



peace through commerce®

2016 Year in Review

Peace Through Commerce™ enjoyed an unprecedented year in our organization's reach in 2016. We brought together leaders from across civil society, government and business, and co-facilitated consciousness-raising discussions on some of the world's most pressing challenges and exciting prospects for solutions.

We began 2016 with a set of ambitious goals for fulfilling our mission and vision:

- Position PTC as a thought leader in the peacebuilding sector
- Raise our capacity and funding
- Refine and market the Matrix of Peace® systems model
- Design an innovative event to meet our objectives

Here's a look at what we were able to accomplish — with your support — in 2016.

Our Vision

A world of evolving consciousness, prosperity and peace for all.

Our Mission

PTC's method of peacebuilding unites civil society, government and business — large and small — as collaborators. We co-create, teach and facilitate solutions that emphasize voluntary action, growth, healing and the transformation of inner and outer conflict as paths to peace.



Prize Laureate’s work, this event allowed us to go center-stage with our uniquely integrative approach to peacebuilding. Our approach blends best practices for coordinating institutional level, multi-sector cooperation with the empowerment of individuals through consciousness work. Sharing our “big idea” with this new audience energized the Forum and our work.

Additionally, PTC worked with the Nobel team to bring CEOs from multinational companies to join the Forum’s featured Nobel Peace Prize Laureate, Kailash Satyarthi (2014), in high-level dialogues on the role of business in human trafficking — the issue that earned Mr. Satyarthi the peace prize for his work of the last 30 years. It was an honor to help highlight the distinctive role entrepreneurs can play in solving real-world issues like human trafficking.

Ms. Blees, together with PTC’s Joyce Beck, and Mike Reid — our marketing manager — focused in particular on applying PTC’s model to understanding human trafficking in Nigeria. As part of PTC’s Nobel Forum presentation, they introduced singer-songwriter Rocky Peter to tell his own story of being enslaved as a child in that country. Later in the year, Rocky agreed to join our team as a peace ambassador. When he was invited to perform at the 2016 Olympics in Rio and to participate in the Olympic Truce Peace Campaign, donors in our network came together to help him get to and stay in Rio.

As a result of our presentations at the June forum, we were invited to meet with some of the Nobel Peace Prize award committee members in Oslo in Dec. 2016. We were also graciously invited to attend the award ceremony

One of the most exciting events of the year for us was the June 2016 Nobel Peace Prize Forum in Minneapolis. Much of the vision and strategy for this event came from Brian McGinley, then our development director, Gina Torry, past director of NPPF, and Mike Huddleston.

As an annual world-class showcase of a Nobel Peace





where Colombian President Juan Manuel Santos received the 2017 Nobel Peace Prize.

Sharing our work and Matrix of Peace systems model with top-level peacebuilders at this event was a highlight of this year. We met with NPP committee members Berit Reiss-Andersen and Henrik Syse, as well as Norwegian Nobel Institute Director Olav Njølstad, Per Leif Saxegaard of the Business for Peace Foundation, Jeff Sparrows of InCircl, and Ed Martin and Jim Van Eerden of GoodXChange.

From our time in Oslo, PTC was able to bring valuable learning back to our organization — particularly from our experiences at the Debate Forum. This, the first ever NPP Debate Forum, featured Henry Kissinger and Zbigniew Brzezinski discussing the topic “US and World Peace after the Presidential Election.” It engaged us in a conversation and contemplation of who the United States is today on the world stage, and what role US-based peacemaking organizations like PTC can play in the coming years.

Thought Leadership

We showcased our thought leadership in several different venues this fall.

We led an interactive workshop on human trafficking (and entrepreneurial solutions) at the 2016 Voice & Exit Festival of the Future.

Phyllis’s thought-provoking article — “Can and Should Enlightened Global Business Solve Real Global Problems like War and Poverty?” — was featured in the Business & Peace Challenge.

Phyllis also contributed to a live online discussion hosted by Business Fights Poverty, along with Smita Trivedi, John Forrer, Begoña Casas Sierra, and Tim Fort.

Our extensive research this year, along with our work at Nobel helped us achieve our goal of refining and deepening the Matrix of Peace systems model.

Phyllis and board member Michael Strong, along with Magatte Wade, held a panel discussion for a screening of the groundbreaking international-aid documentary Poverty, Inc.

New Website

We launched our new website, with an easy-to-use donation portal, a blog for quick updates and latest news, and a beautiful overall look that conveys our mission and vision effectively. This was a major project, requiring the coordination of staff, board, and contractors. Our Chief Operating Officer, Erin Martin, moved heaven and earth to make it all come together.





Betsy Sanders

New Board Members

At the closing of 2016, we welcomed three new board members: Betsy Sanders, Eileen McPhillips Portner, and Nilima Bhat.



Eileen McPhillips Portner

Each of them brings unique expertise along with deep awareness and practice of the Matrix of Peace. Betsy has served as a director of 20+ public companies. Nilima is a leadership consultant and co-author of *Shakti Leadership: Embracing Feminine and Masculine Power in Business*. Eileen's experience is in psychotherapy and consulting, especially with women entrepreneurs, including in Israel and the West Bank.



Nilima Bhat

Read their full bios on our website (peacethroughcommerce.org/our-people/).

Also, in April 2017, Fred Krawchuk, a strategic consultant, writer, and highly decorated retired U.S. Army Colonel, will also be joining our board. Blending his peacekeeping experience and his diplomatic and mindfulness expertise, Fred will be bringing great value to PTC.

2017 Goals



Renew the Accelerating Women Entrepreneurs (AWE) program

Because of a generous donation, we will be able to select projects to help Palestinian and Israeli entrepreneurs grow their businesses and emerge as peacebuilders in their communities.

Elevate our focus on thought leadership

We will complete the Matrix of Peace manuscript, use the MOP as the theoretical foundation for our AWE work, continue our participation with Nobel and other leading peace organizations, and market the ideas of PTC through new podcasts, articles, and speaking appearances by our board members and advisors.

Special Thanks

Warmest gratitude for our success in 2016 goes to: Staff, board, advisors, and funders. We particularly want to thank everyone who assisted with our two Nobel appearances:

Levy Family, 2016 NPPF Executive Director Gina Torry and her team, Augsburg College, Rock Against Trafficking, Conscious Capitalism, Inc., Richard Barrett, Dr. Nina Jo Muse, Terry McGeehan, Betsy Sanders, Eileen McPhillips Portner, Stephen Portner, Ken Beck, Michael Strong, Lara Ewing Himber, Erin Martin, Brian McGinley, Mike Reid, and Rocky Peter.

And most importantly, thank you to our supporters — you make it possible for us to share the message of Peace Through Commerce on the global stage.

To learn more about supporting PTC, contact Erin Martin at erin@peacethroughcommerce.org or (512) 522-0782

