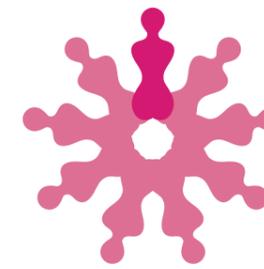


Women's Business
Initiative
International

FINDING FRIENDS

THE ANNUAL REPORT FOR 2016

WOMEN'S BUSINESS INITIATIVE INTERNATIONAL (WBII)



Women's Business
Initiative
International

FINDING FRIENDS

2016 Annual Report of the
Women's Business Initiative International (WBII)



LETTER FROM JULIE KENNEDY, PRESIDENT, WBII

Dear Members, sponsors and friends of WBII,

2016 has been a momentous year for the WBII as we celebrated our 10th Birthday. The celebration in itself involved a lot of preparation but the inspiration it provided was well worth it. With 10 years of establishment comes change and growth. Now that we, on the Executive Board have worked on our vision, it is time to implement it.

Lisa Hall, Myra Collis and Clare Summerfield stepped down from the board this summer, as did our office manager Natalie Carstens, always a sad moment, yet we are tremendously grateful for their input and proud that they are now able to focus more on their businesses. Lucy Bosscher, Sophie Bonavero and Vassia Sarantopoulou have stepped up with their ideas and energy, skills and knowledge, and we have an excellent new backbone in Liliana Gonzalez. I am very enthusiastic about our new constellation, and we are sharing the tasks along the committees established to best implement our vision as we move forward on our mission to empower women entrepreneurs in The Hague region, through our speaker-based networking events, our Professional Development Workshops, fair attendance, Mastermind groups and as we reach out and provide the best one-stop-shop for international women entrepreneurs in the region.

2017 will be the year of Finding and Consolidating Friendships in partnerships, sponsorship deals, exchange of information and knowledge to the mutual benefit of all.

Join us on our Mission!

With kind regards,



Julie Kennedy



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WHO WE ARE:

Based in The Hague, The WBII is a **network of international and Dutch women entrepreneurs striving to succeed.**

The WBII is a one-stop-shop for women running or wanting to start a business, providing information, training, support and motivation and the networks needed to succeed. Since its establishment in 2006 as a Dutch foundation, over 500 women entrepreneurs from all walks of life, and from over 30 countries, have actively participated in, and benefited from, this initiative, generating incomes, creating jobs and, for many, translating their passion into business.

What we do

The main purpose of the association is to empower women entrepreneurs to achieve their business goals through four channels:

1. Learning and Development

- The WBII runs an effective programme of **Professional Development Workshops**. These hands-on workshops are designed to provide in-depth knowledge on a particular business issue. Topics range from finance and marketing to social media and presentation skills. The sessions last 2 hours and are held at the World Trade Centre in The Hague. Past topics include: Powerful Pitching, Taxation for Small Businesses, Financial Business Planning and managing your WordPress website. These events are open to everyone (men and women).
- **Start Your Own Business Seminars** are a fantastic opportunity for anyone who is considering setting up a business in the Netherlands, exiting an organisation, or considering working as a freelancer to gather information and get started. The seminar consists of three 45-minute workshops in which attendees can learn about a variety of topics relevant to starting up a business. These events are open to everyone (men and women).
- The WBII also holds **monthly networking events** featuring a guest speaker around a business theme, providing information and a variety of practical tools and tips to help grow our business. An informal networking period provides an opportunity to get to know other members and share information. One member is in the 'spotlight' every month.
- Members have the opportunity to join a **Mastermind Group**. Members get together in small groups on a regular basis to share advice and ideas, and to set and meet realistic goals.

2. Peer Support

The WBII is a vibrant organisation representing a diverse community of entrepreneurial women at different stages of their business. It offers an invaluable resource for starters and small business owners, providing access to peers, best practices and networks. Through active cooperation, WBII members create a professional platform for entrepreneurs to promote their businesses, seek business advice and exchange knowledge and experience.

3. Events and Activities

The WBII regularly offers a wide variety of opportunities for members to meet, exchange ideas, and improve their professional skills. On top of the regular networking events, we celebrate International Women's Day in March through empowering workshops and a wide variety of speakers, and a festive lunch in December with an inspirational speaker. WBII is actively represented in local fairs and events, such as the 'I am not a Tourist Fair' in Amsterdam, and the 'Ondernemersplein' in The Hague, generating business contacts and leads.

4. Community outreach

WBII reaches out into the Dutch and international communities, and is actively involved in a number of organizations. These include:

- ACCESS
- MKB - Small and Medium Business Organization
- NVR - Nederlands Vrouwenraad (Dutch Women's Council)
- WEP - European Women Entrepreneurship Platform
- Shell Outpost

WBII supports the Bijlmer Bridge 2 Hope project, which aims to help women who have been victims of human trafficking.

We welcome all women entrepreneurs to join WBII, to get to know our organization and friendly members, and enjoy the benefits of this unique international network!

SUMMARY HIGHLIGHTS OF 2016 ACHIEVEMENTS

1. Nine monthly networking events were organized at the Carlton Ambassador Hotel, each including a 30-minute informative presentation, a member placed 'in the spotlight', and lots of networking.
2. Two special lunch events were held in February and December, in place of the standard monthly networking event.
3. The 10th anniversary of WBII was celebrated in a very special way on March 8th – International Women's Day (IWD) – with workshops, a dinner, inspiring speakers, and dancing. A delegation of 20 women entrepreneurs from the Western Balkans were our special guests at this event. 120 participants attended IWD, which included a silent auction.
4. WBII attended at least 13 different meetings, trade shows and events, including something in each month of the year. At some of these events, WBII had a stand with members, while at others, it was a reception or a networking event. The events helped to spread the name of the WBII and support our members.
5. Social Entrepreneurship—The WBII supports the Bijlmer Bridge to Hope project – a program to help women who have been trafficked – by selling bracelets. The bracelets are sold at events, and the proceeds go in their entirety to the project.
6. Name the newsletter—The WBII newsletter name was selected through a consultation with members. 'The WISE – Women Inspiring Successful Entrepreneurship'. The newsletter is published and distributed about every 6 weeks.
7. Five Mastermind Groups met on a regular basis, where members share ideas, make suggestions, and focus on new ways to grow their businesses.
8. Two 'Start Your Own Business' seminars were held, in April and November, 2016. The seminars were held at the World Trade Centre, and attracted a total of 50 men and women.
9. In an effort to become more closely connected to and contribute to Dutch society, WBII joined the MKB – Small and Medium Business association – and the NVR – The Dutch Women's Council. WBII also remained actively involved in WEP – the pan European Women Entrepreneurship Platform.

10. On November 22, WBII supported the organization of a meeting at Europe House, along with WEP and the Directorate General for Neighbourhood and Expansions Negotiations (DG Near), on the subject of the role of women's entrepreneurship in the pre-accession countries to the European Union, with a focus on the Western Balkans. We learned that women's entrepreneurship is seen in this region as a peace-building tool, since women work more easily across borders, and are able to contribute to the economic sustainability of their families.

11. WBII had up to 120 members in 2016. The members represent businesses from all walks of life, and over 30 countries.

12. Prior to our March networking event, our Annual Meeting was held to report to our members on WBII's activities and to discuss and answer questions about the organization.

THANK YOU TO OUR 'RETIRED' OFFICE MANAGER NATALIE CARSTENS, AND INTRODUCING OUR NEW OFFICE MANAGER LILIANA GONZALEZ!

Our Office Manager is the only paid position in the WBII, and takes care of all of the administrative work to keep the organization going. We have been fortunate to have excellent Office Managers over the past years, and wish to thank Natalie Carstens who is leaving to reinvest time in her own business. Natalie did a wonderful job as Office Manager, and streamlined many of our tasks. We welcome Liliana Gonzalez, who learned the ropes quickly from Natalie, and is providing outstanding support to our organization and to the Executive Board.

Liliana González -Office Manager



Liliana was born in Mexico City and has lived most of her adult life abroad. In 2007 she moved to The Netherlands to study for a Master's degree in Human Geography.

She has been an entrepreneur for 13 years (USA, Mexico and The Netherlands). In the USA she was in charge of Casa de México, a cultural non-profit organisation of the Mexican Consulate in Orlando, Florida, where she discovered her passion for helping and supporting people.

With her partner, she currently works, as a part-time consultant at JB Mobility concerning research on sustainable transport solutions, and sells Energetix magnetic jewelry.

In her role as the WBII Office Manager, Liliana's tasks include:

- Coordinating between, and facilitating for, the Executive Board members
- Performing office bookkeeping and financial reporting
- Responding to emails and enquiries for membership
- Preparing Contracts with/for Members and Sponsors
- Managing Event Registrations
- Maintaining and establishing office operations and procedures
- Curating and preparing content for the Newsletter Editor
- Website and social media updates
- Other duties and projects as assigned

Bienvenida, Liliana!! Thank you for your wonderful support!

THANK YOU TO OUR PARTNERS!

A big thank you to our partner organizations (sponsors) without whom we would not be able operate as we do.

Corporate partners: GMW Advocaten (law firm), and Big Ben Kids (child care).

Friend partners: ZJHT Insurance, TPEBO, Carlton Ambassador Hotel, Elm and Bloom Photography, Alma Films.

Partners: Webster University generously brought Dr. Elizabeth Stroble, President of Webster University at the main campus in St. Louis, Missouri, to The Netherlands as the Keynote Speaker at our International Women's Day celebration on March 8. A summary of Dr. Stroble's moving speech may be found in the attachments at the end of this document.

De Haagse Brug offered us our birthday welcome drink, and the International division of the City of The Hague sponsored WBII to pay various membership fees in Dutch like-minded organisations in view of enlarging our networks and cooperating for the larger good of our respective members.

Event partners: The World Trade Centre The Hague (WTC) is an ongoing partner providing us a location for our 'Start Your Own Business' Seminars and Professional Development Workshops. A special thank you to Micha Patutschnick for his ongoing support and the use of the beautiful facilities at the WTC.

The Crowne Plaza Hotel sponsored some of the costs of our International Women's Day celebration and WBII 10th anniversary event, for which we are very grateful.

Noordman Wijnen in Leiden, via La Bordelaise at Nieuwe Rijn 36, Leiden, were the generous sponsors of the welcome drink, which was arranged on a very short notice. Thank you to Noordman for their generous, and delectable drink!

THANK YOU TO OUR AMAZING MEMBERS!

Without our amazing members, coming from nearly 30 countries around the world and working in nearly all walks of life, WBII would not exist as it does today. Our members make the WBII what it is, bringing their diverse, creative talents to our organization and sharing them amongst each other. Many new business projects have been able to get started by our members through the contacts that they have made at WBII. Thank you to all of our members, including current members and former ones who have moved away, who have joined WBII and invested their time, energy, and ideas in our organization. At the end of the Annual Report please find a list of WBII members in 2016.

THANK YOU TO OUR VOLUNTEERS!

Our volunteers put collectively (and sometimes individually!!) hundreds of hours into the WBII. We would like to highlight the work of the volunteers, and thank them for their efforts. If we have forgotten someone, please excuse us, and let us know!

Calendar – Lisa Hall, Vinita Salome, Executive Board Members

Networking events – Dymphna Elsink, Julie Kennedy, Executive Board Members

Newsletter – Deborah Valentine

Trade Shows – Myra Colis, Sophie Bonavero

'Start Your Own Business' Seminars – Sinead Hewson, Julie Kennedy, Ute Limacher-Riebold, Nira Satguru

Professional Development Workshops – Ute Limacher-Riebold, Lisa Hall, Sophie Bonavero

Festive Lunch – Caroline van Mourik, Julie Kennedy, Lucy Boscher, and Sophie Bonavero

International Women's Day – Caroline van Mourik, Julie Kennedy, Vinita Salome, Executive Board Members

Mastermind Groups – Teresa Moynihan, Dymphna Elsink, Ute Limacher-Riebold

WBII 10TH ANNIVERSARY

Our 10th Anniversary on March 8th was celebrated in style at the Crowne Plaza Hotel in The Hague under the theme **"The impact of Women entrepreneurs in the world"**. We started with two inspirational workshops: European Economic and Social Committee (EESC) Rapporteur Female Entrepreneurship Madi Sharma gave her much acclaimed presentation "Women: Be the change you want to be". For our second workshop, Sarah Brown, Manuela Damant and Johanna Nesbitt from Open Door Leadership galvanised us on the subject of Female Leadership: LEADERS LIKE YOU!

The evening component involved a celebratory reception, followed by a three course planking meal peppered by prominent speakers: Daphne Bergsma (Director of the European Department, Netherlands Ministry of Foreign Affairs), Guest of Honour Dr. Elizabeth Stroble (President, Webster University); Xiaoling Sun International Business Advisor West Holland Foreign Investment Agency (WFIA); Jo Parfitt/ Colleen Reichrath/ Jacinta Noonan on "Creating Local and Global Networks with expertise and empathy"; and last but not least, Yvette van Dok from Brilliant Entrepreneurs. A Speed Date with sponsors, silent auction and finally dancing completed the celebration.

A special 'thank you' to Brigitta Groenland of RVO (Rijksdienst voor ondernemend Nederland) who introduced us to the 20-member delegation of women entrepreneurs visiting the Netherlands from the Western Balkans, including Macedonia, Albania and Kosovo. They were able to join us for the International Women's Day celebration and truly gave the festivities an international feeling. We were so pleased to receive this delegation of impressive women entrepreneurs at our IWD event, to learn about their businesses and internationalization plans.

Work on IWD 2017 is in progress under the motto: **Efficiency and impact.**

ANNUAL MEETING

The WBII Annual Meeting was held on March 24, 2016 (please refer to the agenda in the Attachments). During the meeting, an overview of our yearly activities was presented, and items of importance were shared and discussed with the members in attendance.

The highlights of Board meetings are published in the monthly newsletter, and posted on the website to keep everyone up to date on the activities of the Board of particular interest to our members.

ORGANIZATIONS

Through the generosity of the City of The Hague and in particular the Haagse Brug, WBII has been able to reach out to the local community and become members of several organizations. These include the NVR - Nederlands Vrouwen Raad (Dutch Women's Council), and MKB - Midden en Klein Bedrijf (Small and Medium Business organization).

NVR



In 2016, the WBII became a member of the NVR – Nederlandse Vrouwenraad. The application process involved preparing a file of background information on the WBII, attending an interview meeting, making a presentation to the member organizations, and a vote at the Annual General Meeting in November by the members.

The NVR is the umbrella organization of women's organizations in the Netherlands, and since 1898, has been working for women's empowerment and gender equality. Topics that are put on the agenda and discussed by the NVR can thereafter be sent through the Dutch parliamentary process, thereby obtaining more weight than if member organizations approach the government individually. The Mission of the NVR promotes the interests of women in the Netherlands, with special focus on the themes of economic independence of women, and violence against women. It does this by using a variety of activities to influence Dutch politics. International NVR provides the voice of Dutch women and seeks connections with the relevant parties and that they will provide the necessary support. NVR annually selects the Dutch woman who represents women's issues at the United Nations UN Women organization.

The NVR has an estimated range of more than 1 million women through its affiliated member organizations. WBII is pleased and proud to be a member of this prestigious organization.

MKB



MKB is a Dutch organization focused on supporting small and medium-sized businesses. They regularly hold networking events for their members, and are interested in internationalizing their businesses. Through our members, WBII is looking to be a source of international support for the MKB members.

WEP



WEP is the European Women Entrepreneurship Platform that represents and supports women entrepreneurs to the European Parliament, through:

Representation: To represent the rights and interests of female entrepreneurs at the EU level by advocating for measures to promote and improve access to finance, education, innovation, government policies, and networks, which form WEP's five Pillars for growth.

Information: To be the first point of contact for policy makers, politicians, and groups interested in this topic.

Connections: To bring like-minded organisations from across Europe together to exchange best practices and information, and promote and create a non-stop dialogue with women entrepreneur organizations and EU institutions, in order to advance women's entrepreneurship and leadership.

Engagement: To support educational training, and inspire with success stories.

On November 21 at Europe House in The Hague, and in collaboration with WEP and the EU Directorate General for Neighbourhood and Enlargement Negotiations, WBII supported a meeting debate on the subject of women's entrepreneurship and its role in pre-accession countries. The speakers focused in particular on the Western Balkan region, and the need to include and hear from all members of society in the crucial negotiations. Women's entrepreneurship has been said to be a peace-keeping tool in these countries. Women are able to work together, including across borders, and when society prospers economically, its residents are also happier. Ambassadors and diplomats, and representatives of universities and businesses were all represented at this event.

ACCESS – An organisation based in The Hague, with national outreach

ACCESS is a not-for-profit organisation supporting the international community in the Netherlands. It is run entirely by a team of highly skilled, motivated and professional volunteers who have themselves been expats. In 2016, ACCESS celebrated its 30th anniversary. ACCESS continues to be a trusted partner, and regularly lists WBII events on its website, and distributes the Calendar through its network.

NETWORKING EVENTS

2016 Saw a large increase in members and attendees at our monthly networking events. They all involve a learning component around a 30-minute presentation including questions, and a networking component where collaborations flourish and support and motivation are nourished. We also have a highlighted member of the month who can showcase her product or service, and have recently introduced a "pitcher" per event.

WBII networking events 2016

January	Noa Brume	Fall in love with self-marketing
February	Social lunch	Deborah Valentine on Volunteers
March	Andrew Meyes	Thinking about the box, inside & out
April	Alison Hamilton Rohe	From Passion to pipeline, develop your ideal client
May	Petra Fischer	Optimize use of LinkedIn
June	Roy Budjawan	New ING Bank research on women entrepreneurs
August	Steven Neetesen	A strategic approach to online marketing
September	Eldridge Labingo	Generating energy & creating success
October	Julie Kennedy et al	Mastering mastermind groups
November	Katerina Andreas	Sustainable consuming
December	Kim Schofferts, MKB	Festive lunch

TRADE SHOWS, MEETINGS, AND EVENTS

The following trade shows, meetings, and events were attended by WBII during 2016. We either had our own stand, had a joint stand with our members, and/or participated in the meeting or event. These events give exposure not only to the WBII, and help us to gain potential new members, but also bring us in touch with the local, regional and international communities, and give our own members the possibility of profiling their own business to these groups.

Date		Event	Location
January	31	Feel at Home in The Hague Fair	The Hague
February	11	Partner event: OndernemersOntbijt	The Hague
March	19	Partner event: OndernemersOntbijt Networking	The Hague
May	19	Partner event: OndernemersOntbijt	The Hague
May	8	Ondernemersplein 'Business in Clubs'	The Hague
June	8	MKB Asparagus Party	The Hague
September	8	Partner event: OndernemersOntbijt	The Hague
October	2	"I am not a tourist" Expatica Fair	Amsterdam
October	25	City of Wassenaar Newcomers Welcome Meeting	Wassenaar
November	5	I am Expat Fair, The Hague	The Hague
November	8	Shell Outpost Information Fair	The Hague
November	11	Antigone-Performance to support the Bijlmer Project	Amsterdam
November	23	Starters avond – Zoetermeer (Starters evening)	Zoetermeer
December	12	Partner event: OndernemersOntbijt Kerstbrunch	The Hague
December	12	Christmas reception - MKB	The Hague

WBII STRATEGY

Through her company TpEBO, Sinead Hewson, Member of the WBII Advisory Board, facilitates sessions so individuals, teams and organisations can address problems, solve them and ultimately perform at a higher level. Sinead met with the Board 3 times throughout the year to guide and direct our strategy. With growth and an ambitious vision for the WBII, we are seeking to introduce a strategy based on self-run committees with a chair reporting back to the board. Committees include:

- Finance
- Members
- Events (monthly networking, Festive lunch, IWD)
- Fairs
- PDW – Professional Development Workshops
- New business
- Branding/Marketing
- Social Media

Our challenge is to stay focused and not take on too much for fear of draining our resources rather than empowering them.

CONTACTS WITH HAAGSE BRUG

WBII is often supported by the City of The Hague through the Haagse Brug (The Hague Bridge). The Haagse Brug, for example, generously sponsored the 10th anniversary drink at our annual International Women's Day celebration on March 8. As WBII is the only learning network for English speaking women entrepreneurs in The Hague, and the only point of call for Anglophone men and women wishing to learn about setting up a business in The Hague, the City of The Hague recognizes WBII's importance to the community and region and has given us permission to include the City's logo on our website and communication materials, to make sure that we are clearly visible for Internationals in The Hague. Through the Haagse Brug WBII is also exploring participating in the introduction day for newcomers.

CALENDAR

Our theme for 2017 is "Water, water everywhere" and taking a slight detour from the meaning of "The Rime of the Ancient Mariner" we have showcased images that illustrate what this phrase means to those living in the Netherlands.

With 24 advertisers taking all the spots, the calendar was a financial success, and with only a few remaining to be distributed, it seems it has once more been a well received promotional item in the International Community.

Many thanks to all those who contributed including the artists whose work is featured in the 2017 calendar:

- Olha Rohulya
- Kim Bybjerg
- Julie Makri
- Vinita Salomé
- Sabrina Schlich
- Byjeng
- Alexandra Arshanskaya
- Jace Grandinetti
- Wynand van Poortvliet
- Inbal Tur-Shalom



HOLIDAY LUNCH

WBII held a Festive Lunch on Thursday, December 8, which has become an annual tradition for our members. The guest speaker was MKB Chairman Kim Schofferts.

SOCIAL ENTREPRENEURSHIP

We would like to do more in the area of social entrepreneurship. For now, we continue to sell bracelets on behalf of the women of the Bijlmer Bridge 2 Hope project. WBII members also attended the play *Antigone*, which was performed on November 11 in Amsterdam, with all profits going toward the Bijlmer project. WBII also sold our bracelets at this event and donated the profits to the Bijlmer Project.

THE WISE NEWSLETTER

The process of providing content for newsletter, interfacing with the website and more recently coordinating with Facebook (at least) is increasingly streamlined and works well. Several people are involved and prove that sharing the tasks make this process easier for all.

In 2016 the newsletter received a name. Following consultation with our community, The WISE: Women Inspiring Successful Entrepreneurship was chosen among the many suggestions received. A logo was designed for it, and since February it has been published as such. Playing on the title, a new column was introduced: Member's WISE words, or words of wisdom, giving the feature contributions of our members a place – in the newsletter and on the website. For 2017, the plan is to have a 'logo' for WISE words to be able to link content to a member profile – making these even more robust. Following the summer break it was also decided to use The WISE to draw attention each month to the membership benefits of the WBII with the purpose of (a) reminding members of them and (b) encouraging new memberships.

Our subscriptions to The WISE continue to rise, and we continue to have an above industry average open and click rate. The use of programmes such as Unroll.me does however affect part of these stats, as when people use it, we are less able to trace opens/clicks. Nonetheless, we remain confident that the newsletter is an effective vehicle for sharing the value of the WBII and that of its members.

ANNUAL REPORT LAYOUT, ARTWORK, CONTRIBUTIONS, AND EDITING

Lisa Hall
Charlene Lambert
Julie Kennedy
WBII Board Members
Deborah Valentine
Natalie Carstens
Liliana Gonzalez

APPENDIX 1 – LIST OF WBII MEMBERS IN 2016

List of WBII Members [A-Z]:

Akkie Okma (Okma Advies)
Alexandra Arshanskaya (Arshanskaya)
Alexia Solomou (International Court of Justice)
Alison Day (Alison Day Designs)
Allison Hamilton-Rohe (DailyOutfit)
Anat Ratzabi (The Chocolate Sculpture, Atelier anaRt)
Anita Paalvast (Aikido@Work)
Anne Bybjerg Møller (Image & Style)
Anouk Domínguez (Corpo Natura)
Arwa Lokhandwala (Tulip Web Solutions)
Augusta van Haga (ScheerSanders Advocaten)
Barbara Piper-Roelofs (Piper&co)
Beatrice Betley (The Expat Weddingplanner)
Benefits of an international life
Bettine van der Heijden (Expat and Repat Services)
Bieneke Braat (Legaltree IT Law)
Caroline van Mourik (Committed Party Planning)
Caroline Ortlieb
Ceci Wong (Chiropractie Noordzee)
Charlene Lambert (mlmc International Marketing)
Charlotte Meindersma (Charlotte's Law & Fine Prints)
Cherry Stevens (Stevens Life Coaching)
Chrisoula Papadopoulou (so to ... business)
Christina von Massow (Smile Designer)
Clare Summerfield (Elliot Lloyd International)
Colleen Reichrath-Smith (CJS Career Consulting)
Désirée Siemerink-Looten (Looten Advocatuur & Mediation)
Deborah Valentine (a hand in The Hague)
Dessy Irawati (BNI BANK)
Dymphna Elsink (Dymphna Business Assistance)
Dymphna Pafitis ("Made it Here" Studios)
Ebere Akadiriri (Ataro Global Food Services)
Elize Burgess (LearningPlus)
Esther van Heteren (Mevrouw de Aankoopmakelaar)
Fereshteh Samsami
Helen Kuyper (Creative Facilitator)
Inge Zweerts de Jong (ZJHT Risk and Insurance Specialists BV)

Isabelle Barth (Studio Expat & Lang)
 Isabelle Goyon (Isabelle Goyon)
 Jacinta Noonan (Platform B)
 Jane Pocock (Write it Right)
 Jet Sichterman (Expatriate Child Psychology)
 Jo Parfitt (Summertime Publishing)
 Joan Hoexum (Vitality Solutions)
 Joanne Rahusen (Joanne B. Rahusen, M.A. Psychotherapy & Counselling)
 Johanna Nesbitt (Open the Door)
 Julie Jones (Essence Therapeutics)
 Julie Kennedy (Kennedy Personal Coaching & Consultancy)
 Karen Barton (Blacktower Financial Management)
 Karin van Hecke (HouseScout)
 Katharina Andrés (Katharina Andrés)
 Katherine Fortier (Child and Educational Psychologist)
 Kimberley Bosman (Kimberley Bosman Photography & Video)
 Lamprini Kiosse (Counsellor)
 Lana Heidar
 Li Chen (Chinaturel Health & Wellbeing)
 Lianne de Vries (Mevrouw de Vries)
 Lisa Hall (Lemonberry)
 Lucy Bosscher (ASPIRE Pilates)
 Mandie Van der Meer (Zeggen)
 Marga Feenstra (MaF Producties)
 Maru Lizarraga
 Mariana De La Rosa (Ingenious Solutions)
 Marisa Monteiro (Marisa Queirós Monteiro)
 Marjoleine Havik (CulturesConnect)
 Martha Mghendi-Fisher (Women in Payments Network (Europe))
 Martine Sollie (De Fotograficus)
 Meenu Gupta Bansal (The Indian Cooking Class)
 Myra Colis (E3 Data Intelligence Services)
 Nancy Mayer (Voice Lessons)
 Natacha Villedieu-Silvestre (Optirisk Solutions)
 Natalie Carstens (The Birth Photographer)
 Natasha Bonnevalle (Present Change)
 Nicola Wreford-Howard (Wreford-Howard Consult)
 Nira Satguru (Future Of Learning)
 Outreach Egypt (Overseas Member)
 Queenie Verhoeven (Your Business Ally)
 Reina Pruijs (Raspberry Craft)
 Sarah Hailé-Fida (Time2change)

Sharon Galor (The Light Wave Psychologists Practice)
 Sinéad Hewson (TpEBO)
 Sophie Bonavero (Clever Clogs)
 Sue Lawrence (Sue Lawrence)
 Susan de Vriend (The Life Coach for Expats)
 Suzy Ogé (The Dendrite Group)
 Teresa Moynihan (Moynihan Consulting)
 Ute Limacher-Riebold (Ute's Lounge)
 Vanessa Smith (Crafting Connection)
 Vassia Sarantopoulou (The Anti-Loneliness Project)
 Vinita Salomé (Vinita Salomé Photography)
 Yolande Jimenez-Koekenbier (Art in Colour)

APPENDIX 2 – AGENDA OF THE ANNUAL GENERAL MEETING

Work – Meet – Succeed: Imagine the Possibilities!

WBII Annual Meeting
March 24, 2016
6:30– 7:00 p.m.
Carlton Ambassador Hotel

Agenda

1. Opening comments – Julie Kennedy
 2. Office Manager's Report, and IWD – Lisa Hall (on behalf of Natalie Carstens)
 3. President's Report, and openings on the Board – Julie Kennedy
 4. Treasurer's Report – Nira Satguru
 5. Board Planning Meeting – Lisa Hall
 6. Sponsorships – report prepared by Clare Summerfield
 7. Social media and fair coordination – Myra Colis
 8. Annual Report, internationalization, and consulting arm- Charlene Lambert
 9. Other Business – open discussion
- Adjournment

APPENDIX 3

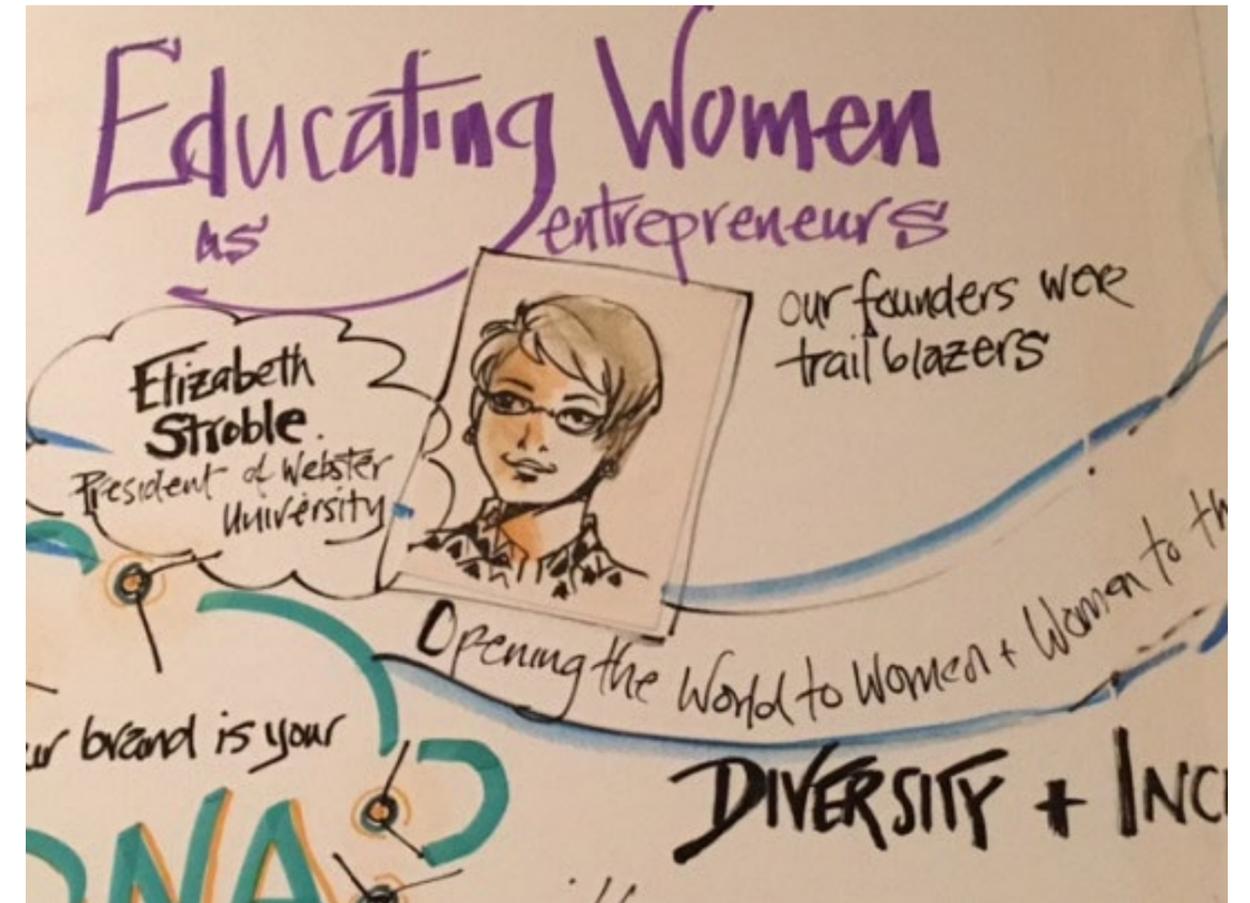
“Educating Women as Entrepreneurs”

Speech by Dr. Elizabeth Stroble, President of Webster University,
March 8 International Women’s Day and WBII’s 10th anniversary

On International Women’s Day, the Women Business International Initiative (WBII) celebrated their tenth anniversary with an annual day of workshops and an evening banquet at The Hague. I was honored to provide the keynote talk on the topic of Educating Women as Entrepreneurs.



During the workshops and the dinner, artists depicted presenters’ concepts and perspectives. Vanessa Jane Smith of Crafting Connection provided these images of me and my remarks:



I spoke about my education as an entrepreneur, how Webster’s founders blazed the trail for women’s education, and my views of how we can open the world to women and women to the world.

Educating Women as Entrepreneurs

I am honored to be present with you tonight—on your tenth anniversary which you are celebrating on International Women’s Day.

I am very glad that Webster Leiden has helped to sponsor your annual meeting for the past several years. Webster’s history, values, character, and mission are inseparable from that of our founding women in 1915 who were trailblazers, courageous, risk-taking entrepreneurs who created an opportunity for other women in ways that persist to this day. It is in large part because of them and the women who came after them and the women in my life that I am at Webster and here with you tonight. I’m joined by my husband, Paul. We are, as I think of us, Team Stroble, and I thank him

for coming along with me on this trip and for the friendship and support we have enjoyed through almost 32 years of marriage.

Tonight, I am going to reflect both personally and professionally on this moment in which we find ourselves. I will share the story of my organization, Webster University, and recall moments from my education and upbringing to consider how best we can educate women as entrepreneurs. Through this education, it is my goal that we will open the world to women and women to the world.

What it is that makes Webster distinctive, and frankly, unusual?

Webster University is an exceptional institution in more ways than one.

From our inception in 1915, we had a mission of meeting unmet needs. The women who founded us, the Roman Catholic Sisters of Loretto, created a college for women to achieve bachelor's degrees, one of the first such colleges west of the Mississippi River in the United States. They created an institution to do what was revolutionary in at least three ways as women without even the power to vote; they created a college. And for whom for women. And for what purpose to educate for careers and lives of service— not as a finishing school or as training to fit women as wives.

- It is from those beginnings that Webster evolved to welcome an ever more inclusive community. In the 1960s, Webster welcomed men students and transferred the college to a lay governing board, leaving the identity of a Catholic women's college for independence and no religious affiliation. Student profiles expanded to include those on military bases, working adults, and in the 1970s, students in Europe as Webster opened residential campuses in Geneva and Vienna, followed by Leiden and London. Today we have campuses in Europe, Asia, and Africa as well as online.
- That history and global diversity set us apart. What is also rare for an American university is to have a woman as president.
- The 2016 report on the Status of Women in Higher Education, published by the American Council on Education, refutes the pipeline myth—the idea that there are too few women qualified for college/university leadership positions.
- In fact, between 2000-2016, women have earned more than 50% of all doctoral degrees. They have earned more than 50% of all bachelor's degrees since 1981, and more than 50% of all master's degrees since 1991. Degree holders are in abundance.
- Women, as of 2014, hold 31% of the full professor positions at degree-granting

postsecondary institutions.

- So, how many women hold presidencies of American universities and colleges?
- As of 2011, 27% of presidencies of American higher education institutions are held by women.
- Among the women presidents, women presidents are more likely to head associate degree-granting institutions than any other type.
- Webster has diverged from those patterns by virtue of its history and also by an intentional focus on diversity and inclusion.
- Webster's first three presidents were women, and only one man served as president in the first 50 years. There was a 40-year gap from the last president who was a woman (a Catholic nun), until the time I joined the university in 2009.
- On my leadership team of 10 members, five are female, one is foreign-born, and one African-American.
- The chair of our Board of Trustees is female, and the board is currently 33% female. Four are African-American, and four are foreign born.

In this unusually diverse environment, including the composition of our student body, I believe we at Webster have a rich opportunity to educate women as entrepreneurs and that doing so is important.

Qualities of an Entrepreneur

What are the characteristics of successful entrepreneurs? A quick google search provides many varied lists and inventories. The shortest list I found described four qualities of entrepreneurs, and the longest 35.

What we know is that female entrepreneurs particularly benefit from environments that are rich in supportive and purposeful programs, policies, climate, and competitiveness.

While at Webster and many schools and universities, there is an explicit focus on building environments that nurture women as entrepreneurs, for me and for my generation and many more women, we developed these skills and capacities from a multitude of informal and formal experiences. We are among women who have inspiring stories to tell. We honed our resilience in the face of set-backs and adversity.

We became agile and nimble in addressing uncertain and novel circumstances. Our patience with persisting to a result was constructed over time and multiple trials, and we learned to trust team members to lead with the integrity we accept for our actions. Our passion for innovation and the mission of an enterprise motivates us to continue to assume both the risk and the rewards and to know when a change in course is warranted.

What or maybe better, who educated me as an entrepreneur? I am reminded of the Hopi Native American proverb:

To forget one's own ancestors is to be a brook without a source, a tree without root.

My entrepreneurial approach to life is rooted in my parents' lives:

Parents who married as a result of being pen pals during World War II.

Parents who moved from first Tennessee to Texas to Wyoming to find employment after World War II and then to the Chicago area for employment. They changed careers when I was growing up, including operating their own business to create more income, family well-being and futures for their children.

My Mother who returned to work went from being the drive-in bank teller (with only one year of junior college) to retiring as the president and CEO of the bank.

In my life, Paul and I have moved from Illinois to Virginia, to Arizona, to Kentucky, to Ohio, and now to Missouri for our careers. And our daughter will leave in three weeks for a year-long study in Tokyo to study Japanese language and culture—an important step in her journey of learning.

From an early age, I learned to answer the question: Are you willing to move with an enthusiastic and adventurous yes!

I have been shaped and influenced by a variety of cultures as a result.

I was educated in a racially integrated suburban Chicago high school; I grew up among members of a second-generation European community. I taught high school students in a very rural farming community and then worked with teachers and students on the Native American reservations in Arizona. Paul and I now live in the river town of St. Louis that was part of a border state during the U. S. Civil War and continues to be rocked by income inequality and race conflict.

My personal life has been marked by not only opportunity but also challenge. Among those, my first husband's death to cancer when he was not yet 30, a time in which I, too, like my parents re-invented my career future to focus on higher education, married Paul, went back to school for our Ph. Ds, and started this journey of life together.

The results of these sources and roots? And what do I recommend for those of us who want to encourage young women to live life entrepreneurially?

Life-long learning, openness to new learning, new geographies, new cultures, and politics—derive energy from taking on new challenges and removing the barriers to success by working with diverse teams of individuals who like to share risk and reward.

That is why I feel honored to be with you tonight, in the company of women who not only want a seat at the table, but who want to welcome other women to the table, and who frankly thrive when they sit at the head of the table.

What do I think is extremely important for us to encourage in women we wish to prepare to thrive, by educating them as entrepreneurs? Speaking from my experience and from Webster's we need to help women develop a high level of cultural competency: the ability to understand others' lived perspective by immersing oneself in new cultures and environments, literatures, stories, languages. At the college level, study abroad should no longer be seen as an elective, a choice for the elitely educated; cross-cultural immersion and study is essential to a world view that focuses on the common bond of humanity with the intention of serving the world.

We should encourage women's comfort and competence with technologies, including social media, gaming, invention, science-based study, inquisitiveness about the world and curiosity to learn, accompanied by a desire to connect with others across boundaries of space and time.

A great deal is written these days about resilience and grit. It is important for us to balance the need for messages about protecting one's self from harm with the needed risk taking that helps us bounce back from injury—physical, emotional, and otherwise. A recent study by KPMG found that 63% of women identified confidence as a top characteristic of leaders; yet 60% of the women were not confident that they could be leaders.

I like the way Katty Kay and Claire Shipman write about this topic in their recent book *The Confidence Code*. They link the idea of resilience and confidence in these ways—Resilience is confidence in the face of disasters. Confidence is a choice we

can all make if we can avoid the habits of hesitation, fear of failure, and the desire to do every task perfectly. It is often the case that women only feel confident when we are perfect or practically perfect. Yet, we know from research that the confidence that comes from mastery is contagious. If we master one task or skill, or content, we are confident to try another.

What is most important, then, is not to tell each other that we are great (although that is true!) but to encourage each other to act. Kay and Shipman's best advice: When in doubt, act!

On this tenth anniversary of Women Business Initiative International, I salute you as women who are successful entrepreneurs, confident leaders, and women who act. There can be no better example of educating women as entrepreneurs than your support tonight of the Bijlmer Project undertaken by Webster University and our partners.

Congratulations on the work you have accomplished and all you seek to do that open women to the world and the world to women. Happy Anniversary!

APPENDIX 4 -- THANK YOU TO THE WBII ADVISORY BOARD AND EXECUTIVE BOARD AND A WARM WELCOME TO NEW BOARD MEMBERS

Our Advisory Board is an essential link to the business community, and provides strategic direction and suggestions to the Board on special topics. The experience and invaluable expertise they bring has already infused the WBII with new energy and direction and we are grateful for their support.

This year, two new members were added to the Advisory Board, both of whom have a long history of supporting WBII. These include:



Sinéad Hewson – TpEBO



Lisa Hall – Lemonberry

OTHER ADVISORY BOARD MEMBERS INCLUDE:



Suzy Ogé – Founder of
The Women's Business Initiative International



Toon Buddingh – Renowned Cluster Innovation
Guru



Godelijn Boonman – Partner of GMW Advocaten



Inge Zweerts de Jong – ZJHT Risk and Insurance Specialists BV



Charlene Lambert – mlmc International Marketing

THANK YOU TO OUR BOARD MEMBERS!

The WBII Board formally meets on a monthly basis to provide planning and strategic direction to the organization. Board Members are asked to commit to a minimum of 2-years and minimum of 4-hours per week of their time.

Although several Board Members have stepped down, they still remain actively involved in WBII. A special thanks to Clare Summerfield, who did a great job working on finance and sponsorships, and for her wonderful ongoing support!

Clare Summerfield

"It has been a great honor to support the WBII over the last year and specifically presenting our community and it's ideals to potential sponsors. It certainly was an interesting year. I had very clear ideas as to who would be a perfect sponsor and I leveraged all my professional contacts to speak to the key decision makers. However what became very apparent was that sponsors are a sought after breed! The bigger the potential sponsor the over committed they already were and quite often supporting women groups in developing regions. So looking more locally at sponsors who were locally represented and invested proved more

successful. Most of our sponsors are very local smaller companies who know of us and in turn want exposure in the Den Haag area. As in any business relationship everyone wins, this is important to remember when looking for sponsors. We must consider them as an important stakeholder and give them what it is they need out of the relationship."

Myra Colis

"It takes courage, resilience, commitment and dedication to be on the WBII Board. And I truly admire all the other board members who have been there throughout the years! I had the honor and privilege to support the team in the area of branding and communication. It's just unfortunate that I had to cut my journey short as WBII board member due to time constraints, family obligations, and the need to stabilize my business first so I can be in a much better position to help out.

During my board membership, I was actively involved in coordinating with event organizers and WBII volunteers for the fairs taking place in The Hague, Rotterdam and Amsterdam. Most of the time, I also ended up being at the fair to help promote WBII and our cause. For WBII events like 'Start Your Own Business' (SYOB), the Professional Development Workshops, and monthly networking events, I was the go-to person to share updates on our social media channels.

For sustainability reasons, WBII Board has constantly been seeking for ways to get sponsorship, secure funding, and increase membership. That was quite a challenge. So per my contribution, I've put up a social media strategy that when implemented could help increase reach, conversions and retention as well as strengthen visibility and relationships with WBII stakeholders. Needless to say, it takes more than one person to get these done... and your support is truly much needed."

Lisa Hall

After being a Board Member for 2 years, President of WBII for 2, and again a Board Member for the better part of a year to ensure the smooth transition of Julie Kennedy as President, Lisa has also stepped down. Lisa lives and breathes WBII, and we are indebted to her for her energy, wisdom and hard work over the years. We are so pleased that Lisa has accepted to be on our Advisory Board. Thank you, Lisa, for all that you have done over the years, and continue to do, to support WBII.

A WARM WELCOME TO OUR NEW BOARD MEMBERS

We are pleased to welcome 3 new Board Members to the Executive Board.

Sophie Bonavero



Sophie Bonavero rejoined WBII, and immediately stepped up on the Board. Sophie is French, grew up in London, moved to Paris to find her roots and ended up in The Hague twelve years ago. After graduating from the London School of Economics, she started her career as a management consultant before working as project manager for Siemens. Sophie then decided to use her experience to manage her own small business which she set up in 2011. Clever Clogs is a small, client-focused retail business with customers from all over the globe, which provides school shoes to the expat community.

The WBII was instrumental in helping her get Clever Clogs off the ground. Through her new role on the Executive Board, Sophie hopes to help others launch their own entrepreneurial initiatives. Her role will also focus on the coordination of fairs and events.

Vassia Sarantopoulou



Vassia Sarantopoulou is a licensed Psychologist with a M.Sc. in Counseling and a M.Sc. in Child Psychology. With more than 12 years of experience in Counseling, Vassia has helped individuals through private sessions, groups and also conducted workshops, to help the attendees find their courage (again) and get through challenging life experiences. During the last three years of working and living in the Netherlands, she founded "The Anti-Loneliness Project", offering counseling services and workshops to individuals and groups. In December 2015 she joined WBII, and a few months later, in September 2016, she was assigned as a WBII Board Member (Social Media Manager). Since then, she is working on various social media platforms in order to maintain visibility and high activity and to increase WBII's exposure.

Her main goals are:

- To promote the benefits of this organisation to its members
- To demonstrate how WBII empowers women entrepreneurs
- To strengthen WBII's visibility and engagement to activities and events
- To increase the recurrent members but also the sponsors, advertisers and volunteers

- To create committees in order to coordinate activities and support members.

Being a board member in WBII is an important responsibility and Vassia is highly committed to work on this, along with the rest of the Board Members towards empowering and expanding this dynamic network.

Lucy Boscher



Lucy Boscher is owner of ASPIRE Pilates, a boutique space dedicated to effective Pilates training. Located in an elegant historic building on Koninginnengracht 28, in the Willemspark – Nassaubuur area of The Hague, ASPIRE Pilates is a boutique studio in the Bloom | House of Health wellness centre. With an abundance of natural light and view of the garden, it provides an ideal setting for the discerning Pilates student.

The ASPIRE Pilates studio offers on-to-one, duets and small group mat classes. Equipment work is performed on Balanced Body apparatus, the international brand known for designing innovative Pilates technology. Pilates lessons are suitable for all age groups and experience levels, including remedial work, with top quality instruction, and open seven days a week.

In 2011, after 25 years of expatriate living and an international career ranging from foreign affairs and diplomacy to luxury and executive education, a dozen countries and 8 languages in her baggage, Lucy settled in The Hague. No stranger to re-invention and starting anew, she decided to change direction and translate her long time passion for Pilates into business. And so ASPIRE Pilates studio came into being.

Nira Satguru



"It is an honor and a privilege to be invited to the WBII Board. It has been a real pleasure to support the Executive Board, fairs, Start Your Own Business seminars, International Women's Day, and the networking events. Being a member has given me a personal boost of energy and created opportunities to meet a diverse range of amazing entrepreneurs.

During the year's board membership, I've been primarily involved in strategic management and finance. We changed our monthly networking events that resulted in a win-win formula with the Carlton Ambassador Hotel, our network event location partner. We have structured the use of the WBII Office space to be shared with a

WOMEN'S BUSINESS INITIATIVE INTERNATIONAL (WBII)

WBII member, creating another win-win solution. Discussions with the accountant led to a clearer understanding of the BTW process for WBII, and we are working towards a sustainable solution.

The International Women's Day 2016 organized by WBII and held at the Crowne Plaza Hotel was an inspirational milestone as we also celebrated 10-years of WBII. We secured sponsorships from local businesses and WBII members to create 'the silent auction'; part of the proceeds of this initiative supported the Bijlmer Project. Special thanks goes to all the silent auction donors, especially Penthouse Restaurant, The Hague Marriott and all donors.