

BE THERE

BE INFORMED

BE CONNECTED

MEDIA INFORMATION

bœ inspired!

Best of Des Moines

An event to celebrate women
and change lives!

BE AWARE

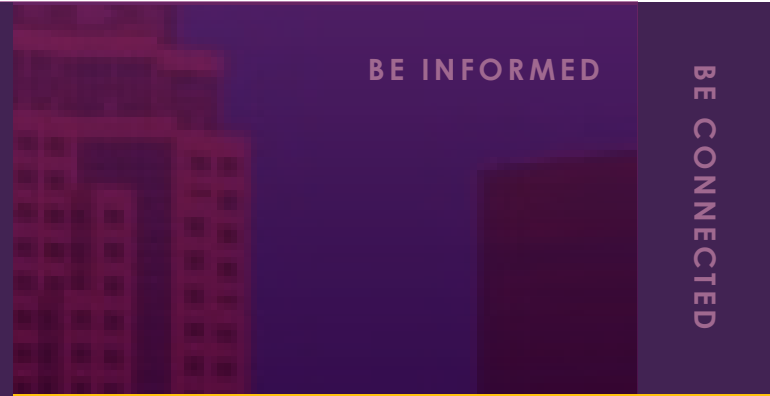
empowering

me

to be

a stronger

we



be there!

Join us for an evening of inspiration, camaraderie, philanthropy and fun as we celebrate the women of Iowa.

**Saturday
September 19, 2009**

Iowa Events Center

6:00 pm – VIP Networking

7:00 pm – Doors Open

8:00 pm – Program

Tickets on sale July 15th!

- Ticketmaster
- Dahl's
- Iowa Events Center



empowering me to be
a stronger we

be inspired!

Best of Des Moines

be connected

VIP networking hour with local celebrity
meet & greet

be engaged

Showcase of local and national charitable
organizations to find out how you can make
a difference

be inspired

World renowned inspirational speaker & high-
fashion runway show

be giving

Silent Auction to benefit Cystic Fibrosis

be social

Mix & mingle with women from all over Iowa

be entertained

Dueling pianos & female musical artists
showcase

be women

Be a part of a national company created to
connect women, change lives & strengthen
communities

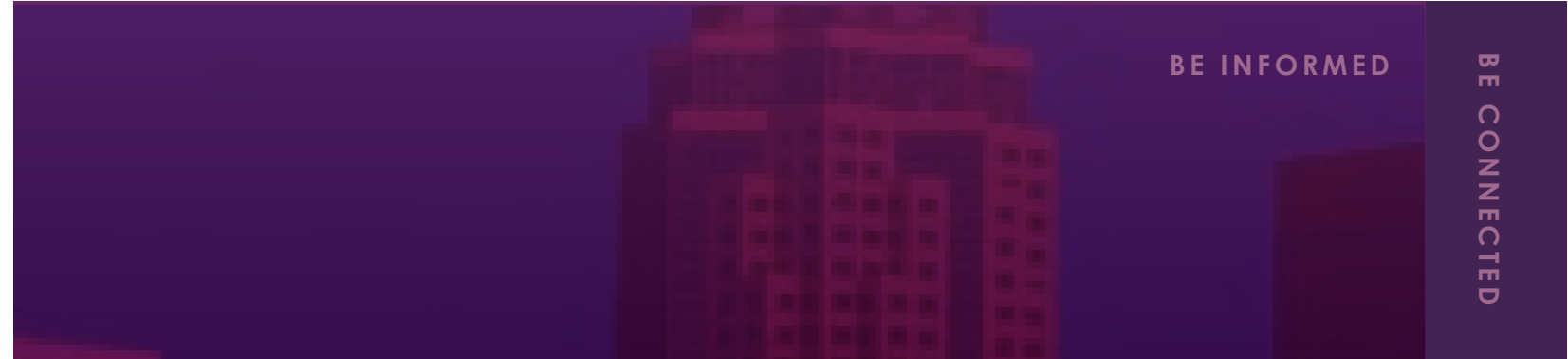
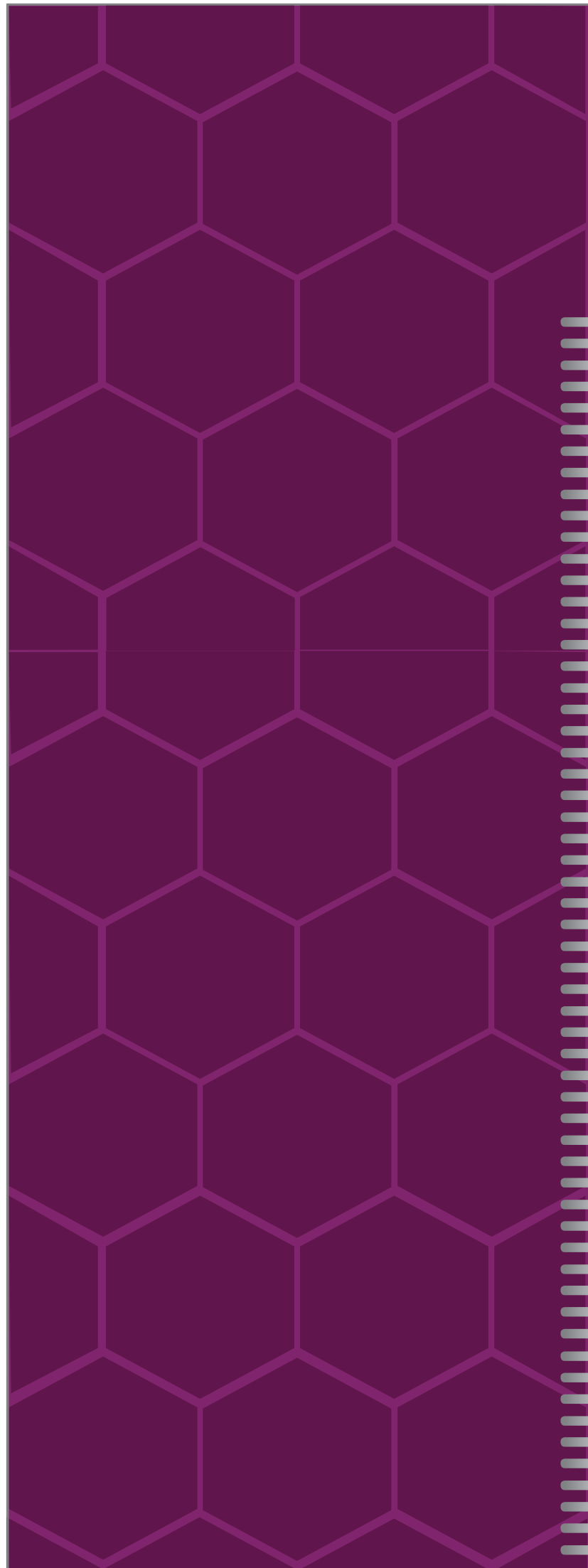
bewomenonline.com

BE INFORMED

BE CONNECTED

BE AWARE





BE INFORMED

BE CONNECTED



BE AWARE

Be was created to connect women, change lives and strengthen communities



empowering me to be a stronger we

“So often, it takes only one woman to make a difference. If you empower that woman with information, and training, she can lift up her entire family and contribute to the success of her community. Multiply that one woman’s impact by a hundred or a thousand, and perhaps a million lives can change.”

CONDOLEEZZA RICE, former US Secretary of State

BE INFORMED

BE CONNECTED



OVERVIEW

Be has been created for all women by a team of women who are passionate about restoring and reconnecting the unbreakable bonds that women have shared with one another throughout centuries. The **Be** mission is to build an organization that acts as a foundation for helping bring back the “lost art” of women sharing and connecting with one another on all levels and in all areas of their lives.

Be’s innovative combination of online and in-person events is a unique and focused community model designed to help women interact and support one another in all of life’s endeavors as well as leverage their personal and professional skills and relationships to give back to the communities in which they live.

Be hopes to foster strong and lasting relationships that will help women flourish, as well as engage women in a way that inspires a life-long commitment to responsible, philanthropic involvement encompassing hands on volunteer, work and leadership opportunities.

Be will strive to help combine women’s “natural” ability to create a community with the technological capabilities of today and create a new kind of “village”. This 21st century village will focus on impacting the lives of many and leaving a strong legacy for future generations.

OUR PURPOSE

Connect – Bring all women together to witness to one another’s lives, form bonds with one another, create communities wherever they go and form simple, yet necessary support systems for every stage of life.

Engage – Create a company where women can come together and share what they have and receive the support they need to build stronger relationships with one another in community.

Inspire – Empower women to be anything and everything they were created to **Be**.

Give – Facilitate a movement where women together actively pool their resources to change lives and strengthen communities.



“Success is defined in many different ways, but to leave a legacy that will lead others to remember you and be proud is one of life’s greatest challenges!”

Kimberly Price
BE FOUNDER

FEATURES AND BENEFITS



We chose the name **Be** because of its deep but very simplistic meaning. As women we can "be"; strong, witty, comforting, busy, empathetic, sympathetic, supportive, sassy, loving, nurturing, courageous, and anything and everything else we choose to be! What better name, than a name that fits all and says all.

BE ONLINE COMMUNITY

Bewomenonline.com is a robust web portal where women can come together and connect in many different ways. Within the **Be** community members have access to a variety of different resources that are of interest to women. In addition, members can utilize the search engine to connect with like-minded women, within individual communities across the nation.

BE FUTURE WEB TOOLS

- **Be** Profile Page
- **Be** Search Engine
- **Be**vites
- **Be**mail
- **Be** Email Contact System
- **Be** Blogs
- **Be** Photo Galleries
- **Be** Calendar of Events (each community)
- **Be** Messaging
- **Be** Store
- **Be** Marketplace (advertise in every market across the nation)
- **Be** Organizations (charitable and other)
- More to Come....

BE OFFLINE COMMUNITY

Events: National/Local

- **Be Inspired- Be** will travel to various metropolitan cities over the next several years to "launch" the **Be** initiative. Each event will focus on bringing women together in community to connect, engage, inspire and give, while introducing them to the **Be** community in a fun and exciting way. The goal is for every women to walk away feeling inspired and empowered to make a difference together in community.
- Community Events- **Be** will act as a resource center for individuals to connect with local individuals, organizations and events within their communities.

Community

- Queen **Be**'s (executive board leader, community facilitator) The Queen **Be** is a leadership position within **Be** and the community. There are limited appointed positions within each community nationwide. The Queen **Be** is responsible for a variety of roles, including hosting a monthly **Be** networking event for 20-30 women for a period of 12 months, planning and connecting with other Queen **Be**'s to facilitate and host other community events and acting as a role model within their community. The Queen **Be** will ultimately lead women in reconnecting, engaging and inspiring one another to give within their communities.
- Honey **Be**'s (all members of the **Be** community dedicated to making a difference) Honey **Be**'s are the members, the communicators, the wives, the grandmothers, the mothers, the sisters, the daughters, and the friends, It is all women combined that make up **Be**, that together will impact the communities in a positive way.

As a **Be** member you will be a part of a community of dynamic women uniting to create a powerful voice across the nation.



"Be as happy about the success of others as you are of your own."

Andrea Stakehouse
BE PARTNER

FOR IMMEDIATE RELEASE



Be to launch its community connection and comprehensive online resource site, bewomenonline.com, on September 19th, 2009, **Be Inspired** event at the Iowa Events Center, in downtown Des Moines.

With a vision for connecting, empowering and supporting all women, four entrepreneurial women will set out on a nationwide movement geared at bringing women together in community to make a greater impact.

For more information about Be or Be Inspired events:

Contact Kimberly Price
kimberly@bewomenonline.com
515.240.7755

Be's mission is to build an organization that acts as a foundation for helping restore the "lost art" of women sharing and connecting with one another on all levels and in all areas of their lives." - **Be** founder, Kimberly Price

Be's innovative combination of online and in-person events is a unique and focused community model designed to help women interact and build life long bonds and support one another in all of life's endeavors, as well as leverage their personal and professional skills and relationships to give back to the communities in which they live.

Be will help women tap into their "giving" nature to impact the lives of many and leave a strong legacy for future generations. **Be** serves local communities on numerous small and large scale projects and charities. Understanding community needs, **Be** will inspire and empower its members to be leaders, to give and build skills through involvement in important outreach programs and projects.

Be inspires women to be anything and everything they dream to be, and provides the resources women need to be empowered to make a difference. This is detailed in their tagline "Empowering Me to Be a Stronger We".

For more information on Be or Be Inspired events, please contact Kimberly Price at kimberly@bewomenonline.com

BE INFORMED

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FOR IMMEDIATE RELEASE



Be to host the first annual "Be Inspired, Best of Des Moines Event," on Saturday, September 19th, 2009, at the Iowa Events Center, in downtown Des Moines.

The event entitled **Be Inspired** is the first of a series of **Be Inspired** events that will take place across the Midwest over the next year. This unique women's event will blend entertainment with inspiration and awareness to empower Central Iowa women to reconnect and walk away ready to "move mountains."

The energy filled evening begins at 6:00 pm with a V.I.P networking hour and local celebrity meet & greet. The doors will open to the public at 7pm and the **Be Inspired** program will begin at 8 pm. On the agenda: a showcase of female musicians, a world-renowned inspirational speaker, Liz Nead of Nead Inspiration, a few moments of inspirational stories shared by Des Moines residents, a high-fashion runway show including the metropolitan area's hottest boutiques, as well as a silent auction to benefit the Cystic Fibrosis Foundation. In addition, twenty community organizations will be showcased at the event throughout the night to help create a buzz about their missions here in the community.

Be Inspired Des Moines will kick-off the launch of the company **Be**, and will be it's very first chapter on the company's website, HYPERLINK "<http://www.bewomenonline.com>" www.bewomenonline.com. Des Moines will be the model city for the rest of the nation to follow as this new national organization continues to grow.

V.I.P. tickets and general admission tickets go on sale July 15th through the Iowa Event Center, Ticketmaster and Dahl's Foods. General admission is \$45.00 per ticket thru the end of July and \$50 per ticket up until the day of the event. Ticket includes admission to the event, live entertainment and complimentary cocktails and hors d'ouerves.

The **Be Inspired** event is a night where women can come together to be social, be engaged, be inspired and be women. **Be Inspired** is co-produced by **Be** and High Heals, LLC.

Visit www.bewomenonline.com for more information on the Be Inspired event.

KEY DETAILS:


Event Date:
September 19, 2009

Venue:
Iowa Events Center

Features:
VIP meet and greet
Inspirational speakers
Exhibition of local community organizations
Showcase of local musical artists
Runway fashion show with auction benefiting cystic fibrosis

"It's in everyone's best interest to bring qualified women into leadership positions, especially now when fresh perspectives are needed. We can no longer afford to set gender boundaries around leadership. The power is in the purse strings: until women are equitably represented in leadership in the private, economic sector, they will be marginalized in every other arena. What's good for women is good for men, business and the global economy."

ILENE H. LANG, President and CEO, Catalyst



It's time to place renewed emphasis on women as a resource to strengthen businesses, homes and communities.

BE IMPORMED

BE CONNECTED

“Often people attempt to live their lives backwards: they try to have more things, or more money, in order to do more of what they want so they will be happier. The way it actually works is the reverse. You must first be who you really are, then, do what you need to do, in order to have what you want.”

MARGARET YOUNG

WHAT WE KNOW ABOUT WOMEN

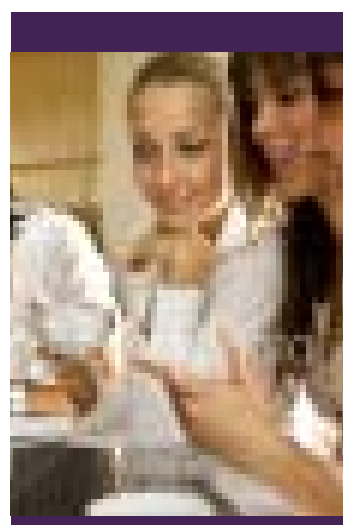


how women make decisions

For women, collaboration with other women is an essential element when making a key life choice or large purchase decision.

- Women spend more time making buying decisions and they consult several sources.
- Women are constituent-driven, they seek consensus.
- Women look for insider information and validation, relying on references and reputation.
- Women educate themselves during the buying process through reading and research, and place higher value on knowledge and expert opinion.
- When women are tackling a new skill, they often enjoy an all-female learning environment.
- Once women make a buying decision, they are more likely to stay loyal longer.

WHAT WE KNOW ABOUT WOMEN



"We can't ignore technology, but as women we need direct eye contact and face to face interaction to keep each other open and honest."

Teresa Mack
BE PARTNER

women and money

Women now earn one trillion dollars a year and their incomes over the past three decades have increased a dramatic 63% after inflation, while men's median income has barely budged (+0.6 percent after inflation). This increase in earning power is not the result of one big event but has been fueled by a series of important changes in the workplace, family and personal lives of women.

Key factors that may contribute to the rise in income:

The wage gap is quickly narrowing to make women's incomes more comparable to those of their male counterparts, with the average full-time working woman now earning 76 cents on each dollar earned by a man. For the younger generation there is the least discrepancy between the wages of men and women, to the tune of just a few cents on the dollar.

College degrees are helping propel women these days into higher paying professions and executive-level positions. The advancement in women's earning power is powerfully illuminated by their taking home the majority of bachelor degrees (57 percent) and pursuing advanced degrees in record numbers—earning 50 percent of law degrees, 40 percent of MBAs and 46 percent of medical degrees.

Women now bring in half or more of the household income in the majority of U.S. households. In the 55 percent of U.S. households made up of married couples, Census Bureau survey data indicates that 48 percent of the working wives provide at least half of household income. But don't forget the influence of the many unmarried women in the United States today. In fact, 27 percent of U.S. households are headed by a single female who brings in the entire household income.

Power in numbers...

Women spend **\$7.2 trillion** a year.

83% of all consumer purchases are made by women.



More and more women use their college and advanced degrees to start or **buy their own businesses**. In fact, women own 40 percent of all companies in this country.

Women have quietly become the **majority asset holders** in the United States, controlling 51 percent of the private wealth in this country. In addition, Mature and Baby Boomer women (who statistically will live longer than their male siblings and spouses) will benefit the most from the intergenerational transfer of wealth from their parents. The ranks of affluent women will only increase, and it is estimated by 2010 that two-thirds of all private wealth in the United States will rest in their hands.

Seventy percent of women will be **solely responsible for their finances** and purchases at some point in their adult life. Factors that contribute to this not-so-surprising trend include a high divorce rate, more women choosing not to marry and women's longer life expectancy (widows outlive their mates by an average of seven years). Along with their growing income, women simply have more years to influence the economy.

With this increase in earning power, women's spending power is also increasing and overall is estimated at over \$2 trillion each year. Women make over 80% of the buying decisions in U.S. households today.

When purchasing, many women have a 360-degree perspective on life and evaluate products and services by how they fit into that bigger picture. More so than men, women are interactive in their shopping style and are more likely to try on, test and sample products before purchasing them; and they tend to imagine and envision how they will interact afterward with the products in their daily lives.

- Women interact more with sales associates and get more peer and expert opinions for their big ticket purchases.
- With its 24-7 convenience, the Internet has become a tool, a friend and an advisor for women in their daily lives and a time-saving advocate in their shopping.

WHAT WE KNOW ABOUT WOMEN



"Something so simple as sharing your story could possibly change someone else's life."

Jessica Miller
BE PARTNER

women and men think differently

Science shows us that there are **numerous biological, neurological and behavioral variations** between the male and female brains. These gender differences range from how much information women take in and retain when they walk into a room, to their tendency to be more verbal and seek more human connections.

Women are using the Internet differently than their male peers, and in some cases women online even switch shopping styles with men — behaving in a more purpose-driven, "no time to browse" manner. Key is to tailor a purchase experience so that it seamlessly delivers on her preferences and eliminates time-gobbling friction (long lines, redundant forms, uninformed sales associates, lack of information).

Research shows that companies that elevate their customer services practices based on women's higher standards not only deliver more intuitive shopping experiences, but increase their appeal and sales to both women and men.

Power in numbers...

Women own **7.2 million** companies -
29% of all companies

We employ **7.3 million** people

**women and philanthropy**

The Fidelity Charitable Gift Fund recently announced the results of a new study¹ of charitable givers in America showing that women are playing a prominent role in their households and communities when it comes to philanthropy. Almost half of women surveyed say they have the decision-making role in their households for both how much money to donate to charity and which charities to support.

"Our research indicates that, in many ways, women are shaping the future of philanthropy," said Sarah C. Libbey, president of the Fidelity Charitable Gift Fund. "Women have always had a hand in their household's charitable outreach. But that role is evolving as women increasingly create their own wealth and become the beneficiaries of wealth transfers because they live longer. As a result, women are stepping up to take on more philanthropic leadership roles.

"Women are using a broad circle of influencers in their charitable giving and they are passionate about instilling the value of philanthropy in the next generation," Libbey added.

The following are key findings from the study:

- 92 percent of men overwhelmingly name their spouses as their primary influencer in charitable giving.
- Women are more likely to name a range of influencers that include:
 - 84% – their spouse
 - 24% – extended family
 - 23% – friends
 - 17% – co-workers
- 89 percent say it is necessary to research the organizations they give to in order to ensure credibility.
- 72% percent more likely support an organization that benefits their own communities versus one that went beyond their community.
- 6% – the 2008 average gross household income devoted to giving.

¹ Survey conducted online by Chrysalis Research of Kirkland, Wash., and Research Data Technology of Woburn, Mass., from Jan. 28 to Feb. 4, 2009. It included 1,003 respondents who donated at least \$1,000 in 2007.

AUDIENCE SEGMENTATION

age

20's – This can be a very challenging time. Into the late 20's women often feel a sense of having the world by the tail. Although true at times, many women experience large life changes with friends and personally, that at times can leave them feeling lost and lonely. (High school starting, high school graduation, college, boyfriends, sometimes marriage, college graduation, grad school, new homes, new cars, new jobs, leaving parents, etc.)

30's – Generally, by the time women hit their 30's they are more settled, but are often still dealing with life's changes. First wrinkles, weight changes, gray hairs, kids activities and in some cases career decisions. It is here you find a variety of women from stay-at-home mom's to the working women. It is here that women express feeling "crazy" at times, in being pulled in a thousand directions while at the same time trying to balance all of life's balls.

40's – Women in their 40's often have more confidence in managing life's dealings. They are not as easily affected by life's challenges, but also face some fears of the upcoming 50's! Kids are often graduating and going off to college. Renewed relationships with husbands and freedoms of youth are once again in site, but not without great changes, both mentally and physically!

50's – Women tend to find themselves in their 50's! Typically, they've begun to accept age and its beauty and they've got a better handle on what they want out of life.

60's + – Many women here are entering retirement. They are grandmothers, wives, friends, sisters, etc. They are able to offer great wisdom from their life successes and failures.

Power in numbers...

"Women" are the fastest growing segment of business in the US.

The average "satisfied" woman recommends things to 21 people vs. men at 2.6 people.



lifestyle

Young mothers/stay at home moms – These women often feel isolated and alone. No outlet to the outside world. Many seek out mommy groups or other women like them, but often feel overwhelmed with motherhood.

Affluent – This dynamic type of woman sometimes feel like she has all the answers. She has money, friends (of sorts), power, ability to go and do what she wants. Many times she is very isolated and lonely. She can offer great things, but is often in need of great things!

Working women – This really is a variety of women. Some strong, busy, entrepreneurial, confident, successful, multi-taskers. Some of course don't have these attributes and simply go to work everyday for the money.

- Career-Oriented Working Women
- Just-a-Job Working Women
- Work-from-home Housewives

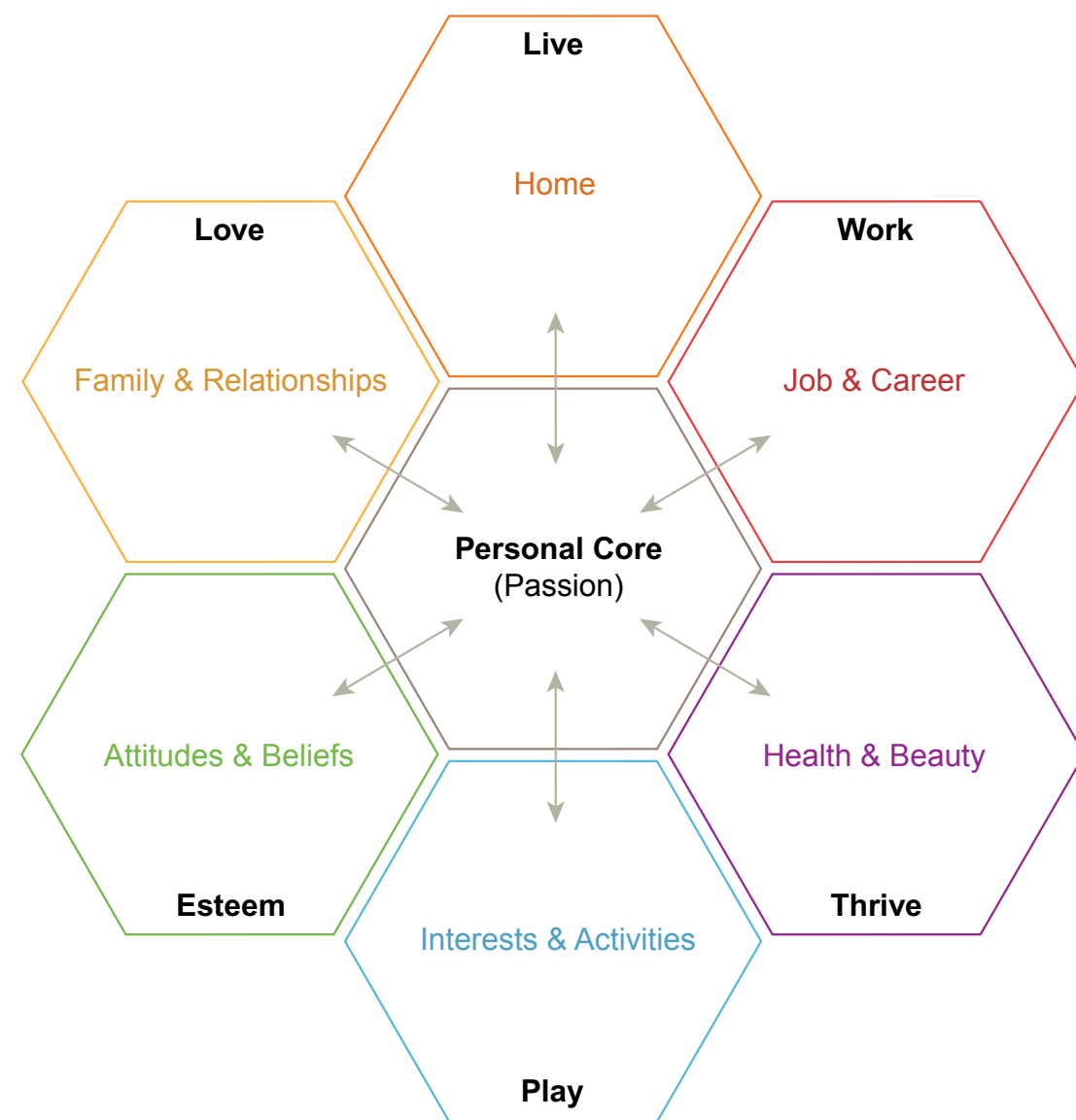
Retired – Strong/giving/social already-this is the group already out and very active in the community. Heading up fundraisers, women's groups and anything they can get their hands on. These are great people for this organization because they can help bring many people together under one organization.

Lost/not sure of their place in society – Their social settings are sometimes their homes. Don't know how or where to help and will often claim they don't have the time, knowledge or resources.



CHARACTERISTICS

A woman's life is made up of many different expressions. Each woman will prioritize these expressions differently but ultimately at a woman's core is her passion will drive how she invests her time, heart and mind.



Similar to an individual's life, a community also weaves together many expressions. But to thrive, a community must ensure that all expressions are working together and evolving to meet the needs of its population. Key to keeping a balance is the investment of the people in their community.



"Because I am a woman, I must make unusual efforts to succeed. If I fail, no one will say she doesn't have what it takes. They will say women don't have what it takes."

CLARE BOOTHE LUCE



Be is the brainchild of three passionate, entrepreneurial women who share a vision to create a unique organization that serves as a resource for bringing women together.

"We must not, in trying to think about how we can make a big difference, ignore the small daily difference we can make which, over time, add up to big differences that we often cannot foresee."

- MARIAN WRIGHT EDELMAN



KIMBERLY PRICE
BE FOUNDER

Kimberly Price is the Founder and Visionary of **Be** & Associates, LLC. With a passion for leadership and a strong desire to bring women and their resources together both online and in community, Price has created a national company equipped for helping connect, support and inspire all women.

The driving force behind **Be**, Price is dedicated to providing women with a central place for commerce, trading of resources and support which helps them flourish and leverage their personal and professional skills to give back to each other and the communities in which they live. She is confident this will be achieved by combining women's ability to create community with the technological capabilities of today, to build a new kind of 21st century village.

In 2004 Price began the process of merging her financial and business management experience, along with her exemplary interpersonal skills, to establish her own successful mortgage company. During these years, she rose to the challenge of having four children, while successfully maintaining a work/life balance that propelled her career forward while still meeting the needs of her family. She was so adept in this area, that she was often recruited by other companies to share her ideas and methods. This proved to be the cornerstone of the rapid, leadership-focused path she would forge with "**Be**."

Prior to the launch of her own company Price headed up the Des Moines office for Midwest Mortgage. By employing an entrepreneurial philosophy, Price built a thriving business deeply rooted in the Hispanic communities of Iowa.

"The birth of my son changed my life, the birth of my daughter changed my world. I want to help others by sharing my story."

- TERESA



From 2001 to 2003, Price assisted in the growth and development of the first "Emerging Markets" branch, in Iowa, for Wells Fargo Mortgage. With her diverse educational background and knowledge of the Hispanic culture she assisted in the training and management of the EM branch employees and served as a "community expert" in the implementation of marketing strategies and programs within the Hispanic Community. Price excelled in this position by leveraging her communication skills and ability to connect with key people and organizations in the community.

It is the well-rounded and diverse background of Price that contributes to her success. Some of her other experiences include teaching, community involvement and extensive time abroad living, traveling, researching and studying. She graduated from the University of Northern Iowa with a BA in Spanish, and an MA in English as a Second Language with an emphasis in Spanish. She loves photography, scuba diving and family vacations!

Price is committed to creating a company based on human connection and bettering the lives of others. It is her hope that by example, she can raise her children to live life to the fullest, love with no regret, and have the deepest compassion and understanding possible for all individuals. To be successful is easy, but to leave a legacy that will lead others to remember you in a way you can be proud of is one of life's greatest challenges!

“The birth of my son changed my life, the birth of my daughter changed my world. I want to help others by sharing my story.”

– TERESA



TERESA MACK
BE RESEARCH AND
DEVELOPMENT DIRECTOR

Teresa Mack is the Research and Development Director for **Be**. She resides with her husband and children in Grimes, Iowa. Mack uses her creativity and experience to systematically investigate available products, processes and services, in order to increase **Be**'s knowledge of their members needs and desires. In turn, this data is then used to help align the company's mission to ensure **Be**'s position as a premier women's social networking company.

Mack is also responsible for connecting **Be** with an online audience base via various networking sites. With a strong knowledge of social media and marketing, Mack has created a comprehensive social media strategy. By defining, implementing, and managing programs that use social media marketing techniques, Mack has been able to increase the company's visibility, as well as membership and traffic to their website.

Mack brings a broad skill set to **Be** through her previous work and study experience. She has most recently worked for Wells Fargo Financial as a leasing portfolio representative, specializing in the field of agriculture. Here Mack used her expertise in communication and organization to serve as a direct point of contact for several hundred customers on a monthly basis. Mack's work experience also includes four years managing a wireless phone company's central Iowa district. Mack's responsibilities included sales management, branch operations, and the merchandising and loss prevention of 6 retail store locations.

Mack has an educational background in communication and business administration. Mack has been involved with Big Brothers, Big Sisters of IA, and currently serves on the board for the Iowa Chapter of the Cystic Fibrosis Foundation

“My children have left me breathless...”

– JESSICA



JESSICA MILLER
BE SPECIAL PROJECTS
COORDINATOR

Special Events Coordinator Jessica Miller is an outgoing full of life “**Be**” woman whose natural ability to connect with women has been witnessed in many of her life accomplishments. Her strong confident character is key in empowering and encouraging women to believe in themselves and the ability they have to make a lasting impact together in the community.

Most recently Miller assisted her husband in building and running a successful chiropractic clinic in West Des Moines, Iowa. It was here that she used her savvy interpersonal skills on a daily basis to build trust and report with a large practice base. In addition, she managed the administrative operations for patient care, billing and daily office procedures.

Prior to managing EP True Chiropractic, Miller was a lead Image Stylist and Product Expert at Salon Adeva. Much like an advisor, Miller's responsibilities consisted of not only understanding the needs and wants of the client at hand, but building a level of trust and creating a look that made every individual feel confident about themselves. During her two years at Salon Adeva, Miller was able to communicate and connect with hundreds of women from all walks of life about their innermost thoughts and feelings. This in turn has helped strengthen and encourage her desire to unite women and their resources to make great changes.

Miller has been actively involved in varying capacity on many community fundraising efforts including; Kids Day America, Cystic Fibrosis Foundation, Luekemia Lymphoma Society and the American Heart Association. Her passion to give back is rooted in the daily difference one can make in the life of another.

empowering me to be a stronger we



Be has been created for all women by a team of women who are passionate about restoring and reconnecting the unbreakable bonds that women have shared with one another throughout centuries. The goal is to build an organization that acts as a foundation for helping restore the "lost art" of women sharing and connecting with one another on all levels and in all areas of their lives.

Be's innovative combination of online and in-person events is a unique and focused community model designed to help women interact and support one another in all of life's endeavors as well as leverage their personal and professional skills and relationships to give back to the communities in which they live.

Be will help women tap into their "giving" nature to impact the lives of many and leave a strong legacy for future generations. Be serves local communities on numerous projects and charities of special concern to women and children. Understanding community needs, Be will inspire and empower its members to be leaders, to give and build skills through involvement in important outreach program's and projects.

OUR PURPOSE

Empowerment – connecting all women from within a community to unite to make a difference

Leadership – passion for excellence and drive to achieve success

Credibility – founders are engaged and involved in the betterment of their own community and have established relationships with clients

Collaboration – utilize the Des Moines model to launch the "Be" into other markets

Celebrate & strategize – combine work & play

Give back – learn and educate, lead and follow, engage & achieve

bewomenonline.com



empowering me to be
a stronger we

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