



## **Third Generation Entrepreneur Creates Opportunities Out of Hardship**

**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 joined the Board of Directors at Bethany House Services, Inc in June 2017. As a former resident of Bethany House, Nahamani Yisrael strives to give a voice to families experiencing homelessness. She recently expanded her role as Secretary of the Executive Committee of the Board. As a Board officer, Yisrael is on a mission to help the organization raise \$18.4 Million for their capital campaign. If successful, the organization will use the funds to build a comprehensive family shelter in Bond Hill.

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](#).

### **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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