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Third Generation Entrepreneur Creates Opportunities Out of Hardship

March 15, 2020 - Cincinnati, Ohio – Local small business owner, Nahamani Yisrael, owner of Nahamani.org, uses her resilience to transform hardships into new opportunities. Yisrael has experienced homelessness, domestic abuse, and racial injustice, however, she refuses to let these obstacles stop her from creating new opportunities for herself and others. Yisrael uses her strong communication skills to speak out against inequity and injustice while encouraging others to look at the challenges that they have faced as a launching pad for their ultimate success.

As a small business owner, Nahamani Yisrael helps entrepreneurs and non-profit organizations communicate their brand's value using digital marketing techniques. Yisrael and her team of young, talented, predominantly Black creatives use their technical skills to help their clients create stunning and impactful websites, leverage the power of social media to spur meaningful conversations, and through her consulting services, she helps brand managers create legacy enterprises which she hopes will outlive their founding members.

Nahamani Yisrael is a certified facilitator of [Ice House Entrepreneurship Program](#). Through her technical expertise, Yisrael is helping [Greater Cincinnati Microenterprise Initiative](#) deliver its mindset training curriculum to local teens through their partnership with [Cincinnati Youth Collaborative's Jobs for Cincinnati Graduates Program](#). In addition to formulating the Ice House curriculum to suit the needs of high school students who have expressed an interest in entrepreneurship, Yisrael is one of the lead facilitators for the virtual training program.

Nahamani Yisrael is the descendant of civil rights pioneer and small business owner, Mr. Ernest J. Waits Sr. Waits was Cincinnati's first Black disc jockey, the first Black Cincinnati to become a registered representative of the New York Stock Exchange, Waits played a pivotal role in the implementation of the Magnet School Program. ([source](#): Congressional Record Volume 150, Issue 131 - November 16, 2004)

Yisrael's father, Dessalines Weaver Sr. is also an entrepreneur, he owns and operates Dessalines Weaver LLC, a transportation company that hauls automobiles and other freight throughout the 48 contiguous United States. The legacy of entrepreneurship has been passed down to Yisrael's teenage daughter, the owner of [AnnMarie Dolls Cosmetics](#).

As a young single mother of two, Yisrael and her children have experienced homelessness. Today, she serves on the [Board of Directors of Bethany House Services, Inc.](#), a local non-profit organization seeking to end family homelessness. She also serves on the Advisory Board of [Co-Op Cincy](#), an organization designed to help retiring business owners transition ownership to their employees in an effort to prevent job loss.

About Nahamani Yisrael

Nahamani Yisrael is an Organizational Development Consultant and Senior Webmaster at [Nahamani.org](#). She obtained her BSBA from Xavier University in Cincinnati, Ohio before launching her Consulting and Communications firm, Nahamani.org. She was featured as [Natural Woman Magazine](#) Top Ten Women of The Year in 2017 and [100 Wise Women of Cincinnati](#) in 2018. Nahamani Yisrael was featured in [Women of Cincy Magazine](#) in February of 2021.

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