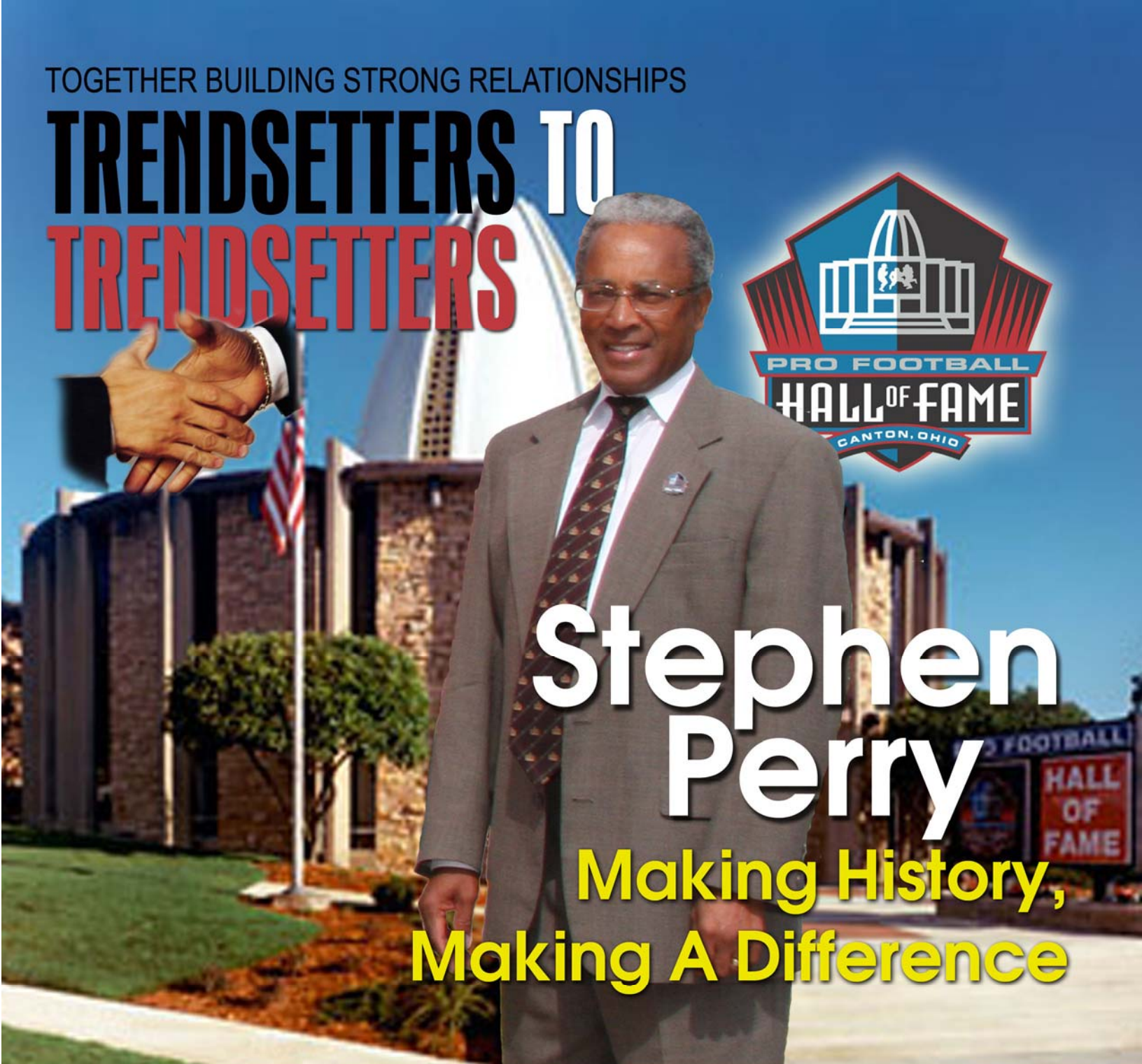


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# Stephen Perry

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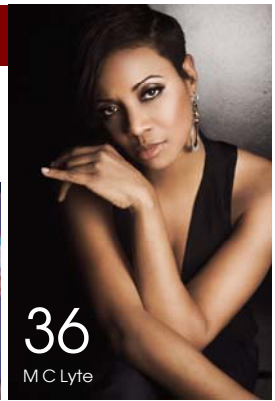
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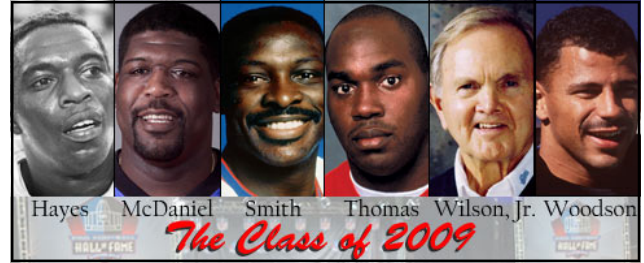
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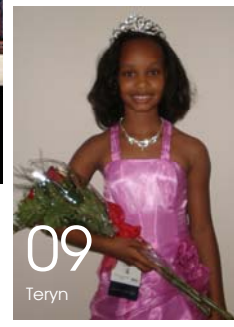
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## The Publisher takes it back home to CANTON, OH



I have come to realize that growing up and playing football for Canton McKinley Sr. High in Canton, OH was such an awesome experience. We played football games on the same field that host the World Famous Pro Football Hall of Fame Game. I am very proud to inform people throughout my travels, that I am from the city that started the game we call football.

I remembered that I always dreamed as a child of growing up and playing in that game as a NFL player. It would always be two teams from the NFL chosen to open the NFL season. That same field would host the Hall of Fame Ceremonies, which invites some of the greatest players that have ever played the game of football.

I find myself with great pride that in this issue of Trendsetters to Trendsetters Magazine we are featuring and covering the President of the Pro Football Hall of Fame, Mr. Stephen Perry. Mr.

Perry is the first African American to hold this position. Mr. Perry is so deserving of this and so much more because he has been a pillar in our community. Please read and enjoy the phenomenal story in this edition.

It is again with great pride and excitement that I return home to cover this story in my magazine that has gained national attention and to be a part of this awesome event!

In this issue we also decided to pay tribute by remembering Michael Joseph Jackson, "King of Pop". His death has become one of the most watched events of all times. The whole world mourns the passing of this iconic musician. Michael Joseph Jackson used music to change the trends of society by bridging the gap among all nationalities through music. I can surely say that I lived to see the greatest entertainer of all times. Please read and enjoy our tribute to Michael  
Good Bless

*Willie Stewart*



WILLIE STEWART  
CEO / PUBLISHER

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"The Video  
Bishop."

# Stephen Perry

By Alonia Jernigan

The American Dream is a term that is defined in different ways by different people. To some, it is a concept that is evidenced by a life of comfort; one that boasts of fine houses and cars, designer clothes and shoes and all the trimmings of the finest material things. To others, it is one's ideals of living better than their parents lived. And for others, the American Dream is defined as simply the end result of hard work and determination as one endeavors to do their best in a pursuit that nurtures their passion. Whether one concurs with each suggested definition, one or the other, one may still look at the life of Stephen A. Perry, President and Executive Director of the Pro Football Hall of Fame, and conclude that he has, indeed, achieved the American Dream. He is a strong and accomplished Black man who has risen from humble beginnings in Canton, Ohio to become the first African-American to sit in his esteemed seat. This commendable feat has caused him to make history, but what is equally important is that he is making a difference.

Perry was no stranger to the Pro Football Hall of Fame when he was tapped to sit at the helm in 2006. He did an exemplary job as a member of the organization's Board of Trustees (1993-2001.) He also served as the General Chairman of the Canton Regional Chamber of Commerce Pro Football Hall of Fame Festival in 1999. So when the need

arose for new leadership within the organization, Perry was a natural fit. He emerged victoriously after a national search was launched. Perry's tenure as President and Executive Director of the Pro Football Hall of Fame followed an illustrious 37-year corporate career with The Timken Company, a leading international manufacturer of highly engineered bearings and alloy steels, with annual sales of \$2.6 billion and 20,500 workers. He also worked in federal and state government.



Specifically, he served as the Administrator of the U.S. General Services Administration in Washington, D.C. from 2001 to 2005. And from 1991 to 1993, he served in the cabinet of then-Governor of Ohio George Voinovich as his Director in the Department of Administration Services.

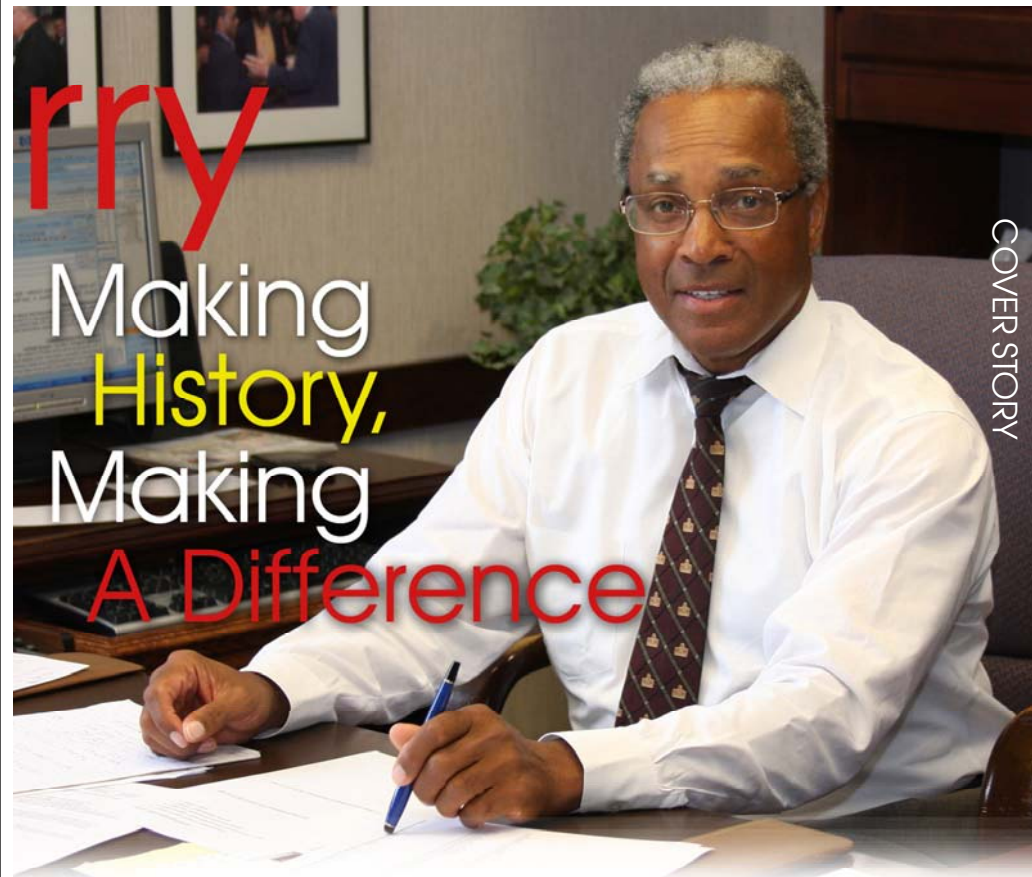
The path that has been tread by Perry gives life to his early knowledge that anything is possible when you work hard

and are determined to succeed. He credits his accomplishments to his parents who instilled those foundational principles within him and his (number) siblings. He shares, "I had great parents who were very dedicated to encouraging their children to get a good education as a means to having a fulfilling career and a life that's enjoyable. I am forever grateful to them for making such valuable deposits in our lives."

Not only that, though, Perry put his business acumen into motion early in life. He says, "I grew up wanting to be an accountant. I came to that realization when I was a paper boy growing up in Canton. I kept track of all my incoming expenses, which later sparked my desire to learn to keep the books and records for a company." Perry stayed true to his early desire and subsequently earned a bachelor's degree in accounting from the University of Akron. He furthered his education and later earned a master's degree from Stanford University.

As leader of the Pro Football Hall of Fame, Perry remains committed to the organization's mission of honoring individuals who have made outstanding contributions to professional football, preserving professional football's historic documents and artifacts, educating the public regarding the origin, development and growth of professional football as an important part of American culture and promoting the positive values of the sport.

He advises that the making of a good



leader must include the components of having a passion for that which one is charged to lead, developing one's skills set, having good communication skills and the ability to motivate one's team to achieve that which has been communicated, and then recognizing individuals for the team efforts that have been made toward gaining achievements.

As a leader in today's fast-paced society, one may wonder how a busy executive such as Perry keeps it all together. He says, "I think it's very important, and I make it a practice, to do something every day that will be good for your mind, body and spirit. For your mind, try to read or listen to someone who can impart wisdom. For your body, exercise, good nutrition and rest are very

important. And for your spirit, communication with the creator is essential. It's also a good idea to be active in the church and other things that are of a spiritual nature."

Perry places great emphasis on serving others through his involvement in a number of civic and professional associations over the years. In addition to having served on the Board of Trustees for the Pro Football Hall of Fame, he also has been a part of the Ohio Board of Regents, the Canton Urban League Board of Trustees, Timken Mercy Medical Center Board of Trustees, Walsh University Advisory Board, among other community-oriented organizations.

In his spare time, Perry enjoys the game of golf. His greatest joy is his family, which includes his wife, Sondra, with whom he shares five adult children and eight grandchildren.

*Alonia Jernigan is an award-winning journalist based in Atlanta, Georgia. She was recently nominated as Most Outstanding Journalist by Electronic Urban Report, a nomination she shares with Susan Taylor, formerly of ESSENCE Magazine. To contact Alonia, call (770) 256-4337 or via email at [Jernigan.Alonia@gmail.com](mailto:Jernigan.Alonia@gmail.com). You may also visit her online at [www.TheEffectiveCommunicator.net](http://www.TheEffectiveCommunicator.net). □*





CANTON, OH

- YOUNG SCHOLAR ON A MISSION -

# Justina Owens

**M**y dream was to become the first African American president but Barack Obama beat me to that. So then my dream was to become the first African American female president and I still have the opportunity to fulfill that one. As of now I am a graduate from Canton McKinley Senior High School located in Ohio. I will be attending The Ohio State University in the fall and I aim to major in Pharmaceutical Sciences to become a Pharmacist. I believe education is an intricate part of life and its necessary by all means to strive for more than just a high school diploma. Its not easy but its worth it in the future.



As a Canton McKinley Bulldog my journey consisted of long school days, rigorous standardized tests, and lots of opportunities to better myself. My success at McKinley has altered my character and unconditionally strengthened me and directed me to a new part of my life-the part that wants to be a success and be an example to others. Success is evident in every facet

of life and I believe anyone can be successful as long as they want it.

I graduated in the top 10 of my class, I was class president and I was vice president for the National Honor Society. I was a member of the well known McKinley Marching Band for 3 years and a member of the Girls' Basketball team (2009 OH-SAA State Semifinalists) for 4 years. I did 30+ hours of community service every year and I had a job in retail sales 2 out of the 4 years. Despite being busy all the time I still maintained good grades not just good grades exceptional grades. I finished with a 4.094 gpa and received an honors diploma. I'm usually not one to brag but I feel that people should know all that can be accomplished in high school and that you should take advantage of this education.

My plan in college is to stay focused the same way I did in high school and keep my name as a leader. Even though I will be surrounded by 80,000+ students I feel I can do it. Confidence, dedication, faith in God and commitment are the key attributes to paving a great life for myself. I was once told by a very astute man that if you prepare yourself for the challenges, choices, and changes that occur everyday you can make it. Step up to the challenges with no fear, make excellent choices to override those challenges and expect change because it is always present. But don't forget I am still a teenager so I love to shop and text and just have fun with friends, but I am a teenager with a plan A and a plan B.

Success is what I want. □

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## Trotwood Pre-Teen

Scores in Pageant and Poetry

By Teri Miller Barker

**I** want to be a mathematics professor when I grow up, says Teryn Barker when asked about her future career goals. Because I like solving problems. At just 10 years old, the A-student already has an impressive resume. An avid lover of the arts, she has performed in local productions of *Charlotte's Web*, *Jungle Book*, *Jr. High*

This was a learning experience for me, and I had a great time competing, explains Teryn. But I look forward to competing next year with more confidence because I'll know what to expect. □ Teryn was particularly drawn to this pageant because it is not a beauty pageant and does not have a swim suit competition. In the National American Miss Pageant, the contestants are judged on poise, self-confidence, and communication skills. I think that every little girl should experience this type of pageant at least once in her life because it helps you feel good about yourself, expressed Teryn. I felt like a princess when my dad escorted me across the stage in front of all those people.

Until the next pageant, Teryn says she will stay focused in



Teryn, Contestant #4



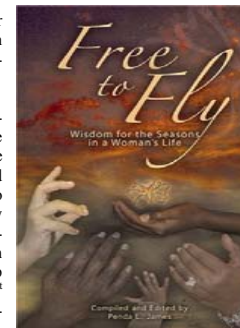
Teryn before the pageant



Teryn pictured with dad

*School Musical*, and *Stuart Little*. She has also had some of her art on display at the University of Dayton, plays French horn in the band at her school, and loves to write poetry. The Trotwood, Ohio native will begin 6<sup>th</sup> grade in the fall of 2009.

As an Ohio state finalist for the National American Miss Pageant, Teryn competed for the 2009 Miss Ohio Pre-Teen title during Father's Day weekend in Columbus, Ohio. There were 138 girls between the ages of 10 and 13 vying for the coveted title. As Contestant #4, Teryn didn't win, but as a newcomer to the pageant circuit, she did extremely well and walked away with six trophies and a monetary award. She placed as 3<sup>rd</sup> runner-up in the Spokesmodel category, a competition for which she wrote and recited a speech about things we can do to help conserve the earth's diminishing fresh water supply. She was 1<sup>st</sup> runner-up in the Top Model Contest. In the Top Model category, the girls were required to participate in a photo shoot, where the pictures were judged on modeling technique and how well they photographed. She won other trophies for participating in optional contests and selling ads for the pageant program book.



school, enjoy performing in plays, and continue writing poetry. One of her poems will appear in the book, *Free to Fly: Wisdom for the Seasons in a Woman's Life*, when it is released this year, in late August. Edited by Penda L. James, *Free to Fly* is a collection of poetry and prose written by and about women in various stages in life. The book, which reflects on the strength, beauty, wisdom, and perseverance of women, will be available

on [Amazon.com](http://Amazon.com) for \$14.95. With her poem, *Lonely*, Teryn is the youngest contributor to the book. □

# SUCCESS STORIES:

**Timothy Chamber**  
OA / CTS Program Manager



ing grad school. I'm now on the Dean's List at a University and four years ago I was afraid I'd be working at a gas station the rest of my life. I have received scholarships and grants enough that along with my position at school as a Residential Advisor which provides me with free room and board, I will be able to graduate with my Bachelor's Degree nearly debt-free.

I am now majoring in Teaching of English here at UIC and I can't wait to help others avoid the unnecessary trials that come with becoming a high school dropout. My ultimate goal is to work at an alternative high school so I can work with kids close to becoming what I once was and help them to learn to cherish their education. I had many excellent examples of what it means to be a teacher, from the teachers themselves, the RAs, administrators and staff, while I was a Job Corps student and can't wait to be able to walk in my role models' shoes.

A lot of people tell me I'm lucky when they hear my story. They act as if things have been handed to me and I've just sat back and piled up the benefits but they are wrong. I am unbelievably grateful to the Job Corps Program for giving me the tools I need to succeed and offering me a chance, but the work... the work was on me. I was in the program for three years and there were plenty of times when I was so stressed I wanted to quit but I hung in there. I believe that all of us have the capacity to surpass expectations and do this. I could've ended up back in that gas station, just another statistic, but because I was determined and surrounded myself with people that would encourage me, I was able to pull through and make something of myself. You can too, whatever that something may be. □

**M**y name is Maggie Early and I am a Job Corps success story. Due to many hardships I dropped out of high school at age 16. I tried to go back and finish through an alternative school in my area but was having difficulties supporting myself and had to quit once again. I finally decided to change my life and attend Springdale Job Corps in Troutdale, Oregon in May of 2005 at age 19. I earned my GED and high school diploma and finished my trade; Nursing Assisting, all within five months. When I was approached with an offer to head out to Paul Simon Chicago Job Corps to get a free college education I knew my life was about to improve even more.

I attended the City Colleges of Chicago for two and a half years and was able to serve my fellow students in various ways during that time. I was a TRIO member and was inducted into Phi Theta Kappa, the International Honor Society of the Two Year College, Pi Rho Chapter and served on the Elected Board in varying capacities topping out at Vice President of Leadership. I was also active in my school's Student Government Association and was honored to serve as president of this organization for a year.

I graduated with high honors from Daley College in May of 2008. I was grateful to be asked to speak at my own graduation and ecstatic that my mother was able to fly out and see me as I am a first generation graduate. Shortly after I received my Associate's Degree I was able to celebrate this previously supposed impossible feat by studying abroad in Salamanca, Spain for an entire month with all expenses paid by City Colleges of Chicago. This experience has forever changed my outlook. I now know how large and diverse the world is and know that dreaming big is necessary to success; before this opportunity arose I had never even left the country to visit Canada or Mexico.

Dreaming big is what got me where I now am. I didn't even believe I could graduate high school at first and now I am a senior at University of Illinois at Chicago and am contemplat-



## Striving To Improve Every Process

**C**hristopher E. Waters was a 17 year old African American male High School drop out when he arrived at the Joliet Job Corps Center in August of 2005. Christopher was in somewhat of a shell when he first arrived on center, he was very quiet and to himself. After the first few weeks of arriving on center, he began to loosen up and became very sociable. With the help of the Job Corps program Chris obtained his G.E.D. only 3 months after arriving on center and went on to complete the Business Office Technician trade. Like many Job Corps students Chris still had some issues to work through and actually had to separate from the Job Corps program in August of 2006. Rather than give up Chris took care of matters and during his time away from the program and was reinstated in November



of 2006. He returned with full force and completed yet another trade offering, Facility Maintenance. Upon completion of the his second trade Chris did a 6 week internship at a local community center as a Data Entry Clerk. While at the Joliet Job Corps Center Chris was a Career Prep Mentor, a Peer Mediator, served as a Dorm Leader and was elected as the Student Government President.

Chris took an interest in the Military and after scoring very well on the ASVAB he decided to pursue a career in the military. Christopher, now and active duty soldier, has served a 9 month tour in Baghdad and is now living a successful life in New York City with his wife lovely Jillian and their beautiful 7 month old son. He is currently pursuing a college degree. □



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Cookietown will be releasing a series of Cookietown books, both for the parents to read to children and books for children to learn reading skills. The first book will be "The Treasurer of Milkshake Mountain" an exciting and educational story of adventure and friendship. Along with books, Cookietown provides a host of items featuring the Cookietown characters to add to the fun learning experience. Go to [cookietownworld.com](http://cookietownworld.com) for more details. Cookietown, creating a world of good citizens one child at a time!

### The Beginning

Cookietown was the result of a dream and founder Alan C. Woods had some 10 years ago.

Mr. Woods was a production manufacturer for a gourmet gift



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company some 18 years. Cookies were one of the main components of those gifts at that time. Christmas season was one of the company's busiest times. Starting right after Thanksgiving weekend they would work every day for 12 to 14 hours until Christmas Eve. As cookies were being produced they would literally be stacked to the ceiling of a three story building. With some 20 pieces of equipment and 75 people on his shift alone, Mr. Woods had his hands full. After what had seemed to be one of the longest nights of his career Mr. Woods went home and collapsed on the coach not even making it to bed. This is how Mr. Woods entered into what is now known as Cookietown.

Walking down what he thought was a dirt road. Mr. Woods came to find out later that the road was made of chocolate and everything in this place called Cookietown was edible. As he continued to walk he felt someone or something was watching him. He kept walking and when he looked back there they stood a group of what looked like big round headed cookie people far off. As they got closer he could tell something was different. Their approach became faster and faster. Well, Mr. Woods wasn't taking a chance to find out what they wanted and began to run. The faster he ran the closer it seemed the cookie people got. Just before they caught him, he woke up. Needless to say the cookie people didn't catch him. However they did capture his mind from that night forth and so Cookietown was born.

True Story  
Alan C. Woods □

### Meet the Folks

Mayor Butterscotch, Deputy Snickerdoodle and Nurse Cookie are just a few of the folks you'll meet in Cookietown. Visit our website to meet the rest!



## "Order Creates Confidence"

By Corbin L. Cook

[ PART ONE ]

stand the "wants and whys" we can review your financial strategy and confidently bring it in line with who you are. Without understanding *why you want what you want*, you will rarely succeed in the follow through required to make it happen.

**Financial education is the key ring of success:** A lot of what turned this economy into a nightmare for so many has been the lack of personal financial education. Due to the shift in job security, company pensions and the uncertainty of Social Security, we are all forced to become investors in the stock market and or other investment vehicles to provide for their own retirement lifestyle. This is a paradigm shift that cannot be ignored. The way our parents and grandparents saved, invested and created a retirement income cannot be applied to current times. The principles that tell us to spend less than you earn and save 10-15% of every payday resonate across generations; however, Americans grew comfortable with pensions and Social Security. Retirement was a reward for hard work. The direction here today and going forward is shouting loud and clear that one must make smart money decisions to secure a chosen retirement lifestyle. To be smart with money, one should take the time to understand money beyond the day-to-day expenses and the gathering of toys and accessories. Lighthouse knows how important education is in creating order and confidence in our client's lives. If this is important to you and you want more, ask us about how we can assist in further educating you and your family.

**Develop a plan that makes sense for your life:** Developing a strong financial plan will address personal cash flow management, risk assessment and management, investment strategy, retirement income solutions, asset protection and estate planning. When developing a financial plan, your financial advisor is best looked at as a partner with you in the business of your money. Retirement is not what it used to be. When it comes to retirement, a lot of people feel

that at 65 they are not ready to stop working. It is important to develop a plan that allows you to live life on your own terms. Lighthouse can help you develop that plan and assist you in making it happen.

**Implement the plan:** Once you know what you want, why you want it, have become educated and feel comfortable with the plan created, it's time to implement the plan. Work with your advisor to ensure you feel comfortable and understand the plan. As a doctor gives you a prescription to improve your health, your financial advisor gives you a prescription to improve your financial health. It is up to you to follow through with the prescribed solution. By taking the time and energy to communicate with your advisor, you will feel confident in applying the plan to your life.

**Review the plan and be accountable:** Just because you have a plan doesn't mean the process is over. Life circumstances can change quickly. Your plan should be reviewed and updated on a regular basis. At Lighthouse, we expect to review our client's plan by phone or in person each quarter. Accountability and follow through is a critical step for success. Achieving one's investment and retirement goals can easily be put second to our busy lives. Time can fly by and leave us wishing action had been taken sooner. By staying in touch with your advisor on a quarterly basis you will ask the good questions and improve your chances of achieving what's important to you. □

**Part 2 will appear in the next publication.**

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# Struggles

By Teri Miller Barker

**F**rederick Douglass, a great speaker, writer, and leading figure in the Abolitionist Movement is often quoted as saying, "If there is no struggle, there is no progress." As we advance in life, we are guaranteed to face obstacles, trials, and tribulations. Job 5:7 informs us that man is born into trouble. Unfortunately, none of us are exempt from struggles, but we can overcome anything when we put our complete trust in the Lord. If you are battling stress, depression, financial troubles, health challenges, a strained marriage, lack of employment, problems on the job, difficulty in school, or anything else that may be bothering you, pray about it and be patient. It's important that we "pray without ceasing" about any and everything thing that concerns us.



DAYTON, OH

can't rush God, so we have to wait for Him to do things in His own timing, which doesn't always agree with our own. It's so hard to let go and let God, because we have a tendency to want to physically control what God is spiritually taking care of behind the scenes. And if we don't get our answer quick enough, we sometimes think He's ignoring us or telling us "no." But the good news is, He hears our petitions and He cares about us. With prayer and persistence, we can be victorious and overcome any obstacle. The Bible tells us to glory in tribulations, knowing that tribulation worketh patience, and patience experience, and experience hope. Count it all joy because as a result of suffering, we are drawn closer to the Lord as we

develop a deeper understanding of Him.

*Teri Miller Barker is a freelance writer from Dayton, Ohio. She is currently a grad student and writing consultant at Wright State University. To view past columns, visit [www.thewriteawaycafe.com](http://www.thewriteawaycafe.com).*

It's only natural to want an immediate answer from God when you're going through tough times, but we have to release our faith, and quit confining Him within our limited thinking. We



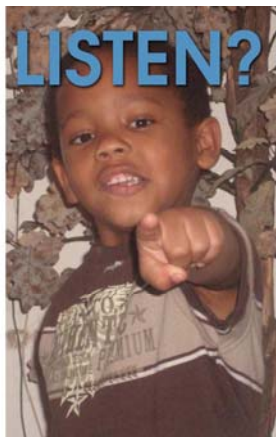
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By: Ava Simone Collier

# More FEAR than Faith

**I**n the past three years, I have experienced several life-changing transformations. I could use the word "experiences" but that would not sufficiently describe these events. I divorced my husband after almost 20 years of marriage and I lost my job after ten years of service. Now, on the stress factor, I think those combined occurrences would be about a 10. Especially if you consider that they all happened within one year. To say that it was a tumultuous year is an understatement. However, looking back now, I realize that it was the year that my "second" life really began. My transformation had started and I never saw it coming.



JACKSONVILLE, FLA.

tears for me. I filed for divorce. Within a few months, my marriage was dissolved. Four months after that, I was unexpectedly fired from my job. Now although I was happily divorced, I still felt the effects of the loss of income from my ex. Now I was without even my own income. The heat was on! I am thankful that my youngest child was a senior in high school at that time and my oldest was already an adult. This was a turning point for me. My transformation had begun and honestly, it didn't feel good at the time.

God has a way of getting our attention. He will sometimes physically remove us from what has become our "comfort zones" in order for us to grow and move to the next level. The two things that I had held on to the strongest are the two things that were actually holding me back: a marriage that had died several years before I filed for a divorce and a job that no longer fulfilled me. Neither offered me the joy and passion that I once had for both. I was drained, exhausted, angry and worst of all, complacent. I had heard God's voice speak to me on both situations and I ignored what He said. Instead, I held on for dear life to my marriage and my job because I was afraid to be without either of them. I had more fear than faith.

Then I think God got just got tired of my stubbornness and lack of faith and decided to "boot" me out of my comfort zones. My husband left me for the second and final time in our marriage. This time it was for another woman. That was the beginning of the end of that chapter in my life. I decided that there would not be another reconciliation and no more

However, in the three years since those events, I have experienced opportunities that I never would have if I had remained in a lifeless marriage or a job that I should have left long before I was fired. I have discovered that I am stronger, smarter, more resourceful, funnier, happier and more confident than I ever could have imagined. I have also realized that I have always chosen to see my glass as half full instead of half empty. That discovery continues to serve me well. It has not been an easy journey at all. There have been days when I have longed for the old and familiar. Those days are far and few between and almost never now. A diamond must go through a heating process before it can shine. I have been bent but I never broke. I have done more than just survive...I have thrived! I have also discovered that while on my new journey, that God does exactly what He says He will do...never leave or forsake us! I am learning to trust in God's perfect timing in all things. I'm excited about my new life that I am living now and all that is ahead of me. I now have more faith than fear and I plan to keep it that way! □

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CANTON, OH

Photo by Stephen Smith Photography

# GET IN THE GAME:

## INVENTING YOUR IDEAS

### Vol. 1

By John E. Johnson

John E. Johnson, CEO of Avante Garde Innovations and inventor of the Altimus Hygienics Pro, (the first weapon of its kind in the battle against infectious disease, related to the beauty industry.) John entered Ohio State School of Barbering and Cosmetology under instructor Lowell Sutton, as a student under Mr. Sutton John learned the importance of hygienic and sanitation among other various requirements needed to become a skillful master barber, the other was time management. One day as he and other students were on the floor practicing the management of hair, John needed to be able to cut a head of hair in a more timely fashion and still be efficient due to a large client base, so he took a comb and brush and taped them together to save him time from using each individual implement separately. Other students saw this and thought it was a practical solution.

John graduated from Ohio State School of Barbering and Cosmetology on April 21, 1993, as a Master Barber. John went into the work force and continued to tape his comb and brush to be more efficient. Still keeping in touch with his mentor Mr. Sutton, Sutton encouraged John to seek a patent for his idea, thus the invention was born.

After many years of research and development, John received his U.S. patent # **6,789,549 B2** in September 14, 2004. John patented a device for the management of hair that would enable stylist to have dual implements in the same hand, such as a comb and brush combination or comb and pick, etc...The inter-changeability of the device enables stylist to create different hair management implement combinations, which would be helpful in saving the stylist time, this allows the stylist to earn more.

On April 3, 2007, John received his second patent# **US 7,198,048 B2**, which is a spinoff of the patent. John patented a device, which would address the spread of communicable diseases in the beauty industry. Before getting his second patent, John went to ASAP Design Co. in Akron, OH where he met Wes Schroeder a product design engineer that brought his idea to life. From there John went on to meet Roy Yen a manufacturer and distributor of beauty products from Ningbo, China. With these two business associates John was able to produce products sold on HSN and QVC. However still looking for better quality product and communication, John decided to bring his business back to the USA, where he could build his networking team and over see quality control. John went on to meet Jeff Wittensoldner the owner of Witco Tool and Die Co. in Canton, OH, who is currently the mould maker of the Altimus Product line, introduced John to Darryl Wene the owner of Global Plastics in Middlefield, OH. With these individuals John was able to bring his current product to market, soon to be on shelves.

So what John E. Johnson has learned from his journey is the information is out there. With hard work, persistence and perseverance and last but not least, with great people around, the sky is limit. Do you have an idea for a product and don't know how to bring it to market. Then follow Trendsetter To Trendsetter Magazine each issue as John E. Johnson shows you the steps to take your product to market. **GET IN THE GAME. INVENT YOUR IDEAS.** □

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## To Fire or Not To Fire a Client?

By Chiquandra Cross



HOUSTON, TX

One of the biggest perks of being a small business owner is that you get to pick who you work with. Early in my career I twisted myself in knots to accommodate a client who started the relationship wanting one set of services and then changed their minds mid-stream, or wanted to add services, all for the original price. I completed the work, submitted my invoice and they did not want to pay for the additional services. This was a horrible position to be in, I quickly realized that it was my fault and vowed to never put myself in that position again.

As a consultant I often meet people who are looking for help starting, growing, developing and/or managing their businesses. They are looking for guidance and direction, and they are looking for someone who is able assist with business ownership and development. During the initial consultation, I pay very close attention to what the potential client is saying and not saying, is doing and not doing in an attempt to determine if I want to pursue a partnership. I treat the initial meeting as an interview. This is the time when I am assessing their commitment to their vision and assessing their potential for partnership.

As you know, anytime you enter a business relationship, there is potential risk involved for both parties. In order to minimize this I meet with a potential client several times to clearly outline the scope of the project, estimated length of time involved and to establish deadlines.

I always carefully consider projects that will take longer than 90 days to complete. If we determine that a long-term contract is needed, I will write the contract in two phases. The initial phase will be 45-60 days; which will allow me to assess the fit of the relationship.

Many business owners get glossy eyed and overly excited when they see the income potential of a long-term contract. All I can say to this is **BEWARE!!!** I learned, the hard way that, **"All money is NOT good money!"** Remember that you may not be making as much money as you think, especially if their incessant and unrealistic demands drive you to spend more money and/or time to complete their requests.

It is very important to establish a working relationship that is mutually beneficial. I strongly recommend early in the relationship, preferably before the contract is signed, that you meet with everyone involved in the project and establish the ground rules for the project. This will allow everyone to agree upon the working arrangement, identify the contact person(s), create a timeline and address any other pertinent details that will ensure a productive working relationship. Provide everyone a copy of the agreements and include them somewhere in the contract. If any problems arise address them immediately, refer to the contract if necessary, and get

the project back on track.

**Before you hire a client** you may want to establish a set of rules or guidelines that you review before you enter into a working relationship with a potential client. The guidelines should include established standards that indicate what a client must have in place before the relationship begins. If you have any reservations, listen to your intuition, and resolve all of them before you sign on the dotted line. There is nothing worse than regretting a working relationship from the very beginning.

I recently had an experience where I had to walk away from a potential before the contract was signed. It wasn't an easy decision to make, because the contract would have been very lucrative, but I had to consider my current responsibilities and the needs of my current clients. In the end I decided against "hiring" them because they failed to respond to several phone calls and emails during the contract negotiation phase. I kindly sent an email indicating that I was closing the file due to non-responsiveness and wished them well in their endeavors. When I pressed the "send" button, I was instantly at peace! Will I consider working with this particular client in the future? Maybe, it will depend solely on the client.

**Before you fire a client**, you want to schedule a status meeting. During this meeting be open and honest about your frustrations and concerns and offer suggestions on ways to continue the relationship. Being honest builds trust, demonstrates integrity and solicits respect. Many do not realize that they are bad clients and it is up to you to show them how to be a good client. Many problems can be resolved by confronting the problem and/or person, respectfully and professionally. You should always clearly communicate your expectations, establish and enforce deadlines and make yourself reasonably available to your client.

Your goal should always be to seek a workable resolution. If that is impossible and firing a client becomes inevitable you want to do this very carefully. You have at least two viable options. One is to immediately fire the client. Be sure to reference the signed contract and point out any client violations. The second option is to inform the client that this will be the last project you will accept from them. The second option is better for both parties involved, because you are able to satisfy your current obligation without leaving your client in the lurch. In the end it is up to you to set the tone for the client and clearly articulate the expectations of the working relationship.

For more information please visit my website at [www.destinyconsultingservices.com](http://www.destinyconsultingservices.com).



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Michael debuted his signature moonwalk back in 1985 and "defied gravity" in 1988's Smooth Criminal

# LEGACY



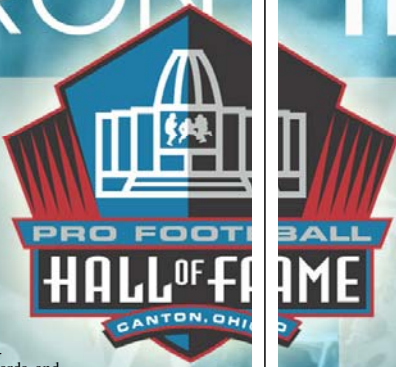
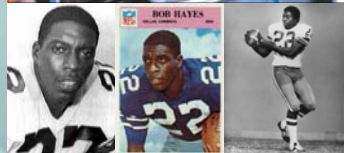


# GRIDIRON



## BOB HAYES

Selected as a future pick by Cowboys, seventh round, 1964 NFL Draft. . . Also drafted as future choice by Denver (AFL). . . Won a pair of gold medals in the 1964 Olympic Games earning him the title "World's Fastest Human". . . Four times was named first- or second-team All-NFL. . . Three times led the Cowboys in receptions. . . Career stats include 7,414 receiving yards and 71 TDs. . . Born December 20, 1942 in Jacksonville, Florida. . . Died September 18, 2002, at age of 59.



## RANDALL McDANIEL

Selected in first round, 19th overall, 1988. . . Earned all-rookie honors. . . Started 202 consecutive games. . . Started 13 straight playoff games for Vikings. . . Blocked for six 1,000-yard rushers and five 3,000-yard passers during career. . . Anchored offensive line of explosive Vikings team that scored then-record 556 points, 1998. . . Named All-Pro nine consecutive times (1990-98). . . Selected to play in a record 12 consecutive AFC-NFC Pro Bowls (1990-2001). . . Born December 19, 1964 in Phoenix, Arizona.



## BRUCE SMITH

Bills' first-round draft pick (1st player overall), 1985 NFL Draft. . . Considered one of the most dominant defensive players in NFL history. . . His 200 career sacks is NFL all-time record. . . Recorded 10 or more sacks in an NFL record 13 seasons. . . NFL Defensive Player of the Year, 1990 and 1996. . . Named to NFL's All-Decade Teams of the 1980s and 1990s. . . First- or second-team All-Pro 11 times. . . Selected to 11 Pro Bowls. . . Born June 18, 1963 in Norfolk, Virginia.



# TRENDSETTERS



## DERRICK THOMAS

Fourth player overall, 1989 draft. . . Defensive Rookie of the Year. . . Led NFL with team record 20 sacks; including NFL record seven sacks in one game, 1990. . . Named to nine Pro Bowls. . . Accumulated most sacks in NFL during 1990s. . . Recorded 126.5 career sacks...All-NFL three times...All-AFC seven times. . . Born January 1, 1967 in Miami, Florida...Died February 8, 2000, at age of 33.



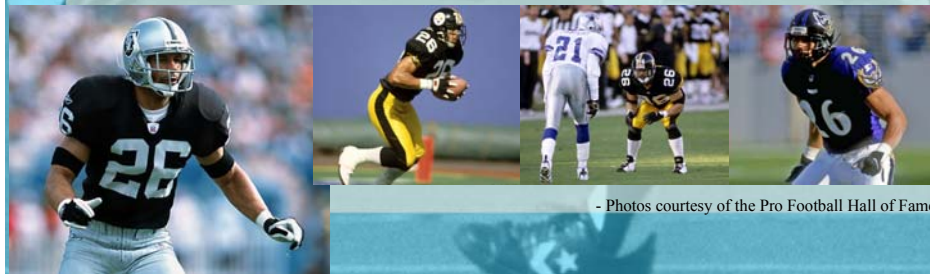
## RALPH WILSON, JR.

One of original founders of American Football League. . . During tenure as Bills owner, team won two AFL Championships and unprecedented four straight AFC championships. . . Bills 103 regular season wins, second most in NFL during 1990s. . . Helped lead AFL through early years making tough decisions that were necessary for league's survival. . . Began talks with Carroll Rosenbloom, then owner of NFL's Colts in January 1965, that eventually resulted in AFL-NFL merger. . . Born October 17, 1918 in Columbus, Ohio



## ROD WOODSON

Steelers first-round draft pick (10th player overall), 1987 NFL Draft. . . Member of NFL's 75th Anniversary Team and NFL's All-Decade Team of the 1990s. . . NFL Defensive Player of the Year, 1993. . . Intercepted 71 passes in career. . . Is NFL's all-time leader in interception return yardage (1,483). . . Six-time first-team All-Pro choice. . . Earned All-Pro honors as cornerback, kick returner, safety. . . Named to 11 Pro Bowls. . . Born March 10, 1965, in Fort Wayne, Indiana.



- Photos courtesy of the Pro Football Hall of Fame



New Life Fitness Introduces:

## 'The Hero Project' and 'The Hero Project Comic Volume 2'

Columbus, OH

**N**ew Life Fitness is elated to announce the follow up publication to 'THE H.E.R.O. PROJECT' comic book volume 1, THE H.E.R.O. PROJECT VOLUME 2: GAME ON. H.E.R.O. stands for Healthy Emotions Relationships Outlook. The H.E.R.O. is a positive African- American superhero character who promotes responsibility, character development, education and physical, mental and spiritual health and wellness.



Joseph Woodley

"It's Game On in the continuing saga of good vs. evil. The players are in place as the HERO continues on his epic battle to protect the future of the world he loves so dearly. This time he gets a little help, but is it enough to arrest the madness that is taking over the city?" THE H.E.R.O. PROJECT VOLUME 2 is available through [www.theheroproject.com](http://www.theheroproject.com), [amazon.com](http://amazon.com) and through [createspace.com](http://createspace.com).

NEW LIFE FITNESS is a minority owned business and was established in 2006 by Joseph B. Woodley, providing mobile personal fitness training, health and wellness services to individuals at their homes, business, etc; in 2007 life coaching services were provided as well. In 2008 New Life Fitness recognized the importance of addressing the growing epidemic of childhood obesity and other youth health and social- health related issues. 'THE H.E.R.O. PROJECT™' was developed to address these important issues. The costumed HERO began making live visits to schools, religious, and community centers promoting character and health based issues specifically for children. The use of the character has expanded to promote more than health and fitness, and now includes character development, social responsibility and various other pro youth- pro family issues. The H.E.R.O. PROJECT COMIC BOOKS began publications in 2009. NEW LIFE FITNESS continues to effectively and efficiently evolve to address the needs of individuals, families and communities.

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New Life Fitness P.O. Box 735 Pickerington, OH 43147  
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By Dr. Linda Amerson

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is very common. These helmets should be cleaned after each use to assist with eliminating the possibility of transferring contagious scalp conditions from one player to another. Each person has their own interpretation or definition of cleanliness. Most men only shampoo their hair one time per week, while others may shampoo daily. Other professional and semi-pro athletes, both male and females, whom may also complain about scalp conditions include: basketball players, soccer, swimmers, volleyball, tennis, golf, and on goes the list. To assist with minimizing these conditions, you need to shampoo your hair and scalp more often with Therapeutic Products formulated to specifically address these conditions.

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# Forgiveness Is For You

By Tracy Y. Washington

AKRON, OH

**F**orgiveness. The word sometimes sounds like cliché. We throw that term around loosely in our society. What is forgiveness? What if I don't feel like forgiving. How do you do it? What does it mean to forgive? When we've been wronged, rejected or hurt, we are told to forgive and forget. I don't think it's that easy to just forgive and forget; however, you can forgive and work to move forward from the effects of being hurt.

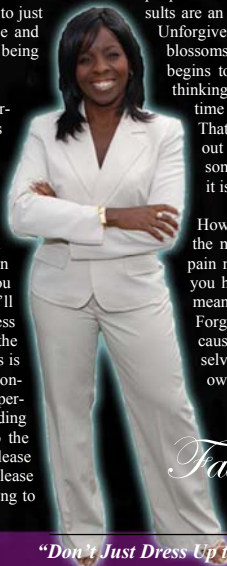
What exactly is forgiveness? To define forgiveness, let's talk about what forgiveness is not? Forgiveness is not condoning. Nor is forgiveness a feeling. Often times we think that if we forgive a person that it means condoning his or her behavior. That simply is not true. We subconsciously think that if we forgive that we have allowed the person to hurt us or that we deserved being hurt in some way. Forgiveness is not condoning. You won't always feel like forgiving. In fact, you'll probably never feel like forgiving. Forgiveness is however releasing the other person from the debt that you think they owe you. Forgiveness is not for the other person, it is for you. If we consistently go around believing that the other person will ask for our forgiveness we are binding ourselves up and giving our power away to the other person. By forgiving someone, we release them from "paying us back". When you release them you give up the emotional battle of trying to get someone else to validate how you feel.

Forgiveness is a choice and it comes from the heart and never from the head. Your heart will tell you to forgive, but your head will tell you not to. You grant forgiveness even when the other person doesn't ask for it. When you wait around for another person to ask you for forgiveness, you give them permission to dictate how you feel. Never allow someone else the power to dictate how YOU feel. That belongs to you and you alone. You don't have to tell a person that you have forgiven them, you simply choose to because it's never about them, it's about you being free. You regain the power control over

your emotions and how you feel.

When you choose not to forgive and hold bitterness and resentment in your heart, you block yourself from receiving the blessings that are waiting to come to you. I've seen a lot of people harbor unforgiveness for years and years and the results are an unfulfilled life full of strife, envy and bitterness. Unforgiveness is like a weed that chokes out the beautiful blossoms growing in a garden. It takes root and then it begins to grow. Sometimes we can fool ourselves into thinking that we've forgiven a person simply because time has gone by. Time does NOT heal all wounds. That's a myth and has caused many people to miss out on opportunities and blessings. You have to take some action in order to forgive. It is not automatic, it is a willful act.

How can you know when you've truly forgiven? If the memories of the event or person that caused you pain no longer haunt you or hinder you in some way, you have truly forgiven. Forgiveness does not always mean reconciliation, but it does release you to be free. Forgiveness is repeated in scripture many times because when we choose to forgive, we have set ourselves free and regained power and control over our own lives. □



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## Could You Afford to Bare All?

Written By Angela M. Thomas

**I**f God came back today right this minute, what would He see? When you stand before Him naked, what would be revealed about the life you are living? Have you begun cleaning up or are you still messed up? You knowing yourself and the life you are living could you face Him today? I had to ponder on that question for a minute. If God stood before me, what would He see and say to me? Would He tell me that He's proud of me? Would He be ashamed of all the things He saw? I have worked extremely hard on cleaning myself up and repairing myself from all the mess I was in. Accepting and bringing in the new and freeing myself from all my past sins. I decided it's a new year 2008, and it's time to re-decorate. I've learned that change can sometimes be a wonderful thing. Sometimes, changing what's familiar is a good experience, but somewhat uncomfortable too. We have to sometimes change, directions, friends, scenery, thoughts, and have a change of heart. Change from what has become familiarity is not easy, I'm sure we all know too well. But, determination and remaining focused on your goals could be accomplished. To stand before God completely naked, I know I still have a lot of work to do. I have become a more forgiving person, but still find it difficult to completely forget when I have been done wrong by others. I have become a more giving and unselfish person, but find it difficult to accept when others still have only selfish ambitions and greed for themselves. I have become a person who listens patiently to all others, but still find it difficult when someone acts as if they have all the answers. I personally feel if I stood before God, He would be quite pleased with the new me. What is my life worth if I can't help bring about change in others? Are we just here for ourselves, to fulfill our selfish ambitions and greed? God was definitely not selfish or greedy. Look at all the sacrifices he has given and made. Can my great desires and dreams for myself possibly reach the needs of others, to be used to help those who have lost their passion and dreams? Can my new vision speak inspiration in those that are blind with despair? Do I just overlook them, hit the snooze button above my head and consciously lay there as if I don't have a care? No, my life, your life, and others are worth far more! My life and your life are bigger than us. When we stand before God we want to be like Jesus; where we are all filled with love and compassion far beyond any slight gratification of apathy. Our lives are worth more, because in you and me there is cultivation of the love of Jesus. Start taking off the things that we truly know God would not approve of and be completely satisfied.

Angela Thomas is President of A. Thomas Industries and Founder of Sheerpurrfection Publishing. Angela has written and published 6 inspirational and motivating self-help books. She is a certified speaker, author, publisher and can be reached at [www.AngelaMThomas.com](http://www.AngelaMThomas.com) and emailed at [sheerpurrfection@bellsouth.net](mailto:sheerpurrfection@bellsouth.net) □

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# Expect the Unexpected

By Richard M. Thompson

After completing morning prayers, my daily morning Bible study begins. One particular morning my reading was on Acts chapter 3. I like The Book of Acts because it provides the reader with insight on how the early church was formed, their trails, as well as triumphs. Most importantly the Book of Acts is where we first encounter in the Bible the power the Holy Spirit gave to the apostles to do mighty works in the name of Jesus.

Verses 1 thru 10 describes an encounter that Peter and John had with a man who was born lame that was laid daily at the temple by a gate called Beautiful to ask for alms. When this man saw Peter and John, not knowing who they were, or more importantly whose they were, did what he always did and asked them for alms.

And the Bible says, well let me just quote the verse because the Word has more impact than anything I could write:  
Acts 3: 4-8, "And Peter fastening his eyes upon him with John, said, Look on us. And he gave heed unto them, expecting to receive something of them. Then Peter said, Silver and Gold have I none, but such as I have give I thee; In the name of Jesus Christ of Nazareth rise up and walk. And he took him by

the hand, and lifted him up, and immediately his feet and ankle bones received strength. And he leaping up stood, and walked, and entered with them into the temple, walking, and leaping, and praising God."

I have read this chapter countless times, but this one particular day, a new meaning came to me. The Bible is like that, revealing a fresh truth about God with the same words. And this is what I learned that particular morning. Life is not a static event, it is a fluid existence where events in life will cause one to experience seasons of extreme highs, seasons of extreme lows and from time to time seasons of calmness. Events will come upon us like a tornado, throwing us to and fro. We seek out our Lord for help, guidance or just to talk with in order to make some sense of the drama that has unfolded before us. We come before God with a plan or process in mind to bring us through this moment that we believe is the solution to the problem. However, like the man at the gate Beautiful who only sought the same thing from Peter and John that he had been receiving for years, alms, God provided him with an unexpected blessing that forever changed his life.

Beloved, know that the God we serve can do the unexpected in our lives through our faith in His Word, when we least expect it. □

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## DONALD E. SMART Named Senior Vice President of Atlanta Life Financial Group



Atlanta, GA

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Atlanta, GA, Monday, June 15, 2009 - Atlanta Life Financial Group, Incorporated today announced the promotion of **Donald E. Smart** to Senior Vice President, General Counsel. Mr. Smart heads the legal department and oversees business and regulatory issues for Atlanta Life Financial Group. Mr. Smart will continue to report to Atlanta Life's President and CEO, **William A. Clement**.

Mr. Smart joined Atlanta Life Financial Group in 2004 as General Counsel. Mr. Smart, who currently serves as Corporate Secretary for the Atlanta Life Financial Group Board of Directors, was also recently elected to the same post of the Atlanta Life General Agency by its Board of Directors.

Mr. Smart is a graduate of Harvard Law School, a graduate of Harvard Business School and an honors graduate of Harvard College. He is a member of the Georgia Bar, New York Bar, Washington D.C. Bar, Tennessee Bar and the Connecticut Bar. As a corporate lawyer and as a corporate finance investment banker, Mr. Smart has twenty-six years of experience dealing with a wide range of complex and challenging

corporate law and corporate finance matters. **About Atlanta Life Financial Group, Inc.** For more than a century, Atlanta Life Financial Group has helped businesses and communities build and protect wealth. Atlanta Life Financial Group's operating units include: its flagship, Atlanta Life Insurance Company, Atlanta Life Investment Advisors and Jackson Securities. Atlanta Life Insurance Company provides group life products to Fortune 500 companies. The Atlanta Life General Agency, a subsidiary of Atlanta Life Insurance Company, is a multi-line insurance broker that offers various lines of property & casualty, including E&O and D&O business. Founded and registered with the SEC in 2001, Atlanta Life Investment

Advisors is an institutional investment management firm specializing in large capitalization equity strategies. Jackson Securities, founded in 1987 by the late Mayor Maynard Jackson, was acquired by Atlanta Life Financial Group in 2007. The firm specializes in Municipal Finance, Corporate Underwriting, Equity Execution and Wealth Management. In all these areas, the firm has dedicated distribution channels that include both institutional and retail investors that it reaches through its 7 offices throughout the country. For more information, please visit [www.atlantailife.com](http://www.atlantailife.com). □

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Dr. Michael and Valerie Ackers

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**D**r. Michael D. Acker, II, O.D. was born and raised in New Orleans, LA, Graduated Chemistry Pre-Med the HBCU, Xavier University of LA. Then moved to Philadelphia, PA where he was accepted into the Doctor of Optometry program and the Pennsylvania College of Optometry. There he met his wife Dr. Valerie Robbins-Acker who also attended optometry school there after graduating with a B.S. in Biology from Morgan State University. After they graduated as eye doctors they moved to New Orleans, LA in 1997 and were married in 1998. They started their first business together along with 2 other doctors, Valerie was still doing here internship while working with Michael and his business partners in the evening. Over the course of 7 years they had 3 children, Nia, Michael, III and Kayla. They worked together for 2 year at the LASIK Vision Institute, often traveling together as the surgery crew, then later in 2001 opened their first office together in uptown New Orleans. People always asked, "how can you handle being around your spouse All Day!" We loved it! We'd gone through so many difficulties in life it was nice to know the person that was one with you was always right there with you. Working around the kids schedules and trying to make ends meet was difficult but more obstacles were on the way.

In August 2005, Hurricane Katrina hit. Evacuating to Atlanta and living with relatives for nearly four months trying to decide how to start life all over in a new city with 3 children. If it wasn't for the grace of God, we would have never made it. We thought we were close before, but now we were closer than ever. We truly had to stand on the Word of God. Kayla was only 2 years old at the time, now almost 6, While working for other doctors that 1st year after Katrina, Valerie stayed home and took care of the kids. So many miracles happened for us. Although living in the ATL was something I considered before; nevertheless, not under the circumstances. We still had to figure out how to make life work here for our family and live the lifestyle we dreamed.

Through research and perseverance I came across what seemed to be a great opportunity to start a new business in the optical field. *We went for it!* Now the proud owner of Col-

lege Optical Express at GA Tech., a new 2nd location in Denton, TX at the University of North Texas and a 3rd location opening at Georgia Southern University near Savannah, Georgia with plans to open locations at LSU and Kenne-saw State.

College Optical Express has a unique model offers full service opticals on college campuses. College Optical Express will continue to grow nationwide. We enjoy working together. We've found great balance in sharing responsibilities. Our children have observed first hand our closeness and ability to work as a team. Many professional couples never see each other except in passing. We get to make it together and live it together.

We are very involved at our church, Changing A Generation ATL with Bishop Paul Morton and Co-Pastor Debra B. Morton. I'm sure sometimes doubt sets in and we believe it's never going to happen. I would often risk it all to try to make it work even through cars being repossessed, eviction notices, and foreclosure. Nevertheless, Valerie's been right there the whole while supporting me to continue. She now opened it nice now having her happy to be in a business, new car, new house. God is good. We believe if the marriage foundation is solid you can work and play together.

Dr. Valerie now also has an eye doctors office at the Super Target in Stone Mountain, GA. Anyone can order their contact lenses online at [www.CollegeOpticalExpress.net](http://www.CollegeOpticalExpress.net) and have them shipped right to their home or office anywhere in the country. ▶

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# Mission Possible



Our family consists of one daughter: Azriel Princess Bell who is three and two dogs. We call it success when, at the end of the night, we can converse with each other with multiple tones and syllables.

Our day starts at 7am with individual prayer. Then the task to get the family up and running for the day hurdles us into action: I get our daughter ready as my husband tends to the dogs and cook breakfast. We rotate teaching Azriel her homeschooling lessons before breakfast and then a family prayer before we leap out of the door.

After dropping Azriel off at her babysitters (grandparents) we begin our corporate day.

There is something to be said about knowing your work environment will have at least one person who is completely looking out for your best interest. We run our respective busi-

nesses with more confidence because most decisions are made together, at least with some feedback. We can cite countless times that if we had not been there for each other as a voice of reason and sounding board, a bad decision would have been made.



Minister Lloyd Bell and Minister Annie Bell

Atlanta, GA

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Minister Lloyd has expressed that he feels that working along each other keeps in the forefront of his mind why God had put us together and how He uses our differences to strengthen and build up one another.

We both agree that the only con to working together is when we are irritated with each other. Although we can laugh at it now, we have had some trying moments that made the both of us want to throw in the towel with the marriage, the business and everything....BUT GOD!

The pros of working together definitely outweigh the cons and it is hard to picture what it would look like not having my spouse there with me to take on the vigor of the business/ministry day.

## Mr. John H. and Dr. Sharon R. Johnson

Mr. John H. and Dr. Sharon R. Johnson are the owners of THE HAIR GALLERY ENTERPRISES, INC. located at 355 Belden Avenue, N.E., Canton, Ohio 44704. The two of them work as a team although they have two entirely separate duties of the business. Dr. Johnson being the Cosmetologist has the everyday duties of running the salon. The salon consist of nine styling stations and two manicure stations, six shampoo stations, a dryer area, a large reception area, a laundry room, dispensary, office, store room, dining area, three lavatories, and a supply room.

Mr. Johnson being gifted in designing and interior decorating gutted the entire building and put it back together beautifully. It is one of the largest and most beautiful black owned salons in the Canton area. Mr. Johnson takes pride in all of the hard work he put into the business and it shows through floors shining like glass. His duties are the maintenance upkeep and the grounds upkeep of the salon. He is a retiree of 39 years of service from Diebold, Incorporated, thus allowing his full attention and time to the business when Dr. Johnson is absent. Dr. Johnson is a member of The Ohio Association of Beauticians, Inc. (Ruth Glover, President) where she is the State Audi-



Canton, OH

tor and State Chaplain, she is the President of the local Ebony' Image Makers Chapter #28, a member of The National Beauty Culturist League (Dr. Katie B. Catalan, President) where she is the chairman of the National Salon Owners, a member of Theta Nu Sigma National Sorority (Soror Mary D. Holmes, Supreme Basileus) where she is the National Chaplain, she is Basileus of Alpha Theta Ohio Chapter and also state Chaplain. Dr. Johnson received her Doctorate Degree from The National Institute of Cosmetology in 2002 from Dillard University in New Orleans, Louisiana. Mr. Johnson played a major part in everything Dr. Johnson has achieved, his financing and sacrifice of time apart.

These two operate together like a fine tuned machine. They have three children, Craig T. Johnson Sr., John E. Johnson, and Dr. Lori Russell Smith, 15 grandchildren and 2 great-grandchildren.

If you are ever in Football Hall of Fame City please stop by and visit THE HAIR GALLERY. □

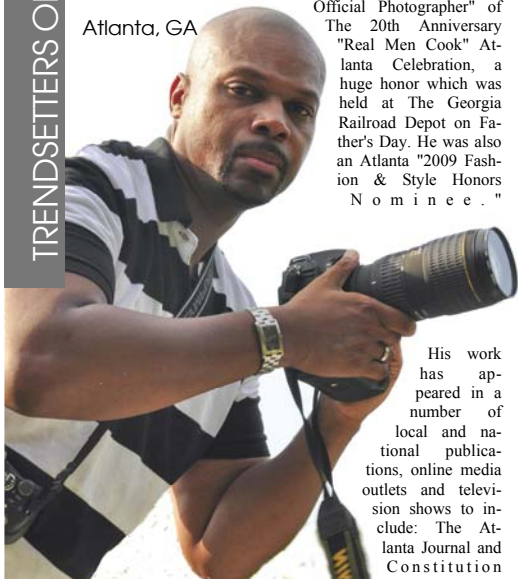
# Turning love and passion of photography into a lucrative career

TRENDSETTERS ON THE MOVE

**B**en Evans is the Owner and Principal Photographer of Atlanta based Event Photography firm, Photo Images By Ben. This former corporate professional who turned his love and passion of photography into a lucrative business spent 12 years with the Hewlett Packard Company and IBM Corporation before venturing out on his own.

He has covered a number of local events and among them the covenant Trumpet Awards. He was recently named "The Official Photographer" of The 20th Anniversary "Real Men Cook" Atlanta Celebration, a huge honor which was held at The Georgia Railroad Depot on Father's Day. He was also an Atlanta "2009 Fashion & Style Honors Nominee."

Atlanta, GA



His work has appeared in a number of local and national publications, online media outlets and television shows to include: The Atlanta Journal and Constitution

Newspaper, Essence [Magazine.com](http://Magazine.com), Atlanta Social Season Magazine, Access [Atlanta.com](http://Atlanta.com), MTV Teen Cries, The Peach Buzz, Xtra Magazine, Sheen Magazine, The Dryer Buzz, [Blog-TalkRadio.com](http://Blog-TalkRadio.com), [MediaTakeOut.com](http://MediaTakeOut.com), [BlackVoice.com](http://BlackVoice.com), The Chattanooga Times Free Press, The Rome News-Tribune and The South Carolina News and Press Newspapers to name a few. Ben has also served as a Photographer for The Dekalb County, Georgia Chamber of Commerce and he was recently named as a Contributing Photographer for Atlanta Social Season Magazine.

With all of his accolades, Ben has still remain humble and committed to giving back. He is a community partner and is heavily involved in the community in which he lives. He was recently appointed to the Board of Kym Kares Foundation, an Atlanta based non-profit organization dedicated to providing financial, emotional, medical, residential support and mentoring services to low income families and single parents.

Ben has photographed for a number of worthy youth based charities and foundations and has donated his time and talent to many. He has photographed for: Children's Healthcare of Atlanta, The Atlanta Area Ronald McDonald House, The Atlanta Children's Shelter, The Children's Pride Organization, The De-Shawn Snow Foundation, The 100 Black Men of North Metro Atlanta, Medlock Bridge Elementary School Foundation, Tapestry Youth Ministry Adopt-A-Youth Home and he has raised funds for The Metro Atlanta Area Chapter of The March of Dimes March for Babies, Autism Speaks/Cure Autism Now and Children's Healthcare of Atlanta.

Ben is a 19-year resident of the city. This South Carolina native is a member of Kappa Alpha Psi Fraternity, Inc. and was a Dean's List Recipient who earned a B.A. in Public Communications and Business Marketing from Benedict College in Columbia, South Carolina. He has ran a successful business since 1998. He is married to Monique Evans of 12 years and they have a son, Ethan Benjamin. To learn more about Ben Evans and his company Photo Images By Ben, visit his website at: [www.photoimagesbyben.com](http://www.photoimagesbyben.com) □

## Giving Back to Her Community By Setting Examples

**L**ori Stokes is the Fair Housing & EEO Manager for the City of Canton. She is a board/committee member of various social and civic organizations such as N.E.A.R., Inc., Leadership Stark County Committees, and the Stark Community Foundation Summer Grant Committee. She has earned degrees from Stark State College of Technology, Malone University, and Ashland University. She is a lifelong resident of Canton and is married to Ronald Stokes, Jr. They are the parents of five beautiful children.

Serving her community through volunteerism is an important part of Lori's life and describes it as her way of giving back to the community and setting an example for her children that they can make a difference in others lives. "You must take every opportunity to learn day by day, moment by moment, to shape and mold your future; because ideally during your lifetime, one has no failures, just experiences and how we react to them!"

She has received many community awards, including: Ystark! 20 Under 40 Community Leaders Award, Stark State College Alumni of the Year Award, Time Warner Cable Community Pillar Award, Canton Exchange Club Golden Deed Award, and the Malone University MCMP Ambassador Award.



Canton, OH

TRENDSETTERS ON THE MOVE

## A community leader with his family by his side

**A**ndrew Haines was born and raised in Lancaster, Pennsylvania by his working-class parents James and Vicki. James is a factory worker who remains at the same plant for over 30 years. Vicki worked in an office for over 25 years. Growing up with two great parents, Andrew learned the hard working values of his parents.

After graduating from Lampeter-Strasburg High School he entered corporate America. At 19 years old Andrew started his first business. Andrew is an entrepreneur who started Biz Sellers in 2001 and since then has started and then sold over three dozen businesses and helped to create over 700 jobs. These jobs have had a multi-million dollar impact in the communities where those businesses were created.

Andrew is also a sports nut at heart having taken that passion and moved it into the world of minor league sports. Andrew



Canton, OH

founded several minor league professional sports leagues and teams.

Andrew now helps other people realize their dreams of becoming business owners, by consulting with start-up businesses. In addition to start-up businesses, Andrew also does work for professional sports teams, leagues, and political organizations.

Andrew has been married to his wife Leah for the past 12 years and the couple has two children: A.J. and Natira. Andrew and Leah are both involved in their local community having volunteered with several non-profit organizations. Andrew currently sits on the Board for the "Hammer and Nails" non-profit company.

Andrew is a 2009 graduate of the Government Leadership Academy and is president of the Stark County Young Democrats. □

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## KFC TEAMS UP WITH MUSIC ICONS MC LYTE AND DAVID BANNER IN SEARCH OF THE NEXT HOT 'HITMAKER'

Legendary lyricist MC Lyte and chart topper David Banner will add sizzle to KFC's search for the next hot musician in this year's "Hitmaker" song contest, now in its third year. All aspiring musicians are invited to submit their hottest beats to win national exposure and great prizes as part of KFC's Pride 360° program. The grand prize winner will receive a "Hitmaker" recording studio and a chance to be one of 12 artists featured on the Pride 360° CD.

Last year's contest drew 300 percent more entries than it did in the first year. This year, to demonstrate its commitment to uncovering the freshest musical talent and spice things up a bit, KFC enlisted Lyte and Banner. The two artists will help contestants and winners raise their game, said Jermaine Higgins, KFC's manager of multicultural marketing.

"MC Lyte and David Banner are two of the most respected artists in urban music, and they also stand out for their commit-

ment to the community," Higgins said. "I'm very happy that they've added their muscle to KFC's search for up-and-coming music stars."

Musicians' songs will be heard on the Hitmaker Web site, [www.KFCHitmaker.com](http://www.KFCHitmaker.com), and they will be available for download as mobile phone ring tones. KFC will donate all profits from ring-tone downloads to the 'Heal the Hood Foundation', a national non-profit organization founded by Banner to support the victims of Hurricanes Katrina and Rita.

"One thing I love to do is help young musicians find their way to shine in the music business," said Banner. "That's why I'm proud to be a part of the KFC 'Hitmaker' contest." □

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## Trendsetters to Trendsetters Magazine attends the 9th Annual George Fraser PowerNetworking in Atlanta

by Erica Parks



Erica Parks (Dir. Marketing for T2T Magazine) and Emma Fraser-Pendleton



Rev. Dr. Otis Moss Jr.

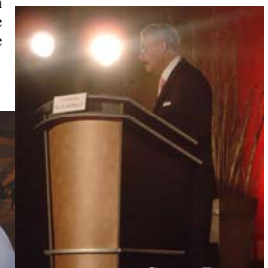
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Erica Parks and Dr. Kwa David Whitaker



Erica Parks and Rob Coats



George Fraser

Photos by Shene Brownlee

When people think about networking they think of the cliché meet and greets at a hotel or club, but I am here to tell you that the cliché "networking seminars" are a thing of the past. I had the pleasure in attending the 9th Annual PowerNetworking in Atlanta, GA from June 25-27 given by the phenomenal George Fraser. George Fraser is a man that took a vision of starting a global networking company to help his people and has turned it into a multimillion dollar success. He has been empowering people with his heroic work for over 20 years. It was an honor to sit in front of him at the conference and hear him speak on change and success of the black race.

I had the opportunity to network with African Americans from all over the United States, and hearing key speakers such as Jeff Johnson of BET, Dr. Kwa David Whitaker, and the awesome Rev. Dr. Otis Moss Jr., Civil Rights Activist, Scholar and spiritual Advisor to Oprah Winfrey and President Barack Obama. All I can say is I was moved from beginning to end. With seminars varying from surviving in corporate America, learning how to sell in a recession, to marketing and finance--- it was all there. The three day event was jam packed with people from all walks of life and I know that everyone took away something they can use in business as well as in their personal lives. This is an event that I urge everyone to attend, it was simply amazing!!!! I have already used what I learned at the conference in my business life and personal and I can attest it did make a difference.

Black networking has been taken to a whole new level and I am happy that I could be a part of the movement. Rev. Dr. Otis Moss Jr. said it best when he called Mr. Fraser "the African drum" of networking; networking in its finest is back to stay!! Thank you Mr. Fraser for providing our people with a sophisticated atmosphere, bringing together the masses and bridging the gap with African American people and networking; I take my hat off to you!!!! □



Dallas, TX

## 'Chic SkiNotations—Volume 3 Lip Balm or Lip Bomb...which do you use??

Author: Tracy L. Hill

**G**reetings Trendsetters- springtime has "sprung" upon us and our skin is just screaming for some serious rejuvenation. Wearing warm clothing during the winter months is a priority, but it literally sucks the moisture right out of the skin, leaving our bodies dull and lifeless when the blooming season arrives.

The key to getting our skin back to the soft suppleness that we desire is through the art of exfoliation. Now you may ask, "Just what is exfoliation?"

Exfoliation is a technique where the layer of the dead epidermal cells on the outer-surface of the skin is removed. The idea is to eliminate the dead ones to bring to surface the fresher, living cells. The most beneficial impact of exfoliation is that it reveals smoother and more evenly-toned skin. It is commonly regarded as one of the best ways to keep the skin soft and looking young. The removal of dead skin cells and excess dirt adds a nice glow to the skin and keeps the fine lines away. We can't go wrong with keeping those fine lines away, right? Additionally, exfoliating with spa gloves, body brushes or scrubs help reveal fresh new skin while unclogging pores and increasing lymph and blood circulation. Many toxins are eliminated through our largest organ, our skin, so it makes sense that eliminating dead skin cells would improve both our health and our beauty regime.

Male species beware; research shows that men's skin is indeed thicker than that of women's; consequently men may experience the most benefit from exfoliation- especially areas that may be problem-prone including the chest, back, hands, and

CONTINUED ON PG. 42 ►

BEAUTY & FASHION



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## " IMPORTANT FACTS ABOUT THINNING AND HAIR LOSS"

By Dorothy Flake, PHD

*Hair thinning and or loss is a major, unresolved problem for millions of people; 35 million men and 20 million women.*

**D**ue to the psychological ramifications and the cosmetic connotations of hair loss, millions of dollars are spent on treatments promising to minimize hair loss. Hair loss and thinning are common problems that can affect both males and females in all age groups.

### FEMALES IN ALL AGE GROUPS.

- 2/3 of all men experience hair thinning/loss during their lifetime
- Hair thinning/loss is common in older women
- Hair loss is often caused by ANDROGENETIC ALOPECIA (Pattern Baldness)

### \*BUT CAN ALSO RESULT FROM:

- Scalp Condition, Product Misuse and Overprocessing, Emotional and Physical Stress, Poor Circulation, Numerous Medical Conditions

The problems of hair loss and thinning will only grow as the population ages and as the years of product misuse and stress continue to take its toll. Most of the focus for hair loss/thinning solutions have been pharmaceutical in nature.

### PATTERN BALDNESS "ANDROGENETIC ALOPECIA"

Baldness is not inherited of itself; however, the predisposition to produce a hormone called DIHYDROTESTOSTERONE (DHT) is inherited. Excessive levels of DHT cause a thickening of the scalp around the hair follicle and deprives the follicle of oxygen-rich blood and nutrients. This condition "CHOKES" the hair root and leads to thinning and balding.



Houston, TX

CONTINUED ON PAGE 42 ►



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THE REALLEST RECORDS PRESENTS

# The Reallest Talent in the City\*

with *Wallabe*

ARTS & ENTERTAINMENT

**W**allabe, Director of Arts and Entertainment took it to the streets of Columbus, Ohio. After going back and forth to Atlanta & Miami, I had a chance to catch up with some of the hottest artists in my hometown. The Reallest Talent in the City is a showcase that we do once or twice a month. Each artists gets crazy exposure. We do radio advertisements, fliers, Face Book, MySpace, twitter, email

live podcasts, interviews, and a whole lot of networking going on. The show was hosted by Wallabe, Director of Arts & Entertainment. Every act to take the stage represented and the ladies were dancing. The night of the event was the same day the late great Michael Jackson passed away; so we went extra hard for him. Anue of Dragon Funk Records held it down with his lyrical-pimp-O-G persona. Doe Boy Records (Billy Gram) gave the crowd something to remember with

L to R: Ant, Owner of Scorpion Café, Chantelle and Wallabe



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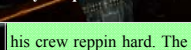


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Mz. Gotti "aka" Mena J  
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blast and tickets they can sell to generate a little cash. As unsigned artists the deal is support! Since it's difficult to get the industry to recognize us, we took it upon ourselves to let the streets know what we do. Columbus, Ohio is known for being the home of Bow Wow, truth be told we go harder than what you all know. I mean we really get it in. By know means are we fake; we take chances pushing CD's out the trunk and really believe the Midwest will blow soon and finally get some recognition in the capital - Columbus!

June 25 2009 was ladies night out. Some of the city's best performers were in the building. Scorpion Café located on 161 & Dublin Granville, new hotspot in the city, presents The Reallest Talent in the City! Featuring- Anue, Prince Jay Foe, Guap Boyz, T.o.g (Ruc boyz), Que (R&B), Q.G- Shackled Down Prod., Doe Boy Records (Billy Gram), Mz. Gotti aka Mena J, and Wallabe- Reallest Records. The show was stacked. Despite the rain, there was a line out the door. We had Flypaper, Urban Trendsetters Magazine and Trendsetters to Trendsetters Magazine in the building. There was

his crew reppin hard. The Guap Boyz with CBA ENT went in. They bought the bar out and rocked the stage. Followed up by Mz. Gotti as my only female act of the night, she did her thing reppin "Hard Candy". Q.G and Prince Jay Foe also put it down for the city. Everybody was unique. None of the artists sound the same and could actually rap. They just didn't rap over their songs; most of the acts had instrumentals.

Real talk!! Whatever the case may be; please visit these artist's sites to hear their music, see videos and more. Keep Hip Hop Alive by continuing to support the Reallest Talent in the City. □

For more info or booking, contact Wallabe at [wallaberecords@aol.com](mailto:wallaberecords@aol.com) or [www.myspace.com/wallabe614](http://www.myspace.com/wallabe614)

TRENDSETTER'S A&E SPOTLIGHT

# K.O.R.

Kingz Of Rhythm

from GMB and myself. After we did our first 9 joints in about 2 weeks right after we met, we felt like we was a team with a solid core so one day it hit me when we was talking about a name and K.O.R. seemed like it represented everything we are about.

K.O.R. - Kingz Of Rhythm has a winning combination of what true hip-hop is all about.

**W**hat it do. This is Wallabe the Director of Arts and Entertainment for Trendsetter Magazine. As you all know the magazine has been doing its thing, and recently we reached out to Houston, TX where we were able to catch up with K.O.R (Kingz of Rhythm). Dosho and GMB are on the up rise to breaking into the game with their unique sound with beats and lyrics with a taste of southern swag. Trendsetters to Trendsetters Magazine interviewed K.O.R and this is what they want the world to know:



With mind blowing lyrical content and skill from artist/mc DOSHO along with the creative and versatile beats from producer GMB - Googie Da Monsta Beatz, K.O.R. is in route to stamping there footprint in hip-hop history books as they continue to grow and gain ground.

DOSHO, real name Charles Simmons III, is a Columbus, Ohio native that has 13 years of experience as a mc and 12 years performing live.

DOSHO has done numerous shows in Ohio and in Houston, TX where he now resides. With his amazing freestyle versatility DOSHO has proven to be destined to making a serious impact in the music industry.

Wallabe: K.O.R What's poppin family? What are your names?

**K.O.R: (K.O.R) - King Of Rhythm, DOSHO and GMB - Googie Da Monsta Beatz**

Wallabe: What makes your style of music different from any one else in the game?

**K.O.R: We make music that comes from the core of how we are what we represent rocking on a positive note but keeping it real to who we truly are.**

Wallabe: In what ways are you promoting yourselves as independent artists?

**K.O.R: We have connections and fans that support us in Ohio, Louisiana, Houston and London that believe in us and help with circulating our product. We have the CD's and posters, etc. whatever is needed to place our materials out there for exposure and doing it all within our circle. We've traveled all over and it helps. We have a website where people can go and view our videos and listen to our music, view information about the group and vote on what they want to hear.**  
[www.myspace.com/kingzofrhythm](http://www.myspace.com/kingzofrhythm), [www.myspace.com/doshomusic](http://www.myspace.com/doshomusic) and [www.myspace.com/googiedamonstabeatz](http://www.myspace.com/googiedamonstabeatz).

Wallabe: How did you come up with your group name and where did it come from?

**K.O.R: The name "K.O.R. - Kingz of Rhythm" came**

While being known for his lyrical skills, DOSHO has also written songs for various artists in other types of music such as R&B, Soul & Rock.

GMB - Googie Da Monsta Beatz, real name is Eric Jones Jr., is a Baton Rouge, Louisiana native and now resides in Houston, TX. GMB has 4 years of experience as a producer but as proven to be a seasoned hip-hop producer with amazing versatility. GMB has been known to be the best-kept secret in the South. New York native Cedric "Easy" Long played a major role in GMB's development as a hip-hop producer while mentoring the soon to be legendary beat maker on what hip-hop is based on from the beginning

So I went to their site and checked out a few of their jams. The track I peeped first was "People". To my surprise I thought it would be a deep southern vibe, shockingly it was more of an East Coast feel with and reality driven topics. They remind me of a Bun B and Pimp C with a Midwest/South flavor. Don't get me wrong I compare these guys to such greats for the fact they hungry, and they are taking the necessary steps to be heard worldwide. The 2<sup>nd</sup> track I listened was KOR music. This track was banging, riding type of joint yet mixed with heavy bars of reality. Strong! Nevertheless I think if these gentlemen continue making hits and staying on that grind they have a good chance breaking into the industry mainstream. Keep banging them CD's out the trunk. Holla at Wallabe! □



◀ CONTINUED FROM PG.38

### Lip Balm or Lip Bomb

There are also some precautions to take when exfoliating your skin. Too frequent or too harsh exfoliation can leave your skin dry and irritated, so tailor your exfoliation based on how your skin looks and feels. A body scrub may be used once or twice a week with no problem, however, never use a body scrub on your face, freshly shaven or irritated skin. Furthermore, some salt or sugar scrubs can also leave the bathtub a bit slippery; so be careful!

Now that we know all about exfoliation, let's "glow" into spring! TraChic Bodywear has an excellent line of raw sugar polish's for women and a raw sugar buff polish for men. The essentials used in both products are a blend of all natural oils, raw sugar and vitamin E that leave your skin feeling smooth and renewed! Your body will love you for it.

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◀ CONTINUED FROM PG.39

### Thinning Hair

Pattern Baldness (ANDROGENETIC ALOPECIA) is a very gradual process that can begin occurring as early as puberty, although usually not noticed until many years later.

"LACK OF OXYGEN"

This lack of oxygen inhibits scalp circulation making it difficult for hair to thrive. Recent research has confirmed that thinning scalps have up to 38% less oxygen by leading plastic surgeons.

□

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