



# Empowering Women through Entrepreneurship

**The Lincoln Resource Center is pleased to provide  
Information Resources to support  
the Visit of U.S. Speaker**

**Whitney Keyes**  
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Whitney Keyes is conducting a series of workshops on "Empowering Women Through Entrepreneurship" in Kuala Lumpur, Kota Bharu, Kota Kinabalu and Kuching. The following resources supplement her talks.

**ALL LINKS ARE AVAILABLE AT THE LINCOLN RESOURCE CENTER WEBPAGE.**  
[http://usembassymalaysia.org.my/lincoln/women\\_and\\_entrepreneurship.pdf](http://usembassymalaysia.org.my/lincoln/women_and_entrepreneurship.pdf)

## **Women entrepreneurs**

- National Association of Women Entrepreneurs of Malaysia (NAWEM)  
<http://www.nawem.org.my/>
- Women Entrepreneurs  
<http://www.we-inc.org/>
- Famous Women Entrepreneurs (USA):  
[http://entrepreneurs.about.com/od/famouswomenentrepreneurs/Famous\\_Women\\_Entrepreneurs.htm](http://entrepreneurs.about.com/od/famouswomenentrepreneurs/Famous_Women_Entrepreneurs.htm)

## **News Stories: Social Entrepreneurs**

- Creative Financing: Funding the Future of Social Enterprise  
<http://knowledge.insead.edu/social-innovation-creative-finance-100316.cfm>
- Broadcasting the Power of Social Entrepreneurship through Reality TV  
[http://www.odemagazine.com/blogs/readers\\_blog/14809/broadcasting\\_the\\_power\\_of\\_social\\_entrepreneurship\\_through\\_reality\\_tv](http://www.odemagazine.com/blogs/readers_blog/14809/broadcasting_the_power_of_social_entrepreneurship_through_reality_tv)
- What the Community Sector can teach the Corporate World  
<http://www.socialedge.org/features/discussions/responsibility/what-lessons-can-the-private-corporate-sector-learn-take-from-community-voluntary-sector/>

## Marketing

- Business Marketing Association  
<http://www.marketing.org>
- National Arts Marketing Project  
<http://www.artsmarketing.org/>
- Word of Mouth Marketing Association  
<http://womma.org/main/>
- Social Media Business Council  
<http://www.socialmedia.org/>

## Planning

- Small Business Planner  
<http://www.sba.gov/smallbusinessplanner/index.html>
- Business Plan Templates  
[http://www.score.org/template\\_gallery2.html](http://www.score.org/template_gallery2.html)

## Finances

- Non-Profit Financial Management  
[http://managementhelp.org/finance/np\\_fnce/np\\_fnce.htm](http://managementhelp.org/finance/np_fnce/np_fnce.htm)
- Small and Medium Enterprises Financial Toolkit  
<http://www.smetoolkit.org/smetoolkit/en>



## AN INVITATION TO JOIN [GLOBAL PULSE 2010](http://www.GlobalPulse2010.gov)

From **March 29<sup>th</sup>** through **March 31<sup>st</sup>** you will have the chance to participate in something truly exciting. Inspired by President Obama's "New Beginnings" speech to Cairo University, the U.S. Government is hosting **Global Pulse 2010**, an innovative, online brainstorming discussion. During this unique event, individuals throughout the world will have a chance to participate in and influence a global conversation centered on 10 hot-button social issues facing the global community within the fields of science and technology, **entrepreneurship, empowering women and girls**, and human development.

For more information, please visit [www.GlobalPulse2010.gov](http://www.GlobalPulse2010.gov)

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