell me why that is?' These

# TIAW eConnections

TIAW eConnections is a Publication of The International Alliance for Women

January - February 2012

### President's Message

**Sherry Fotheringham-  
Gysler**



The beginning of every New Year marks a time of renewal and transformation. Looking back, 2011 was an incredible year, and you can read the highlights in our VP of Membership report in this edition. TIAW's board recently approved a new structure that will significantly enhance our ability to function and to continue to find ways to improve our services and offerings to our members. The board also approved the look and feel of our new website which we are very excited about. [More](#)

### Good News from Africa Avil Beckford, TIAW Editor



The International Alliance for Women is about connecting women to make all the difference in the world. To help each other, we have to take the time to get to know each other, in a safe environment. Recently, eConnections' editor, Avil Beckford got the privilege of interviewing Rehmah Kasule from Uganda and Nigest Haile from Ethiopia. Kasule was one of TIAW's World of Difference 100 Award winners, and Haile was one of the honorary chairs of TIAW's awards nominating committee.

And there is good news from Africa that we'd like to share.

All too frequently, what we hear in the media about the African continent is negative, even when a lot of good things are happening in many countries there. For instance, in Uganda, 34.9 percent of women are elected into national parliament and 27.8 percent in Ethiopia, much higher representation than in most First World countries. Rwanda leads the world with 56.3 percent representation. The countries that are having the highest success rates with women in leadership positions have legislation in place to make women's empowerment a reality.

And many African women are using microenterprises to rise out of poverty, taking their children with them. In doing so, they also provide employment for other women in their communities. One of TIAW's strongest programs is their Microenterprise Program where they work to establish village banks in communities. [More](#)

### TIAW Membership Lilia Navarette, VP, Membership



It's that time again! This is a reminder to our valued members to renew their membership and if you're not a member - association or individual - here's your chance to do so before dues go up in 2012! [More](#)

### NETWORKING TIPS FOR ENTREPRENEURS

**Doreen Conrad, CITP,  
Director, TIAW  
Entrepreneurship Program**



Whether you are a budding entrepreneur: want to grow

questions had two purposes:

1. To gain a complete **understanding** of how a prospect/client makes decisions. By asking why, you gain an understanding of their values, which influence their priorities and choice.

2. To ensure that you are not imposing your beliefs on them. By asking why, you don't assume and therefore limit our natural tendency to judge another person's perception of the world. You seek to understand. By understanding you learn their perspective and how they funnel information in their decision-making process. [More](#)

#### Connect with Fellow TIAW Members on Facebook and LinkedIn

TIAW unites professional women and their networks globally. To make our networks visible and even more accessible, we've created groups on [LinkedIn](#) and [Facebook](#). LinkedIn is a great resource for contacts. Join [LinkedIn](#) by clicking on the link and asking to be added as a member. Once you do, you'll not only have access to TIAW members, but to their extended networks as well, and a colleague to facilitate desired introductions! Join us on [Facebook](#) by clicking on the link and asking to be added as a member and get into the online vibe of women empowering women economically in real time.

**The International Alliance for Women** is a global umbrella organization whose members encourage, develop, fund and implement programs that foster the economic empowerment and advancement of women.

**TIAW eConnections** is a monthly online newsletter publication of The International Alliance for Women. Please direct editorial submissions to TIAW at [info@tiaw.org](mailto:info@tiaw.org).

[www.tiaw.org](http://www.tiaw.org)

Tell A Friend

your business; or are looking to expand globally, it is vitally important to include a networking strategy in your marketing plan. Many women believe that networking receptions are for social purposes, when in fact, they are key business development opportunities for you and must be taken seriously. You never know when you meet someone if they can be a possible referral source for you. Networking can also enhance the image of your company; give you an opportunity to collect potential market information; and you may even meet someone who can help you with your challenges in running your business or distributing your product. [Here are six tips:](#)



**TIAW London Sparkling Christmas - Global Connections Ensuing**  
*Christina Ioannidis, Director  
TIAW Women in Leadership*

On the 6th December 2011, London welcomed the first of a range of Networking events for women. Held in the illustrious Eight Member's Club in the heart of London's City, over 60 women from all walks of life gathered to celebrate TIAW's successes, and to network.

TIAW's London ambassadors, Christina Ioannidis and Diane Morris welcomed and facilitated the networking between women who at first glance may not seemed to have anything in common... Yet as introductions were made and conversations developed over mulled wine, two things became very clear - we have more in common than first meets the eye and there are always ways we can help each other. A notable example is TIAW's Regional Director, Europe & Middle East, Gina McAdam, who will now be a distinguished guest at the Women in Marketing Conference, to be held on 20th March 2012 at the residence of Sir Paul Judge, President of the Chartered Institute of Marketing.

More such events will be organized in London and other International locations in 2012.

#### In Celebration of Black History Month Madam C J Walker, Operated the Largest Black-Owned Business in the Early Twentieth Century

*Avil Beckford, TIAW Editor*

"Surely you are not going to shut the door in my face. I have been trying to tell you what I am doing. I am a woman who came from the cotton fields of the South. I was promoted from there to the washtub. Then I was promoted to the cook kitchen. And from there I promoted myself into the business of manufacturing hair goods and preparations. I know how to grow hair as well as I know how to grow cotton. I have built my own factory on my own ground." Madam C J Walker at Booker T Washington's National Negro Business League Conference (1912) [More](#)

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ase add [awestaway@TIAW.org](mailto:awestaway@TIAW.org) to your address book or safe sender list.