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MARCH 2016

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2016 Superwomen

Dr. Joy Jackson-Guilford | Mary Leftridge Byrd | Quinnie Jenkins | Stacy Cole-Bell

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World premiere musical *Born For This: The BeBe Winans Story* set to open at the Alliance

From Charles Randolph-Wright, director of *Motown the Musical*, and six-time Grammy Award-winning icon BeBe Winans comes the new musical *Born For This: The BeBe Winans Story*—a hilarious and heartwarming journey towards self-discovery.

Detroit natives BeBe and CeCe Winans, youngest siblings of the Winans family dynasty, experience the ultimate in culture shocks when invited to join Jim and Tammy Faye Bakker's Praise The Lord Network television show. The Winans teenagers become not only television celebrities, they also become like adopted children of the Bakkers, integrating TV evangelism.

As BeBe and CeCe encounter fame, fortune and even a young Whitney Houston, BeBe must learn to balance his desire for success with his true calling.

Born For This: The BeBe Winans Story is populated with original music and Winans family hits. CeCe is played by niece, Deborah Joy Winans, who is currently filming "Greenleaf," the OWN original TV series, for which BeBe serves as Executive Music Producer. Nephew, Juan Winans, plays BeBe.

Born For This: The BeBe Winans Story will have its world premiere at the Alliance Theatre from April 13–May 15, 2016.

Tickets and additional information are available at alliancetheatre.org/bornforthis or by calling the box office at 404.733.5000.

Born for This is a co-production with Arena Stage in Washington, D.C.
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Above: Jared Tan. Photo by Charlie McCullers.

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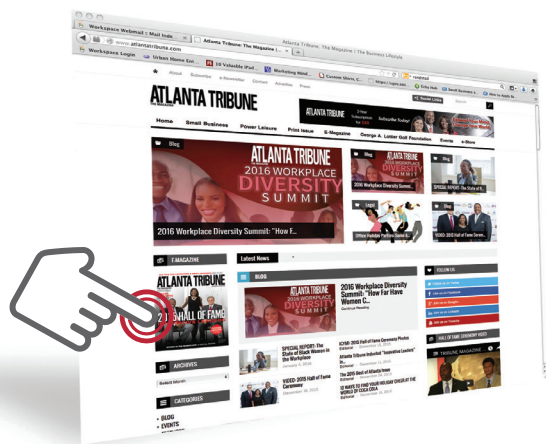
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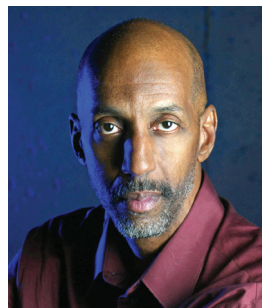
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Veteran automotive journalist **Brian Armstead** writes FastLane for **Atlanta Tribune**, bringing readers the best of what's new from the auto industry. Got a car question? Email him at autosense@comcast.net.



Alex Jones is a corporate/editorial photographer and has photographed some of Atlanta's business elite for **Atlanta Tribune: The Magazine**, **BLACK ENTERPRISE**, and many corporate publications and websites. His work can be seen around town in publications, as well on the walls of the newly renovated SCLC Women's Headquarters on Auburn Avenue. See his work online at www.businessphotographyatlanta.com.

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February Issue

Great cover! @atlantatribune wonderful smart group of women @CocaCola. Nice reading. – @soniabooker

I raise a Coke to my brilliant @CocaColaCo colleagues – as they grace the cover of @atlantatribune! – @BeaperezBea

Super excited about the future of @atlantatribune – @rodneysampson

Very proud of these dynamic women of The Coca-Cola Company. Ladies continue doing an awesome job! #Inspiring @atlantatribune @CocaColaCo – @vangoghdst

Proud of @CocaColaCo and its commitment to empowering women leaders. #blackgirlsrock #BlackGirlMagic #teamcocacola – @Felicia Wasson



THIS! #BlackGirlMagic #BHMExcellence #ACHANGEISGONNACOME #INCLUSION – @ydhylolo

Congratulations to the women of @CocaColaCo – what an AWESOME feature! – @tysperling

Love this!! #blackwomenrock – Tammy Davis



2016 Diversity Summit @ Georgia Power HQ

"This year's event did not disappoint. All of the candidates were candid, insightful and very down to earth. Thank you **Atlanta Tribune: The Magazine** and Georgia Power for another amazing Diversity Summit. See you next year!!" – Akilah Charlemagne

"This was a great event with a lot of information. I loved the authenticity, transparency, and humor of the panelists and moderator!" – Jocelyn Cheeks Gadson

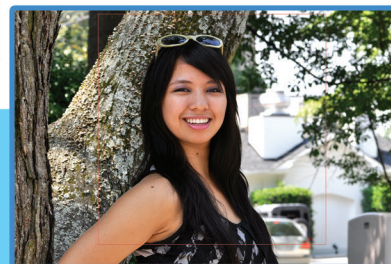
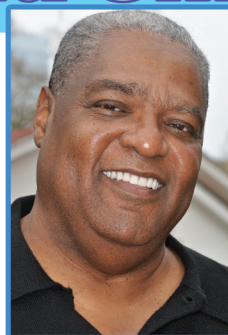
"Well done event last evening. The topic is one we should continue, perhaps in a series. Thank you for the invitation and allowing me to contribute." – Karmetria Dunham Burton, Delta Air Lines, panelist

"Congrats to **Atlanta Tribune** on a successful event. Thoroughly enjoyed the conversation. And Tyronne was absolutely fantastic!" – Betty Marshall, Sam's Club, panelist

"I enjoy these types of events because I always learn something new. I pray your great-great grandchildren will have no need for these conversations." – Kathy Waller, The Coca-Cola Company, panelist

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THE MAGAZINE

SUPERWOMEN's *Recognition Reception*

Join us as we celebrate the accomplishments of phenomenal women chosen as our **2016 Superwomen**.

Each year, our honorees reveal a different, yet essential part of the equation that makes up the Superwomen formula. This year's women have sustained excellence coupled with professional readiness proving that extraordinary opportunity favors the prepared. Come network with other professionals and learn what makes our honorees SUPER.



Mary Leftridge Byrd



Stacy Cole-Bell



Dr. Joy Jackson-Guilford



Quinnie Jenkins

2016 Women to Watch

Autumn Bailey | Marquetta J. Bryan | Yvette Cook | Arlethia Perry-Johnson | Teri Plummer McClure | Christian Ross | Pamela Sturdivant Stephenson | Beverly D. Thomas | Charmaine Ward | Tanya Hairston-Whitner

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WOMEN RISING

I have many, many mentors; some that I know personally and some that I've followed from afar ... mentors in my head, if you will. When I say many, I mean that literally as I have amassed a rich mental catalog of insights on being a woman executive from the vast number of women we've covered over my nearly 10 years on staff as well as women I've never even spoken to but admired greatly. Think Oprah.

Like ministers who say the message impacts them first, the same is true for me as I am so often inspired by what I have heard and drawn in further to find a bit of myself in their stories as I am pouring over the words in my notes or transcribing interviews. More often than not, what I hear is that the road up has not been easy or direct; I can relate.

Superwoman Mary Leftridge Byrd speaks candidly this month about her unlikely rise up the ranks of the criminal justice industry and a moment early in her career that could have stunted her both professionally and emotionally. And I was immediately reminded of the day my freshman year in college when an English professor told me to consider pursuing a career other than writing of any form because I "just simply wasn't good at it." It nearly stuck. But, something inside me would not let me let it go. The same clearly applied to Leftridge Byrd, federal security director, Department of Homeland Security, Transportation Security Administration, Office of Security Operations, Hartsfield-Jackson Atlanta International Airport. And what I'll take from her story: "Begin with the end in mind."

If we're twitter friends, you've seen me post more than once that nobody can encourage me better than I can encourage myself. And I say that as humbly as I know how because it didn't happen overnight. It took practice and a great deal of success indoctrination by gleaning from those who were making it around me.

The 2016 Superwomen – Dr. Joy Jackson-Guilford, Stacy Cole-Bell, Quinnie Jenkins and Leftridge Byrd's stories are not so different from each other's or the women we've recognized in years past. A theme of being driven to make a difference and reaching back weaves them together. And for my part, the gleaning never stops. Each story offers some sort of nuance about what it takes to not only stand out but leave an imprint, and how to keep on keeping on. **AT**



Katrice L. Mines
EDITOR
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Mayor Kasim Reed Announces Inaugural Class of Women's Entrepreneurship Initiative

Fifteen women entrepreneurs will comprise the inaugural class of the Women's Entrepreneurship Initiative, to be housed on the 11th floor of the downtown Atlanta's iconic Flatiron Building — the city's oldest standing skyscraper. The group of women, selected through a rigorous competitive process in the fall of 2015, will have the opportunity to operate their small businesses in a designated workspace and incubator environment, for 15 months.

"Announcing the 15 women selected for the inaugural WEI class is an important step forward in strengthening our city's entrepreneurial ecosystem," says Mayor Reed. "This initiative will assist women who aspire to entrepreneurial excellence by providing them with the resources they need to grow a successful business. With the help of Microsoft and other partners, these women entrepreneurs will receive mentorship, business coaching and access to technology and office space at no cost to them."

The 15 women-owned businesses are: Lynn Lilly, CraftBox Girls; Melanie Rhodes, MelanCo. Enterprises/DSS Experts; Samantha Hodgkins, SparkFire Active LLC.; Joanna Douglas, Parketing; Dawn Belisle, Delights by Dawn; Jeannell Darden, Cococurls; Jennifer Bluemling, Borrowed By Design; Sherry Popovic, cME compete; Cicely Gay, Amplifiers Inc.; Logan Williams, Rapid Parking Solutions; Adrienne Brown, Adrienne J. Media; Tiffany Ray, Generation Infocus, Monica Hooks, m-oracle; Sheila Woodhouse, DoxMed; and Tonya Hicks, Women Do Everything.

WEI will provide: A designated workspace in a technologically-advanced environment, designed to foster business growth and sustainability; A community designed to support engagement, interaction and collaboration with fellow women entrepreneurs in a supportive environment; A network of expert, seasoned mentors and consultants from the business and entrepreneurship communities serving in an advisory board capacity; Technology resources via the Microsoft partnership to amplify the businesses' traction and global reach; Measurable business growth and progress metrics to identify, track and harness success; and Post-incubation support to reinforce business longevity and success once back in the community.

The initiative serves to empower emerging entrepreneurs with access to the critical assets, capital and resources necessary to launch, grow and sustain their businesses. A diverse group of women entrepreneurs, embodying the City's unique diversity of racial, ethnic and socioeconomic factors, were selected for the 2016-2017 incubator class. Thirty-five high-potential women were selected from among 83 completed written applications, to advance to the "pitch round" of the competition, in which they presented their business models to be considered to participate in the WEI incubator.

The WEI incubator lasts for 15 months, and is cyclical. Applications for the next class of entrepreneurs will be available in early 2017.

AT

The businesses, all for-profit, represent the following industries and number of corresponding businesses:



People

MARCH

2016

Milford McGuirt

Milford McGuirt has been selected to serve as vice chair 2016 at Georgia Partnership for Excellence in Education and help direct management of the organization throughout 2016. McGuirt is currently Atlanta and Mid-South area managing partner at KPMG, where he leads the firm's nearly 1,400 partners and professionals in Atlanta and is responsible for the office's strategic direction and continued expansion, which began as a one-man office in 1922 and has evolved into one of the firm's fastest growing markets. He oversees KPMG offices in Birmingham, Ala., and Jackson, Miss., as well as Memphis, Nashville and Knoxville in Tennessee. McGuirt holds a BBA degree in accounting from Western Michigan University.



Boris Amegadjie

The Lawrenceville, Ga.-based company, Eclipse Gaming Systems LLC has hired **Boris Amegadjie** as CEO. Amegadjie most recently was executive director of product management for Chicago-based WMS Gaming, a division of Scientific Games Corp. where he developed and directed WMS's product strategy in Class II, Washington Central determination and Canadian VLT, and led multiple M&A activities and integrations. He also managed the product management teams responsible for casinos, systems and international product lines, propelling revenue of \$300 million per year for the company. Prior to WMS, Amegadjie was director of product management for 3COM, a *FORTUNE* 1000 manufacturer of IP-based wireless products for voice, data and video traffic. He received a Bachelor of Science degree in computer and information sciences from Strayer University and a Master of Business Administration degree from Northwestern University.

Jonathan Parris

The U.S. Trust announced that **Jonathan Parris** has been promoted to senior vice president, private client advisor, in the firm's Atlanta office. Parris, a 20-year financial services veteran, joined Bank of America in 2004. In his new position, he will be responsible for providing guidance for clients' overall wealth management strategy. Prior to his current role, Parris served as a private client manager. In addition to his role at U.S. Trust, he serves as an advisory board member for The Posse Foundation, a non-profit organization that identifies high school students with extraordinary academic and leadership potential who may be overlooked by traditional college selection processes. He graduated from Pace University with a BBA in accounting and received an MBA from Emory University's Goizueta Business School. Additionally, Parris holds a Certified Financial Planner designation and the Certified Investment Management Analyst designation from The Wharton School at the University of Pennsylvania. **AT**



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Deliberate Approach to Education Change is Best

By Taifa Smith Butler

Watching my 12-year-old middle schooler complete her science study guide this month literally brings home how critical this moment is for the future of education for all of Georgia's children. Is Georgia investing enough in her school, her education so that she can reach her potential? Gov. Nathan Deal and policymakers in the Georgia General Assembly can tackle no bigger issue than the way we educate and prepare Georgia's children for future success. The demands are high. The stakes are even higher. And I am breathing a sigh of relief as the governor announced this month lawmakers will pause for thoughtful consideration of the Education Reform Commission's recommendations rather than rush a decision through the 2016 Legislature.

Funding for all our schools from pre-K to higher education represents more than half of the state budget. We recognize the budget as the single most important piece of legislation passed each year defining Georgia's priorities and laying out a spending plan to support them. And people of all political leanings want our children to have the best education, have excellent motivated teachers and attend great schools.

So when a subcommittee of the governor's Education Reform Commission set off to tackle updating the 30-year-old education funding formula nearly a year ago, I hoped for a better outcome than we had with similar recent commissions. I hoped that commission members would ask what does it cost to educate a child today? What do children need to master new, more challenging curriculum standards and be ready for 21st century jobs? What investments are necessary to help the 1 million children who are economically disadvantaged and require extra help to be successful? Instead of answering those questions, the commission focused on redistributing the existing amount of state funding. In doing so, it ties future funding to the level set by the 30-year-old formula.

The uncertainty about what resources children need to succeed in school was highlighted in the changing dollar amounts allocated to different student groups. In an early iteration of the proposed formula, low-income students were to receive an extra \$511 on top of the base amount all students get and gifted

students an added \$216. The final recommendations provide low-income students with an extra \$232 and gifted students with \$773. Which, if any, of these numbers reflect the true costs of educating these students to the high standards the state has set?

GBPI raised key questions about the commission's approach and final funding formula recommendation.

While the General Assembly will apparently take a year to review the commission's recommendations, I hope lawmakers use that time to assess costs and address other key concerns:

It does not adjust for inflation. The absence of an inflation adjustment in combination with the elimination of teacher salary funds earned through experience and graduate study will put increasing pressure on local school officials in years to come. They will struggle to keep pace with routine inflationary cost increases and to pay teachers competitive salaries. They might need to raise local property taxes or cut services to make ends meet.

It continues the state's drastic underinvestment in the cost of transporting children to school. Our education expert this fall documented the growing burden this shift in transportation expenses leaves for local school officials.

Some members of last year's reform commission raised these and other important questions. They tried to drive an informed debate to ensure we get this right. It makes sense to hit the pause button to carefully consider recommendations a year in the making.

The decisions we consider today and the investments we make for our children, from our own house, the school house and in the state house have lasting effects. That's true for our children and for Georgia's competitiveness, our economy and our future.

It's too important to let this opportunity pass after the last plan stood for three decades. Let's work together to get this right. **AT**

Taifa Smith Butler is executive director of the Georgia Budget and Policy Institute.

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KIMBERLY M. ESMOND ADAMS, Judge

Superior Courts of Georgia | Atlanta Judicial Circuit



The Honorable Judge Kimberly M. Esmond Adams is serving her second term on the Superior Court of Fulton County. She was elected to the bench and began her service on the State of Georgia's largest and busiest trial court in January 2009. Prior to serving on the bench, Adams served the citizens of Fulton County as a chief senior assistant district attorney in the Office of the Fulton County District Attorney where she prosecuted major, complex felony cases. She earned a Bachelor of Arts degree from Howard University and a Juris Doctor degree from the Notre Dame Law School. The past president of the Georgia Association of Black Women Attorneys, chair of the Gate City Bar Judicial Section, proud member of Alpha Kappa Alpha Sorority Inc., Leadership Atlanta and Leadership Georgia is an active bar leader and dedicated community servant.

If you had to name one mentor that has had the most significance on your professional career, who would it be?

It would be at least two, if not my entire familial village, including grandparents, aunts, uncles, cousins and church family. My parents, Janice Stallworth

and James Esmond, would be the two most significant mentors because they introduced me and my brothers to Jesus Christ, stressed the importance of education and excellence, sacrificed to ensure we had impactful experiences and exposure to broadened our worldview, empowered us to believe we could do or be anything for which God purposed us and nurtured our ambition.

Tell me about one of your favorite quotes that has been the most impactful on your life?

"All things work together for good to them that love the Lord and are called according to His purpose," Romans 8:28. This scripture reminds me that my faith will never take me anywhere that God's grace will not keep me.

What are you so excited about that it keeps you up at night?

At the moment, my desire to acquire a lake property that will allow me to create a sanctuary for my family and friends to restore our minds and bodies, release the pressures and stresses of life and relate with one another.

Considering all that you have accomplished and given to your community, what is left for you to conquer?

There is always more work to do, particularly in the area of race awareness and race relations to improve the quality of life for my son and the grandchildren with whom I hope to be blessed one day.

After losing your mother at such a young age, what was your source of strength to push through to your dream of becoming a judge?

My mother was my source of strength. In my darkest days following her death when I was 22 years old, I would reflect upon or be reminded that my mother had fought too hard, sacrificed too much and prayed too long for me to give up, settle or live beneath my privilege. And because I am the eldest, I also knew that my brothers were taking their cues from me. The result is that there is no quit in any of my mother's children and we live each day to honor the memory of our mother — our shero. **AT**



QUESTIONS
Judge Me Not

Favorite word?

Faith

Least favorite word?

No

Coca-Cola or Pepsi?

Plead the Fifth

Jamaica or Rio de Janeiro?

Absolutely Jamaica, Mon!

Spring or Fall?

Spring

Panda or Tiger?

Panda

Atlanta Symphony Orchestra or Atlanta Ballet?

The Atlanta Ballet accompanied by the ASO

Matlock or Perry Mason?

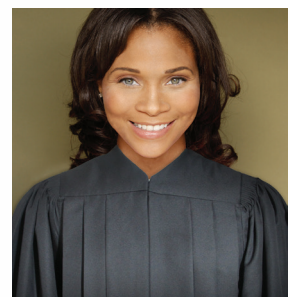
Perry Mason (childhood favorite)

Samuel Jackson or Laurence Fishburne?

Denzel Washington!

Atlanta United Football Club or Atlanta Braves?

Braves circa 1985 (Bob Horner) and 1995 (Dale Murphy)



by Judge Terrinee L. Gundy,
Municipal Court of Atlanta



Construction Contracting Opportunity for Demolition of the Georgia Dome

Request for Qualifications – Holder, Hunt, Russell, Moody (HHRM) JV is seeking qualified trade contractors for demolition of the Georgia Dome. This scope of work shall include site capture, utility disconnects, implosion, mechanical demolition, concrete crushing and fill of the site with crushed concrete.

All interested firms are requested to submit Prequalification Statements no later than **March 11, 2016**. To access the Prequalification Statement, please visit the website at www.hhrmjv.com and click on the Prequalification tab. The statements should be e-mailed to Doretha Smith at drsmith@hhrmjv.com. Only prequalified firms will be eligible to respond to request for proposals (RFP release). For specific deadlines of Prequalification Statement submittals, by scope, please visit the website.

HHRM is committed to maximizing local and equal business opportunities in accordance with the City of Atlanta's Equal Business Opportunity (EBO) Program. The project has a minimum goal of 31% FBE / MBE participation. All minority and female business enterprises must be certified by the City of Atlanta's Office of Contract Compliance. All minority owned firms are encouraged to submit a Prequalification Statement, regardless of size of the firm. Prequalification opportunities are available for prime subcontracts, sub- tier trade contractors and joint venture partners. HHRM encourages firms to form Joint venture and mentor/protégé arrangements with firms certified in the City of Atlanta's EBO program. These partnerships will be considered as part of proposal evaluations.



**Kennesaw State University and the
Kennesaw State University Foundation salute**

Arlethia Perry-Johnson

as one of the ***Atlanta Tribune's***
"2016 Superwomen Making a Difference."

This honor means others know what we know:
Exceptional leaders shape exceptional institutions.

Kennesaw State serves more than 33,000 students from over 130 countries, and is one of the 50-largest public universities in the country.

Since 2006, Arlethia has served the university in many leadership roles, including currently as vice president of strategic communications and marketing. Her leadership is helping to catapult the university's growing national reputation for excellence in education, innovation and engagement.

Take a closer look at Kennesaw State, where academic, career and leadership opportunities await a whole new generation of superwomen.

kennesaw.edu/superwomen



HEY, YOU.



YES, YOU.

TAKE THE TYPE 2 DIABETES RISK TEST.

Height	Weight (lbs.)		
4' 10"	119-142	143-190	191+
4' 11"	124-147	148-197	198+
5' 0"	128-152	153-203	204+
5' 1"	132-157	158-210	211+
5' 2"	136-163	164-217	218+
5' 3"	141-168	169-224	225+
5' 4"	145-173	174-231	232+
5' 5"	150-179	180-239	240+
5' 6"	155-185	186-246	247+
5' 7"	159-190	191-254	255+
5' 8"	164-196	197-261	262+
5' 9"	169-202	203-269	270+
5' 10"	174-208	209-277	278+
5' 11"	179-214	215-285	286+
6' 0"	184-220	221-293	294+
6' 1"	189-226	227-301	302+
6' 2"	194-232	233-310	311+
6' 3"	200-239	240-318	319+
6' 4"	205-245	246-327	328+
	(1 Point)	(2 Points)	(3 Points)
You weigh less than the amount in the left column (0 points)			

American Diabetes Association.
ALERT!DAY
DIABETES.ORG/ALERT

Know your risk for type 2 diabetes.

Share it with everyone you know.

- 1 How old are you?**
Less than 40 years (0 points)
40—49 years (1 point)
50—59 years (2 points)
60 years or older (3 points)

Write your score in the box.

- 2 Are you a man or a woman?**
Man (1 point) Woman (0 points)

- 3 If you are a woman, have you ever been diagnosed with gestational diabetes?**
Yes (1 point) No (0 points)

- 4 Do you have a mother, father, sister, or brother with diabetes?**
Yes (1 point) No (0 points)

- 5 Have you ever been diagnosed with high blood pressure?**
Yes (1 point) No (0 points)

- 6 Are you physically active?**
Yes (0 points) No (1 point)

- 7 What is your weight status?**
(see chart above)

If you scored 5 or higher:

You are at increased risk for having type 2 diabetes. However, only your doctor can tell for sure if you do have type 2 diabetes or prediabetes (a condition that precedes type 2 diabetes in which blood glucose levels are higher than normal). Talk to your doctor to see if additional testing is needed.

Add up your score.

Lower Your Risk

The good news is that you can manage your risk for type 2 diabetes. Small steps make a big difference and can help you live a longer, healthier life. If you are at high risk, your first step is to see your doctor to see if additional testing is needed. Visit diabetes.org or call 1-800-DIABETES for information, tips on getting started, and ideas for simple, small steps you can take to help lower your risk.



Congratulations 2015 Health Champions:

Cobb Electric
Membership Corporation

Conwed Plastics

Phoebe Putney Health System

Marsh & McLennan Agency,
Atlanta

Norfolk Southern Corporation,
Atlanta

Health Champion Designation:

A wellness perk for your company, the Health Champion Designation, recognizes companies, organizations and community groups that inspire and champion a culture of wellness. Those meeting criteria in nutrition and weight management, physical activity, and organizational wellbeing have an opportunity to be recognized by the American Diabetes Association as a Health Champion.

See more at wellnessliveshere.org

Thank You to Our
Wellness Lives Here Sponsor:

FootSmart®
embrace your feet™

For more information about the American Diabetes Association contact us at:
404.320.7100
or visit diabetes.org/atlanta

TaxSMARTS

10 Tax Breaks Reauthorized for Tax Year 2015

Congress finally took action in late December and passed a tax extender bill formally known as the Protecting Americans from Tax Hikes Act of 2015 (PATH), which was then signed into law. Retroactive to January 1, 2015, many tax provisions were made permanent while others were extended through 2016 or 2019. Let's take a look at some of the tax provisions most likely to affect taxpayers when filing their 2015 tax returns.

1. Teachers' Deduction for Certain Expenses

Primary and secondary school teachers buying school supplies out-of-pocket may be able to take an above-the-line deduction of up to \$250 for unreimbursed expenses. An above the line deduction means that it can be taken before calculating adjusted gross income. This deduction was made permanent and indexed for inflation.

2. State and Local Sales Taxes

The deduction for state and local sales taxes was made permanent by PATH. Taxpayers that pay state and local sales tax can deduct the amounts paid on their federal tax returns (instead of state and local income taxes) — as long as they itemize.

3. Mortgage Insurance Premiums

Mortgage insurance premiums are paid by homeowners with less than 20 percent equity in their homes. These premiums were deductible in tax years 2013, 2014, and now, once again in 2015. This deduction was extended through 2016. Mortgage interest deductions for taxpayers who itemize are not affected.

4. Exclusion of Discharge of Principal Residence Indebtedness

Typically, forgiven debt is considered taxable income in the eyes of the IRS; however, this tax provision has been extended through 2016, allowing homeowners whose homes have been foreclosed on or subjected to short sale to exclude up to \$2 million of canceled mortgage debt. Also included are taxpayers seeking debt modification on their home.

5. Distributions from IRAs for Charitable Contributions

Taxpayers who are age 70 1/2 or older can donate up to \$100,000 in distributions from their IRA to charity. Some people do not want to take the mandatory minimum distributions (which are counted as income) upon reaching this age and instead can contribute it to charity, using it as a strategy to lower income enough to take advantage of other tax provisions with phaseout limits. This deduction was made permanent by PATH.

6. Parity for Mass Transit Fringe Benefits

This tax extender allows commuters who used mass transit in 2015 to exclude from income (up to \$250 per month), transit benefits paid by their employers such as monthly rail or subway passes, making it on par with parking benefits (also up to \$250 pre-tax). Like many other tax extenders, this provision was made permanent.

7. Energy Efficient Improvements (including appliances)

This tax break has been around for a while, but if you made your home more energy efficient in 2015, now is the time to take advantage of this tax credit on your 2015 tax return. The credit reduces your taxes as opposed to a deduction that reduces your taxable income and is 10 percent of the cost of building materials for items such as insulation, new water heaters, or a wood pellet stove.

Note: This tax is cumulative, so if you've taken the credit in any tax year since 2006, you will not be able to take the full \$500 tax credit this year. If, for example, you took a credit of \$300 in 2013, the maximum credit you could take this year is \$200.

8. Qualified Tuition and Expenses

The deduction for qualified tuition and fees, extended through 2016, is an above-the-line tax deduction, which means that you don't have to itemize your deductions to claim the expense. Taxpayers with income of up to \$130,000 (joint) or \$65,000 (single) can claim a deduction for up to \$4,000 in expenses. Taxpayers with income over \$130,000 but under \$160,000 (joint) and over \$65,000 but under \$80,000 (single) can take a deduction up to \$2,000; however, taxpayers with income over those amounts are not eligible for the deduction.

Qualified education expenses are defined as tuition and related expenses required for enrollment or attendance at an eligible educational institution. Related expenses include student-activity fees and expenses for books, supplies, and equipment as required by the institution.

9. Donation of Conservation Property

Also made permanent was a tax provision that allowed taxpayers to donate property or easements to a local land trust or other conservation organization and receive a tax break in return. Under this tax provision, deductions of qualified conservation contributions up to 50 percent of a taxpayer's contribution base (100 percent for qualified farmers and ranchers) are allowed.

10. Small Business Stock

If you invested in a small business such as a start-up C-corporation in 2015, consider taking advantage of this tax provision on your 2015 tax return. If you held onto this stock for five years, you can exclude 100 percent of the capital gains — in other words, you won't be paying any capital gains. This deduction was made permanent by PATH. **AT**



Steve Julal is a principal with VAAS Professionals. He is a certified public accountant and a member of the Georgia Society of CPAs as well as the American Institute of Certified Public Accountants. Julal can be reached at 404.223.1058, or via e-mail at steve.julal@vaasprofessionals.com.



HURRY: California's Fair Pay Act (SB358) Demands Immediate Attention From Georgia Employers with California Operations

There are instances throughout our country of women working full-time jobs whose compensation is below — sometimes significantly — that of their male counterparts working full time, similar jobs. The basis for that differential, however, is not always clear. While some surmise that decision-makers — either at the time of hire and/or throughout a woman's career — make compensation decisions using gender-based criteria, others assert the differences are based on bona fide reasons other than sex, like education, training or experience. What is clear, however, is that U.S. women working full-time receive 78 cents for every \$1 men earn nationally and, in California, the differential is 84 cents for every \$1 men earned.¹ For women of color, the "gap is far worse."²

Within this context, the California legislature enacted California's SB 358 (a.k.a. the Fair Pay Act) which became effective on January 1, 2016. For Georgia employers with business operations in California or who are planning to open businesses there, the stakes to ensure employees are being paid on the basis of factors "other than sex" just got significantly higher.³ At its core, the new law appears to have two primary goals: (a) to ensure employees performing "substantially similar work" receive equal pay — or, at least, that any pay differential can be attributed — fully — to factors "other than sex;" and (b) to prohibit discrimination, retaliation and discharge against employees asserting their rights under the law. Specifically, the law requires employers to identify each factor relied upon when making compensation decisions presumably in an effort to "ferret out" the basis for any differentials and to ensure those factors are not gender-based. It also protects employees against discrimination, discharge and retaliation for disclosing their pay information, inquiring about others' pay information, or otherwise pursuing their rights or aiding or encouraging others to pursue their rights under the law. Importantly, however, the law does not require employees or employers to disclose pay information; thus, employees can inquire about others' pay information but no one is obligated to provide it.

What are some other key components of this law? The standard for comparing employees performing "similar" work has become more relaxed. No longer are employees required to find an

opposite gender comparator earning more compensation who performs "equal work" requiring "equal skill, effort and responsibility" within the "same establishment" under similar working conditions to establish an equal pay claim because this law eliminates these "equal" and "same establishment" requirements. Rather, employees are now required to demonstrate that she (or he) and the opposite gender comparator perform "substantially similar work" when such work is "viewed as a composite of skill, effort, and responsibility" and is performed under similar working conditions. These new standards permit an employee to compare herself (or himself) to a potentially larger pool of comparators by focusing on whether employees are performing "substantially similar," rather than "equal" work and assessing "skill, effort and responsibility" in a more fluid manner. Further, the elimination of the "same establishment" requirement now permits employees to compare themselves to other employees who are not working at the same work site or in the same division, but who may be performing "substantially similar" work somewhere else within the employer's business.



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¹ California Senate Bill 358.

² Id.

³ Notably, this law only focuses on wage disparities arising on the basis of gender, not any other protected characteristic like race, national origin or religion.

While employers still can assert lawful reasons justifying pay differentials such as the existence of seniority and merit systems, their ability to assert the “bona fide factor other than sex” defense has been substantially limited. To assert that defense, employers must now, among other things, demonstrate that the factors relied upon to justify the pay differential are “applied reasonably” and “account for the entire wage differential.” Further, the factor(s) relied upon to justify the pay differential cannot be based upon — or derive from — a “sex-based differential in compensation” and such factors must be “job related to the position in question” and consistent with “business necessity.” Business necessity also is defined narrowly as “an overriding legitimate business purpose such that the factor relied upon effectively fulfills the business purpose it is supposed to serve.” Employers are precluded from asserting the business necessity defense, however, if an “employee demonstrates that an alternative business practice exists that would serve the same business purpose without producing the wage differential.” In short, employers must be prepared to identify each factor relied upon to support their pay decisions for each employee, to ensure the factors relied upon are being applied in a reasonable manner, and to demonstrate that such factors justify the entire wage differential existing between the employee and other opposite gender comparators. Moreover, an employer’s business necessity defense is vulnerable to attack from employees asserting the existence of alternative approaches — meeting the employer’s business objectives — that do not result in pay differentials.

This law also creates significant record-keeping obligations for employers. For example, employers are required to maintain records related to

wages and wage rates, job classifications and other terms and conditions of employment. Presumably records supporting the reasons particular compensation decisions are made should be maintained. All such records must be kept for a minimum of three years.

What can employers do to comply with this new law? There are several steps employers can take, including:

Engaging external counsel to review all compensation-related policies and procedures, including assessing pay equity information, to ensure compliance with this new law;

Reviewing and editing, if necessary, employee handbooks and other Company policies and procedures related to discharge, discrimination and retaliation, including complaint procedures;

Updating internal record retention requirements to reflect the new three-year retention period for records of the wages and wage rates, job classifications, and other terms and conditions of employment of the persons employed by the employer; and

Training decision-makers on all of these new requirements. Remind decision-makers that employees cannot be discharged, discriminated or retaliated against for engaging in certain conduct, including disclosing compensation information about themselves or others or inquiring about others’ pay data, because such inquiries are protected under this law. Also, remind decision-makers that they cannot use any gender-based factors when making compensation decisions. **AT**

Congratulations to Charmaine Ward

Senior Director,
Community Affairs

2016
Superwoman Honoree

We salute Charmaine’s
contributions to our community
through her leadership of
many civic and cultural
organizations and her dedication
to a better Atlanta.



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SUPER WOMEN 2016



By Katrice L. Mines and Kamille D. Whittaker
Photography by Alex Jones

An understudyship here, a word of challenge there and every experience in between contributed to the rise of Mary Leftridge Byrd, Dr. Joy Jackson-Guilford, Quinnie Jenkins and Stacy Cole-Bell — women whom we call *Super*.

DR. JOY JACKSON- GUILFORD

Photographed at ZuCot Gallery



Dr. Joy Jackson-Guilford

Dr. Joy Jackson-Guilford is a prodigy. Talk to her about when she knew she started dissecting *things* and before she shares that it was the tender age of 5, you'll be able to gauge that she's known for as long as she could remember that there was just something about science.

Jackson-Guilford exudes a passion for the field so infectious that you can't help but wonder where it all began. Asked what it was about neuroscience, in particular, that captivated her — she credits working with noted neurologist Dr. Cyril L. Moore as the beginning of everything.

"During my undergraduate years at Morris Brown College, I was a part of the Minority Access to Research Careers program for the Atlanta University Center. I had the opportunity to work with Dr. Cyril Moore at Morehouse School of Medicine, where we studied lead and its effects on the brain; that was my first Neuroscience experience. As I entered graduate school, I volunteered for the Diabetes Center at Tallahassee Memorial Regional Medical Center, and I always heard patients say that they were having problems remembering things ... this led me to the desire to study the effects of diabetes on memory."

While matriculating at Morris Brown, Jackson-Guilford attended several pre-medical and biomedical programs held at Brown University and Boston University School of Medicine, where she was accepted into the Early Medical School Selection Program. At Florida A&M University, Jackson-Guilford completed a Master's Degree in pharmaceutical sciences and a Doctor of Philosophy Degree in pharmacology/toxicology with an emphasis in neuroendocrinology, neuropharmacology and behavioral pharmacology.

Today, she is regional manager, Neuroscience Medical Science Liaisons, Global Medical Affairs for AbbVie Inc., a role that allows her to bridge her heart for community and the field that gives her direct access to affecting lives for the better. Her steps to the pharmaceutical company weren't direct, but they were ordered.

"My personal mantra comes from Proverbs 3:6 ... 'In all thy ways acknowledge Him, and He shall direct thy paths,'" she says. "There have been times that I have tried to make decisions or career moves when I thought it was time. I would interview and blow the interview out of the water, but would not get the offer or it would not work out like I expected based on the positive feedback."

"And when I did interview for what was my path, I would get not only what I wanted, but was more blessed than I ever expected. So, I learned to let go and let God."

At AbbVie, each day for her is different from the one before it;

something she loves.

"As a regional manager, I travel with [my seven direct reports] as they visit movement disorder specialists to educate them, train them, and assess their institution or practice to see if they will be relevant study sites, etc., in Parkinson's disease. So every visit is different and my need in every visit is different. If I am not traveling with my team, attending manager's meetings or conferences, I have the pleasure of working from home."

Between the conference calls and projects, the flexibility permits Jackson-Guilford opportunities to attend her children's school functions, volunteer to conduct science experiments and speak at schools about careers in STEM.

The Sparks, Ga., native — who graduated with honors and in the Top Ten of her class from Cook High School in Adel, Ga. — also founded the Coalition for Healthy Communities Inc. in 2007 to help educate minorities on health disparities to help bridge the gap in rural areas. The coalition's focus has been on diseases that disproportionately affect the African-American community such as breast cancer education in minority women and rural areas, chronic kidney disease and diabetes.

Clearly, there are few if any dull moments for the wife and mother of three who's working on a legacy of spreading the love for STEM with young minds.

"I hope that I impart a seed of science that will grow into a career in that area."

Jackson-Guilford has realized through her industry tenure that African-American kids shy away from science. "They feel it is too hard. I am one of two African Americans in my department, one of two African-American managers in the whole medical affairs division and the only African American on the management team in neuroscience," she explains. "I have a strong belief that in order to ensure that research is conducted on patients like me, we must be in those careers to educate physicians who want to help patients that look like me. If I can reach a child early enough, I hope that they too will add to the lack of African-American scientists."

A conversation with Jackson-Guilford — also active in various organizations including the American Academy of Neurology; the American Diabetes Association; Alpha Kappa Alpha Sorority Inc.; and the National Council of Negro Women — Rockdale/Newton Section — will bring another scripture to mind: Luke 12:48 ... "For unto whomsoever much is given, of him shall be much required: and to whom men have committed much, of him they will ask the more."

And to that, she could answer, "done." **AT**

M A R Y
LEFTRIDGE
B Y R D



Mary Leftridge Byrd

Mary Leftridge Byrd finds herself circling back to a conversation of “forever ago,” that sticks like none other. “Albeit brief, a former chief probation officer looked this then earnest young woman in the eye and said, ‘You have no promise and less potential, what’s your name again — Mary? You should not waste your time interviewing for a probation officer position.’ He went on to say if you can type, I might think about hiring you on, but never in a position as a probation officer. The chief, over time, discovered I was strident and completely focused on becoming a probation officer, and the hiring committee recommended me and gave me a start date. He was more than chagrinned, to say the least.”

That was the first step in what grew into a 27-year run in criminal justice, law enforcement and corrections administration — a career marked by profound challenge and incredible opportunity.

“This was a place where women simply were not welcomed; a point in time where we just did not head in any number toward such a career. But this was the best decision I could have made professionally. I have had the opportunity to manage and lead maximum security correctional facilities incarcerating women and those incarcerating men in three states and the District of Columbia.”

Leftridge Byrd served as deputy secretary and assistant secretary with the Washington State Department of Corrections, charged with the investment and implementation of \$26 million to fund evidence-based programs and the strategic direction of 1,100 officers responsible for community-based supervision of 27,000 criminal offenders.

Her later role as regional director, Office of Security Operations, in Seattle, made her responsible for leadership and coordination of TSA security policies and procedures in 81 airports across the states of Alaska, Colorado, Oregon, Washington, Idaho, Montana and Wyoming.

Currently, Leftridge Byrd serves as federal security director, Department of Homeland Security, Transportation Security Administration, Office of Security Operations, Hartsfield-Jackson Atlanta International Airport.

She was instrumental in bringing about significant improvement in administrative requirements, passenger and baggage screening operations, regulatory compliance and stakeholder relationships. She led numerous TSA pilot initiatives and multiple risk-based security initiatives to include: PreCheck, Known Crew Member, and the Department of Defense screening initiative for military service members — all in all, a champion in leading Department of Homeland Security agencies located in the Atlanta metropolitan area into a team coalition as a federal partnership group.

“The process of providing effective aviation security is carried out in a complex, dynamic and diverse environment. It is an extraordinarily complicated challenge. Remaining ahead of evolving threats means all stakeholders and related agencies have to continue to adapt and evolve,” says Leftridge Byrd. “Effective aviation security requires working collaboratively with the industry, the public, and government. There will be increasing opportunities to embrace innovation, working as a collective. Most importantly, we continue to invest in our staff. I say today and will say always, our staff is phenomenal; they are experts and look for training and other opportunities to grow individually and with their teams.”

Most recently, she led the organization in its preparation to open two additional passenger screening checkpoints and an inline checked baggage screening system in support of the \$1.5 billion Maynard Holbrook Jackson International Terminal, which opened in May 2012. This additional terminal increased screening lanes to a total of 55 and four inline screening systems screening 60,000 passengers daily, and clearing more than 42,000 pieces of checked baggage daily.

For the Pennsylvania native, any measure of success is resultant of her family, faith, friends, staff and her husband of 27 years, Embria L. Byrd Jr.; and, too, an accomplishment-rich tenure begs almost constant reflection; the beginning, a common point of departure.

“Over the years I have been guided by these personal rules to: Remember leadership is a verb; begin with the end in mind; understand the title one holds is on loan, not something I have ever or will ever ‘own’; do justly, love mercy, walk humbly; never-ever shrink to fit; care more than most seem to; do not hide your light under a bushel basket; be always and in all ways confident but never, ever arrogant.” In sum, “know myself and what I do well and the drive I am willing to invest to get to the place where I believe I belong — a place where I can serve, a place that makes me remember being at the table is not enough, I have to serve that place when I get there.” A place where few fathomed she would ever arrive.

“After moving on in the field of criminal justice, for years I wrote a personal note to the chief probation officer: ‘Dear Chief — in case you wonder what happened to that Leftridge girl, I am now a State Parole Agent ... Dear Chief, I thought you would like to know I have moved into institution corrections and am now a Corrections Counselor... Dear Chief, I have earned a promotion to Counselor Supervisor and have an office near the Warden of the facility... Dear Chief, I have been appointed as the Executive Assistant to the Warden... Dear Chief, I read of your illness and hope you will soon be doing better...’”

Later to the wife of the late chief, she wrote, “I am very sorry to hear of the Chief’s passing. I will always be grateful for his challenging words to me ... he would likely be amazed.” **AT**

STACY COLE- BELL



Stacy Cole-Bell

Stacy Cole-Bell once told five of her friends to bring a handful of their friends so that they could meet and give another recently transplanted associate a hearty, southern welcome to Atlanta. No pretense, no expectations, or undue focus on career, just professional women connecting informally and having a good time in the city. Factor in both good times and intentions, and months later, what was supposed to be a one-time occasion turned into a monthly rendezvous of connection-seeking women, all embodying the wisdom that Cole-Bell finds herself imparting to anyone who will lend an ear: “Be fearless. Take more risks. Break a few rules. Despite the best thought out plans, life has a way of happening. And somehow, some way, things always work out just as they should; so in the meantime, enjoy life, be more courageous and step out on faith.”

If her life could be surmised in a theme, it would be *connecting* — a trait that no doubt serves her well in her board appointments to the Urban League of Greater Atlanta, Cool Girls Inc., Women in Cable and Telecommunications, and Literacy Action, Inc; and her memberships in the Georgia Association of Black Women Attorneys and the National Association of Multi-Ethnicity in Communications. It's the faith factor, however, that provides her with the rules of engagement for life, she says.

“My mother taught me that before any big decision, the first thing you must do is pray. I watched her kneel and pray every night until she was unable to do so. As a result, I find myself doing the same thing.”

Step one: Learn by example; step two: *heed*.

“When faced with a difficult decision I find a quiet place and pray. In moments of stillness and silence I am able to have a conversation with God and ask for his guidance on whatever is troubling me at the moment. If I can't seem to hear God's words or find clear direction, I turn to the mothers of my church and members of my family. For me, I find that my elders have experienced just about everything that I am facing or will face and collectively, with all of those avenues, I manage to find my way to the answer that is correct for me. And once the situation has resolved

itself- whether I like it or not. I thank God for seeing me through the challenge or for those unanswered prayers.”

Step three: *lead*.

Of the answered prayers, Bell-Cole finds herself — 10 years in — astutely riding the waves of the ever-cresting cable industry as the director of Government and Community Affairs with the Central Division (Louisiana, Mississippi, Arkansas, Alabama, Georgia, South Carolina, Florida, Tennessee, Kentucky, Illinois, Indiana and Michigan) for Comcast Cable Communications. Coming to the directorship with deep roots in communications as the former director of Government Relations Charter Communications, Georgia, and senior assistant city attorney with the City of Atlanta Department of Law representing the Mayor's Office of Communications on cable and telecommunication matters and the Department of Procurement, Cole-Bell is responsible for establishing and maintaining relationships with elected officials at the local, state and federal level. Additionally, she serves as a liaison between the corporate and regional Community Affairs teams, where she works with the regional teams to implement corporate and community investment and public affairs initiatives.

“A digital divide exists,” says the Gonzaga University School of Law graduate. “As a company with a strong commitment to giving back to the community we have developed a community investment program to address the barriers to adoption of broadband in the home. As more families become connected to the Internet, children will have access to educational tools, parents can search for jobs and the family is connected to the larger world.”

Digital divides, notwithstanding, it's the future she's looking forward to connecting to.

“The cable industry has changed significantly. We are no longer a cable company. We are an entertainment, media and telecommunications company — focused on products and services that will improve the lives of our customers and employees-from voice activated remote control, TV on your phone, laptop and in the home. This is an exciting time for the industry.” **AT**

QUINNIE JENKINS



Quinnie Jenkins

“There’s nothing like seeing your goals on paper and being able to cross them off the list one by one.”

That’s one of Quinnie Jenkins’s secrets to getting where she’s trying to go — writing the vision.

“I so wish I was into vision boards,” she muses. “However, that has never been of interest to me when thinking about my goals. I journal almost every day, and everything I want for my work and personal life is written there. I love journaling because I can go back and read my thoughts, fears, hopes, dreams and goals from a year or two ago. It’s nice look back and know that I’ve accomplished the things that are written but also lights a fire in me when I’m falling short.”

All in all, it has worked for the communications and aviation executive, whose full-time role is regional leader of Community Affairs & Grassroots at Southwest Airlines. Jenkins works to establish and strengthen relationships with key businesses, civic, community, and political leaders in markets across the country, and represents Atlanta, New Orleans, Birmingham and several Caribbean destinations.

In her downtime from a quite literal jet-setting schedule, the New Orleans native lends herself to community work, serving on the Board of Directors of the Georgia Chamber and the Advisory Board of the Metro Atlanta Chamber of Commerce, and Usher’s New Look as well as volunteering with charitable organizations such as March of Dimes, Hands on Atlanta, Habitat for Humanity, American Cancer Society and the YWCA of Greater Atlanta.

From boardrooms to airports, Jenkins’s workday is — at times — seemingly around the clock. The moniker superwoman could be applied here; a title she’d embody rather than boast.

“When I think of a superwoman, lots of things come to mind; a woman who loves God first, is smart, accomplished, a mother, a sister, a daughter ... a wife and the list goes on and on. A superwoman can wear all these hats and do it with style, class and grace.”

Noted.

Prior to joining Southwest Airlines, Jenkins spent six years on the Corporate Communications team at AirTran Airways where she was responsible for all internal communications, corporate volunteerism and serving as company spokesperson, as needed. Before entering the aviation industry, she spent time cultivating her communication, marketing and public relations skills as a public relations coordinator at Shepherd Center and sales & marketing assistant at WGCL-CBS 46, both in Atlanta.

She was named a 2015 Bridge Builder by Atlanta Technical College, 2015 Business Leadership Award from Women of Distinction and one of Atlanta’s 100 Black Women of Influence by the Atlanta Business League — for both her business and charitable contributions to the community.

So, how does she take time for herself? Simple: An escape that doesn’t require luggage. “I read quite a bit ... it’s my escape from the real world. I love professional development books, self-help books and my bible,” Jenkins says. “Southwest Airlines also has a wonderful training and development concept called SWA University. Professional development courses are offered free of charge to all employees.”

And so it’s easy to connect the dots from where she started to where she is today.

“I look to myself for accountability as I am responsible for everything that happens in my life,” she continues. “My happiness is solely my responsibility and holding myself accountable prevents me from disappointing myself. When I first entered the work force, I was always so afraid to make mistakes and even more afraid to talk through a mistake — it made me so nervous. But, a wonderful leader shared with me that mistakes are common and made every single day from entry level to corporate level. The key is owning it and learning from it. There is a lesson to be learned in every single mistake, professionally and personally.” **AT**

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WOMEN TO WATCH

Charmaine Ward



Charmaine Ward is passionate about creating value in the community. As senior director of Community Affairs for Georgia-Pacific, she is responsible for corporate philanthropy and community affairs. She manages charitable giving, strategic community partnerships, and volunteerism across the country. In her role, Ward works closely with internal executives, as well as community, civic, and government leaders to develop sustainable initiatives that create value in Georgia-Pacific communities.

She has held senior-level positions with IBM, Showtime Networks, Bank of America and John H. Harland, and has created tremendous value as a corporate leader in the areas of corporate philanthropy, community affairs, diversity, marketing, and sales.

Ward is a noted speaker on topics including philanthropy, professional development, women's empowerment, leadership development, personal branding, and entrepreneurship. She is also a serial entrepreneur, a certified John Maxwell Leadership Coach, and an Associate Certified Coach with the International Coaching Federation.

Her service to the community is widespread. She serves on the National Black MBA national board, is vice chair of the National Black Arts Festival Board, immediate past president of the National Black MBA Association, Atlanta Chapter and serves on the boards of the Atlanta Business League, Urban League of Greater Atlanta, On Board, Kenny Leon True Colors Theatre, and National Coalition of 100 Black Women, Metro Atlanta Chapter Advisory Board. She has formerly served on the City of Atlanta Ethics Board and PAGE (Professional Association of Georgia Educators). She is a member of Delta Sigma Theta Sorority Inc. and Dogwood City Chapter of the Links Inc. She is also an alumna of United Way VIP, Education Policy Fellowship Program (EPFP), Leadership Georgia, and Leadership Atlanta.

Ward graduated Magna Cum Laude with a B.A. in Economics from Clark Atlanta University and earned an MBA with honors from Kennesaw State University. A native of Chicago, she is an avid reader, loves the theatre, and enjoys international travel.

Autumn Bailey



A nine-year resident of Atlanta with York, Penn., origins, **Autumn Bailey** has been deemed as a results-driven and highly qualified entertainment executive specializing in independent film production and distribution. She completed her undergraduate studies in mass communication with a minor in philosophy at Shaw University.

Bailey is the founder of Autumn Bailey Entertainment whose mission is to produce high quality feature films and television shows. She has worked on more than three dozen independent film projects as a producer and has assisted numerous filmmakers secure film distribution for their projects, and is also a member of the Producer Guild of America.

Her passions are “to help others, give back and connect individuals from various backgrounds and cultures to achieve a common goal in furthering their entertainment careers.” Playing a pivotal role in expanding awareness of the indie film community in Georgia, she founded the Georgia Entertainment Gala in 2013, attracting more than 1,800 people to Atlanta annually to celebrate Georgia’s talent rise in television and film. Through this gala, Bailey has garnered the support of numerous community leaders, brands and organizations.

She is currently producing several film and television projects and is a highly sought after indie producer with more than 14 films under her belt both on the small and big screens. Of those films, she has received multiple accolades and won numerous awards. She has expanded her brand on the East and West coasts of the United States to further her reach in assisting indie film communities.

Aside from being a producer, Bailey is also committed to community enrichment and charitable organizations. Through her Get Connected Atlanta monthly industry mixer established in 2011, she donates to various social organizations across Georgia while providing a networking opportunity platform for novice and seasoned industry professionals.

Beverly D. Thomas



Beverly D. Thomas is vice president of communications and public affairs for Kaiser Permanente of Georgia. With the organization for 22 years, she has executive responsibility for public, media and community relations, local government relations, corporate communications and issues/crisis management. She also oversees a \$40 million community benefit program.

Prior to joining Kaiser Permanente, she was vice president of public and community relations for the Grady Health System, which included the largest tertiary hospital in Georgia, the area's only level one trauma center, a pediatric hospital, a long-term care facility and a network of free-standing outpatient clinics. Prior to her career in public relations, she was a reporter for the *Atlanta Journal-Constitution* and the *Columbus Enquirer*.

Thomas has been active in community and professional organizations throughout her career. She is currently a member of the board of the Georgia Campaign for Adolescent Power and Potential, the organization founded by Jane Fonda to address teenage pregnancy in Georgia. In 2013, she completed service as vice president of the board of the Atlanta Women's Foundation and co-chair of AWF's CEO search committee.

Active in the community, Thomas serves on the board of the Georgia Campaign for Adolescent Power & Potential. She is past chair of the boards of AID Atlanta, Leadership Atlanta, and the Georgia Center for Non-Profits. She has also served on the boards of the YWCA of Greater Atlanta and Visiting Nurse Health System. A former state president of the Georgia Society for Hospital Marketing and Public Relations, Thomas is a current member of the Public Relations Society of America. She was selected for membership in the Atlanta Chapter of International Women's Forum in 2013. In recognition of her professional accomplishments and community service, she was named one of 10 Outstanding Young Atlantans early in her career and later to the YWCA Academy of Women Achievers.

A native of Columbus, Ga., Thomas holds a master's degree in public administration/public policy and a Bachelor of Arts degree in journalism, both from the University of Georgia. She also attended the Kaiser Permanente executive program at Stanford University.

Christian Ross



Service is what **Christian Ross** a.k.a. “Atlanta’s Real Estate Maven” loves to do.

Running the tech-based real estate brokerage, Village Realty, she is the senior vice president and managing broker for the firm located at Atlanta Tech Village, the premier hub for technology startups in the Southeast. In that role, she is responsible for setting the culture while communicating and implementing the company’s vision, mission and strategic goals as well as coaching agents for success.

For 10 years, Ross has helped luxury condo buyers and sellers in Atlanta and the Caribbean with clients from a host of locales including Europe, South America, Africa, the Middle East and Australia. She loves learning about cultures and people, and achieves and satisfies both through her work with client, travels and volunteer work.

In 2014, she served as president of the Women’s Council of Realtors’ Atlanta Chapter, the largest chapter in the state. The organization boasts a network of over 225 chapters across the country and is committed to raising the bar in the industry. Since 2006, she has been active with the Atlanta Board of Realtors, serving on numerous committees and recently started a three-year team on their Board of Directors serving over 6,700 Realtors. She also recently joined the Board of Directors for the Midtown Neighbors Association to have a greater impact where she lives.

Ross’s unique flair has given her the opportunity to make appearances on HGTV’s House Hunters as well as several magazines and media including *The Atlanta Journal-Constitution*, NPR, Realtor.com, Simply Buckhead and others.

The Maryland-born realtor holds a Bachelor of Arts degree in mass media arts with a concentration in public relations from Clark Atlanta University. In her spare time you can catch her doting on her husband of nearly 10 years, absorbing all things real estate, traveling, reading a business book or self-help book and dishing out relationship advice.

Teri Plummer McClure



Teri Plummer McClure has responsibility for Human Resources, Employee Communications, and Labor Relations for the company's more than 400,000 UPS employees. She advises and supports the UPS Board of Directors and is a member of the Company's Management Committee, the team responsible for setting strategy and profit and operating plans for the company's worldwide operations.

A native of Kansas City, Kan., Plummer McClure received a bachelor's degree in marketing and economics from Washington University in St. Louis, Mo., and a Juris doctorate degree from Emory University School of Law in Atlanta. She began her legal career in private practice focusing on labor and employment-related civil litigation and prior to joining UPS, practiced with the Troutman Sanders law firm in Atlanta.

Plummer McClure joined the UPS Corporate Legal Department in 1995, and was promoted into various legal roles including vice president. In 2003, she became president of the Central Florida District. Before returning to the Legal Department, she held special assignments in UPS logistics and distribution and served as UPS Compliance Manager. She was appointed general counsel and corporate secretary in 2006; and most recently served as Chief Legal, Communications and Compliance Officer, a position she accepted in 2013.

In addition to her corporate responsibilities, she is a member of various bar associations and serves on the board of trustees of The UPS Foundation, which distributed more than \$52.2 million in charitable giving in 2014. Plummer McClure also serves on the boards of Lennar Corporation, Heart for Africa, The Task Force for Global Health and the Emory University Board of Trustees. She has served as former co-chair of the Georgia Supreme Courts Committee on Civil Justice and most recently received the 2014 General Counsel of the Year Pathfinder Award from the National Bar Association and the 2013 Exemplar Award from National Legal Aid & Defender Association.

She lives in Atlanta with her husband and daughters where they are active with many church-related, civic and community organizations.

Tanya Hairston-Whitner



Tanya Hairston-Whitner currently serves as vice president and general counsel for Concessions International, LLC. She serves as a member of the company's executive management committee, the team responsible for setting strategy, profit and operating plans for CI. Hairston-Whitner's other responsibilities include managing the capital projects department, the purchasing division, facilities maintenance department, and all of CI's legal functions, including litigation, employment, real estate, subtenant management, regulatory compliance, ACDBE program oversight, store operations, risk management, government relations and intellectual property.

Prior to joining CI in 2011, she was a partner with the law firm Kilpatrick Stockton, LLP (now Kilpatrick Townsend), where she advised large real estate and corporate clients on a broad range of sophisticated real estate transactions, including development, acquisitions, disposition, leasing and financing.

Hairston-Whitner is committed to serving the community. She is vice president of the board of directors for Park Pride, chair of the Student Affairs Committee and member of the Bentley University board of trustees and is active with the Atlanta Chapter of Jack & Jill. Previously, she served as the chair of the board of directors for the Center for Black Women's Wellness from 2003-2014.

She attended Yale Law School and Bentley University where she earned a Bachelor of Science degree in economics and finance.

Yvette Cook



Yvette Cook is currently serving as the president and CEO of Usher's New Look, a global youth leadership development organization.

Prior to joining Usher's New Look, she served as senior vice president, chief marketing officer for the United Way of Greater Atlanta and chief strategy officer for Georgia Public Broadcasting. Cook is a highly accomplished visionary leader with an outstanding record of innovative leadership and success, spanning more than 20 years. She considers herself a humanitarian and is passionate about social justice and equal rights across the globe. She has dedicated her life's work to serving others, primarily women, children and youth in underserved communities.

Cook earned a Bachelor of Arts degree in public affairs and political science and a Master of Arts in mass communications from the University of Denver, Denver, Colo. She is a Leadership Development Graduate from the Center for Creative Leadership and holds a Certificate in Personal and Executive Coaching from the CAPP Institute.

Arlethia Perry-Johnson



Arlethia Perry-Johnson is vice president, Strategic Communication and Marketing, Kennesaw State University, and founding project director, University System of Georgia's African-American Male Initiative.

Perry-Johnson has enjoyed a 30-year communications career that spans public, investor, media and university relations, launched after early success in print journalism, as well as broadcast and cable TV. She joined Kennesaw State University as special assistant to the president for external affairs in 2006, after serving nearly 12 years as the chief communications officer for the Board of Regents of the University System of Georgia. In August 2010, Perry-Johnson was promoted to vice president of external affairs at KSU, and in 2015, was named vice president of Strategic Communications and Marketing for the newly consolidated University. She is charged with enhancing KSU's national visibility, profile and expanding the institution's external positioning. She also serves as a member of the President's Cabinet.

Perry-Johnson joined the Board of Regents' staff in 1995, as assistant vice chancellor for media and publications, charged with building a new public relations operation and elevating the University System's national profile. Named associate vice chancellor for media and publications in 2002, she continued developing and implementing communications strategies that impacted, positioned and marketed the state's then-35 public colleges and universities.

Perry-Johnson is active in several professional and civic organizations. She serves on the executive committee of the Georgia Council on Economic Education and chaired its Communications Committee for four years. She has served on the board of Board of Directors Network Inc., and on the board of directors and the executive committee of Communities in Schools of Georgia.

She earned a Bachelor of Arts degree in journalism and communications from Point Park University, in Pittsburgh, Penn; and is a graduate of the 2015 Executive Leadership Academy at the University of California, Berkeley; and the 2015 Managerial Leadership Program of Emory University. In 2012, *Diverse Issues in Higher Education* named her one of "25 women leaders who are making a difference."

Marquetta J. Bryan



Marquetta J. Bryan is a native of Atlanta, and attended Atlanta Public Schools for her entire K-12 education — graduating from Benjamin E. Mays High School with distinguished honors.

Bryan is of counsel in Nelson Mullins Riley & Scarborough LLP's Atlanta office; admitted to practice in the state and federal courts of Georgia and the Eleventh Circuit, and the Supreme Court of the United States. She passionately focuses her legal practice on serving as counsel to the three large school districts in metropolitan Atlanta — Atlanta Public Schools, Fulton County School System and DeKalb County School District. In her role, Bryan is instrumental in influencing policies and practices toward creating quality education opportunities for children in metropolitan Atlanta.

Prior to joining Nelson Mullins, she was a partner in another Atlanta litigation defense firm, where she represented a host of public and private entities in the areas of education law and employment law; and defended public and private entities in general, business, and other commercial law matters. Prior to that, she was a regional attorney advisor with the U.S. Department of Housing and Urban Development, where her litigation outcomes influenced urban housing policies.

Bryan earned a Bachelor of Arts degree from Emory University in the dual majors of religion and sociology. In 2002, she graduated cum laude from the Cleveland-Marshall College of Law.

In 2014, Bryan was the recipient of the Justice Robert Benham Community Service Award from the State Bar of Georgia's Chief Justice's Commission on Professionalism. From 2009 to 2012, she served as a member of the Board of Directors for the Young Lawyers Division of the State Bar; cofounded the American Bar Association recognized youth legal education/mentoring project, "If You Can See It, You Can Be It" in 2007; and is a member of the Georgia Association of Black Women Attorneys.

She resides in Atlanta with her husband Creighton Bryan, their three children, Campbell Madyson, Carrington Mason and Clayborne Mathis.

Pamela Sturdivant Stephenson



Pamela Sturdivant Stephenson is the founder and managing partner of the law firm of Stephenson Reynolds Law Group where the majority of her time is spent focusing on human rights. In 2002, she was elected to the Georgia General Assembly, House of Representatives and currently serves on the Judiciary, Health and Human Services, Intra-governmental Committees and Model Code Review. Additionally, she currently serves as the vice chair of the Rockdale Legislative Delegation; General Counsel and Chair of the Health Committee for the Georgia Legislative Black Caucus.

Prior to entering the private sector in 2000, Stephenson served in the public sector for over 15 years. She was appointed by Governor Zell Miller as executive director of the State Health Planning Agency. When she left the public sector, Governor Roy E. Barnes appointed her to the State Medical Education Board where she served as the board's vice-chairperson. In 2001, DeKalb County appointed Stephenson to The Fulton-DeKalb Hospital Authority which oversees the largest hospital in the State of Georgia. She was elected the chair of The Fulton DeKalb Hospital Authority in 2006 and served as the president and CEO. She is currently the vice chair of the Fulton-DeKalb Hospital Authority and serves on the Board of Directors of the Grady Memorial Hospital Corporation.

Stephenson has studied at and received degrees from Eastern Michigan University, the University of Michigan, and a holds a Juris Doctorate; she also attended the Harvard University's John F. Kennedy School of Senior Executives of State and Local Government Program.

She been named Freshman Legislator of the Year, "One of Atlanta's Most Influential Black Women" by the Atlanta Business League and a "Woman Who Rocks" by Blacks in Government. In 2014, she was named Woman of the Year by the Federation of Democratic Women and is currently an elected member of the Democratic National Committee.

Stephenson is a member of the State Bar of Georgia, the American Bar Association, the National Bar Association, and the National Coalition of 100 Black Women. **AT**

Stress Less in 7 STEPS

By HealthWomen

You know the feeling: the more you do, the more it seems you have to do. As challenges mount in your work, relationships, finances and health — sometimes in several areas of your life at once — they can easily turn from trying to overwhelming.

The source of your stress may be temporary, such as producing a big holiday party, so the pressure ends in a short time. More serious stressors are long-lasting or out of your control, such as what the stock market is doing or a major medical problem.

Yet, often, we take responsibility for solving every detail, every problem, every adversity, whether it's realistic or even sensible to do so.

"Women are always chronically multitasking and under stress. This year (with the economic crisis), in particular, it's more difficult," says Nancy Molitor, PhD, an assistant professor of clinical psychiatry and behavioral sciences at Northwestern University, Feinberg School of Medicine, Chicago.

Preventing stress in real life may be virtually impossible, but managing it well is extremely important for both your physical and emotional health.

When stress hits

Stress floods your body with hormones, weakens your immune system, affects brain function and worsens many chronic medical conditions.

While short-term stress might cause worry or a sleepless night, stress that lasts longer can produce or contribute to high blood pressure, digestive difficulties, fatigue, heart problems, neck and back pain, obesity, breathing disorders, headaches, insomnia, anger, depression, lowered sexual desire, and more. Fortunately, there are many good ways to short-circuit the effects of stress.

People differ in what triggers their stress as well as in which methods successfully manage it. What works to lower your stress might not work for your best friend. The wisest course is to find several effective de-stressing techniques. "You have to have a whole bunch of things in your toolkit," says Dr. Molitor, who is also a psychologist in private practice in Wilmette, Illinois, and a Public Education Coordinator for the American Psychological Association.

To manage stress, she says, you need to develop ways to pace yourself and take time out. Stress relievers are vital, she adds, "like paying yourself first, or putting on your oxygen mask (on an airplane) before taking care of your kids."

Facing challenges

Ramona Russell has been on the Stress Express ever since going to college full-time while working three jobs. "I have a very Type A personality and I'm intense. I'm a recovering perfectionist," she says.

When she was 29, Russell had a demanding job working for a start-up nonprofit organization in Sacramento. "I did everything, from training volunteers to public relations and marketing." Then the unthinkable happened: her younger sister, Liz, just 26 years old, was diagnosed with advanced breast cancer. At the same time, the nonprofit Russell worked for began to sink. "It made what was going on with my sister so much worse," she recalls.

Although she had not been much of an athlete in her teen years, Russell had taken up running after college and ran in a marathon the year before her sister's diagnosis. After her employer folded, Russell put off looking for another job so she could help with her sister's care. She credits regular running (about 25 miles per week when she's not training for a marathon) with reducing the ongoing stress she was experiencing. "It helped keep me focused and enabled me to better support my sister," she says.

Repetitive exercise, such as running, brings forth the stress-busting "relaxation response," according to research conducted by Herbert Benson, MD, of the Benson-Henry Institute for

Mind Body Medicine at Massachusetts General Hospital and Harvard Medical School. Benson and his colleagues found that the relaxation response changes the way your body and brain react to stress. Put simply, you slow your metabolism, heart rate and breathing; lower your blood pressure; and reduce muscle tension. Recent research shows that the relaxation response can change gene expression for long-term benefits.

That process worked for Russell as she coped with her sister's illness and death, the loss of two other young family members and separation from her brother, who enlisted and went to war. "When I run, I feel things melt away," she says. "It gives you energy you didn't have." Running also sparked an idea for a business that Russell, now 33, created in her sister's memory. Called Uptown Liz (www.uptownliz.com), the shopping Web site refers customers to products that benefit charitable causes.

Stress-busters that work

Don't worry — you can get good stress relief from exercise without



The Role Conversion, Mobile Sites and Apps Are Playing in Modern Customer Engagement



About the Author:

Brent Leary is a partner of CRM Essentials. He is co-author of "Barack 2.0: Social Media Lessons for Small Business." You can follow him on Twitter at twitter.com/brentleary

The money being spent on email campaigns, social and other activities to get prospects to corporate websites is extensive. But for the most part these folks are coming to a site only to get a very vanilla experience. We now know generic, impersonal experiences don't drive business like relevant, personalized experiences do. When someone comes to your site, you've got a lot that you're wanting to communicate, and a lot that you could be showing them.

Focusing more marketing time and effort on lead conversion and customer retention

You have to continue the conversation that was initiated via emails, display ads, etc. Take into consideration where they clicked through from in your online ecosystem. Was it a specific offer they're responding to? Was it sent to them for a specific reason? Can you mirror the context of that interaction once they reach the site, and then make their experience much more streamlined and relevant, leading to conversion?

Companies are finally realizing that the Web, and more importantly, mobile sites and/or mobile apps, are now their most immediate relationship with their customers. But we have to get to a point where customers are feeling valued by providing them great, personalized experiences in the channels they prefer. The more we do that the better metrics you'll be able to see in your analytics. Not just "time on site" or engagement. But

a metric of great importance — customer lifetime value; the longer your content can help extend the amount of time customers remain customers, the more revenue is generated at lower acquisition costs.

Mobile Sites vs. Mobile Apps: When does each make sense?

According to Drew Burns, principal product marketing manager at Adobe, consumers go to a company's mobile site much more when they are at the exploratory stage; if they're doing price comparison, or want more information on a specific product/service you're offering. But when they're using the mobile app, this is much more of an engine for customer loyalty. They're usually a customer at that point, and they're downloading the app for a specific purpose.

Burns says mobile app adoption among financial services is skyrocketing, because people can do a lot of their online banking through a mobile app. Airlines today are taking advantage of mobile apps for getting your boarding pass, making seat changes, seeing your priority level, seeing additional rewards, maybe even seeing what they could find in a specific airport. The more that you're able to engage and show the customer you value them, the more stickiness and brand loyalty they'll have over time.

Burns says when companies optimize their mobile app, they focus on core features they know their customers want. And they're looking at analytics to see what customers are using the mobile app for most. How is it functioning? How can they reduce steps and make it easier? Then what you bring up is that next stage, that valuable contextual information. Where is this person? What do we believe they're doing based on their location, and past intents that they've shown us? Are they near a specific location that we might be able to push a new notification to them about a deal? Are they near a competitor that we maybe want to steal them away from?

There's a lot that can be done in terms of mobile apps and in-app messaging, if you're able to turn context into targeted communication. But if you focus too heavily on using generic messages to generate new leads, you'll find it harder to build customer relationships that last. **AT**



3 HABITS OF SUCCESSFUL WOMEN



Eileen Gray

1. *Where there's a will, there's a way.*

I was married, divorced, and mother to a 3-year-old all before my 19th birthday. Whenever I could get a baby sitter, I would party with my cousin and her college friends. I found them no different or better than me even though I was a working single mom and they were pre-med or pre-law college students. I wanted many of the same things as my new friends, a college education and a fulfilling career. My

mother always said, "Where there's a will, there's a way." Even though it initially looked bleak, I did find a way to pay my college tuition and living expenses through government grants, food stamps and the perfect part-time job. I graduated in four years with a decent GPA from the University of Maryland and found a great job. Throughout my personal and work life, I have found that if I want something bad enough, **I will find a way to make it happen.**

2. *Widen your horizons.*

My mother widened her horizons when she moved from Schenectady, N.Y., to Washington, D.C., in 1942, at the age of 22 for a "good government job." Years later, she would encourage me to widen my horizons. During my senior year of college, I was offered a management trainee position by a *FORTUNE* 1000 company. I would have to move

from Washington, D.C., to a small southern town. The thought of moving south to work at a large manufacturing facility didn't have much appeal at first. The decision to take the job changed my life and launched my professional career. I learned that widening my horizons also meant being open to different types of people and experiences. It meant getting past my initial cultural discomfort and being open to what was there for me in this East Tennessee town. It meant learning to enjoy horseback riding, white water rafting and country music. It meant developing friendships with men and women who chew tobacco. It meant enjoying a taste of moonshine every now and again.

Through the years, widening my horizons has kept me curious about other cultures and religions. This has allowed me to learn about others and build relationships based on common ground.

3. *There are two sides to every story.*

I grew up listening to my dad, a community activist and son of the South, vigorously debate race and politics with my mother and other adults. His solutions could be radical, but as a young idealist, I could understand his perspective. My mother was more traditional with a belief in personal accountability and divine intervention. I understood her point of view as well. This ability to listen without judgment and understand both sides of any story has helped me work with and lead others. Everyone wants to be heard and have their point of view acknowledged even when there is no agreement. Many times the truth is always somewhere in-between.

Eileen Gray is a Human Resources and Talent Development executive who is passionate about helping organizations drive high performance by leveraging the talent and engagement of its human capital. Throughout her career, the training facilitator for Gray & Associates has worked to support leadership development, diversity and inclusion, selection system design and culture change initiatives.

Cheryl Cofield

1. *Have courage.*

I was 5 years old when Dr. Martin Luther King Jr. was assassinated. On that day, I decided certain things were worth dying for, and vowed to become Martin Luther King Jr. when I grew up. While I eventually learned I could not become him, I began courageously fighting for justice, fairness and freedom that very day and have never wavered far from the fight.

I carried courage into my first career as a civil rights attorney and then as an employment discrimination lawyer. Determined to demonstrate a commitment to my people, I leaned into discomfort, kicked beds where ugly giants slept, and crusaded for what was right even when I felt alone in the struggle.

When a divorce left me vulnerable and afraid, and all of a sudden a single mother, it was courage that again accompanied me. I packed my 5-year-old and moved to rural Arkansas to eventually navigate

Walmart Store's global home office during the largest discrimination lawsuit in history. I remember the grueling decision to get a blonde weave to mask the terrifying notion of "driving black" while in a small Arkansas town. I remember struggling against the decision politically and culturally and then deciding to strategically trade hair authenticity to gain access to a place at the table in one of the world's most powerful board rooms.



(Continued on page 58)

FEEL GREAT *(with these tips)*

Your schedule is hectic and fitting in time for what enriches your mind and body is not always at the top of the list, but it should be. No, you may not always be able to catch a spin class after work or make your favorite all-organic meal every night. There are, however, some things you can do to change things up and make life a little more interesting for the better.

Do something you love...

Every day. Doing something small for yourself every day is a great way to enhance serotonin levels in the body to raise those feel good hormones on a regular basis, according to OneGreenPlanet.org. It will also help to divert your focus from life's stressful demands. Instead of passing idle time thinking about a problem, put that energy into a positive activity.



Sip Mint Tea

Peppermint tea helps to move gas through the body as it accumulates, rather than causing bloating, cramping, and stomach discomfort. It also enhances mental focus. Because of its cool, refreshing flavor and invigorating aroma, it can help you stay alert, focused and less anxious. The aroma of peppermint tea can also boost mental performance, making tea a useful drink for students, employees in the workplace or anytime alertness and energy are required.

Get a massage

Massages cause specific physiological and chemical changes to cascade throughout the body, with profound effects. Research shows that with massage: decreased anxiety, enhanced sleep quality, greater energy, improved concentration, increased circulation, reduced fatigue.

So, don't just think of them as some luxurious getaway you do on special occasions; treat yourself more often.



Replace your sneakers

How do you know when it's time to replace your walking shoes?

Once you find a comfortable pair of walking shoes that you like *and* that support your feet well, it is hard to part with them. But according to About.com's health experts, walking and running shoes have a limited life span. With each step, you are breaking down their cushioning and support. By 500 miles, most shoes are dead and need to be recycled or saved for non-exercise purposes.

The 500 mile limit = replace every three to six months.





Garlic, anyone?

Did you know that garlic can combat sickness, including the common cold? Garlic supplementation is known to boost the function of the immune system. A study by the National Institutes of Health found that a daily garlic supplement reduced the number of colds by 63 percent compared with a placebo. Not only were participants in the study less likely to get colds, they recovered faster if infected.

Garlic can also lower total and LDL cholesterol. For those with high cholesterol, garlic supplementation appears to reduce total and/or LDL cholesterol by about 10 to 15 percent.

Socialize

Everyone needs to feel loved and supported. Several studies report fewer colds, lower blood pressure and lower heart rates in participants with strong social ties. Research has shown that people with regular social ties are significantly less likely to demonstrate cognitive decline when compared to those who are isolated.

Share a meal. Eating a healthy diet is important, and, yet, perhaps the greatest aid to digestion is the company of others. Or even if the normally solitary act of reading a book is your way of relaxing, consider joining a book club to share thoughts and socialize.



Rise and shine

We understand that not everyone is a morning person. But research has shown 6 a.m. is the most common time that people work out *and* stick with it. Contrary to what some believe, you can set the tone for your day as soon as your feet hit the ground. And starting things off with a stimulating activity, like exercise or prayer and meditation can be a boost to your overall wellness as you're more likely to keep a routine better at the beginning than trying to fit it in as the day progresses. **AT**

Mentor, Coach and Sponsor — What's the difference?

If you're ever uncertain about the differences between a mentor, a coach and a sponsor — and there are plenty — Karmetria Dunham Burton, director, strategic programs and supplier diversity, Delta Air Lines, makes it plain: "A mentor talks *to* you; a coach talks *with* you; and a sponsor talks *about* you."

Simple enough. Here's more:

Mentors Talk To You

In the old model, companies would set up formal arrangements whereby "old heads" would show novices "the ropes," — how to navigate corporate culture, how and when to ask for raises, for example. Nowadays, the best mentoring relationships often are more loosely structured where the primary focus tends to be more abstract: building business savvy, self-confidence and awareness; as well as modelling sound temperament amidst shared challenges — often within the same or similar industries. The arrangement is often mutually beneficial as mentors often report being as deeply enriched through teaching and guiding as their protégés are in listening, observing and receiving.

Coaches Talk With You

Coaches are hands-on and are particularly focused on identifying areas in your professional profile where you need the most improvement and growth. Through constructive interaction, they point out skills needing development and guide you in goal-setting,

plus they help you recognize the obstacles you need to overcome to fully capitalize on opportunities.

Sponsors Talk About You

Sponsors are well-respected business professionals in positions of power (generally, the more senior, the better) who have networks of relationships they can tap into to influence key decisions. A business professional with a sponsor simply has a better chance of getting hired, promoted or assigned to a coveted project than someone on his own; in fact, it can be difficult to survive long-term in a large company without having an effective sponsor — someone who can help protect your position in tumultuous times, and who can help get you promoted in times of opportunity, provided you've done your part. Think of a sponsor as an advocate in your corner who has the ear of those who can make or break your next move. There may not be any standing coffee meet-ups or ongoing conversations, but they speak well of you when it matters — in the clutch. **AT**

leisure **power**

Welcome to your downtime



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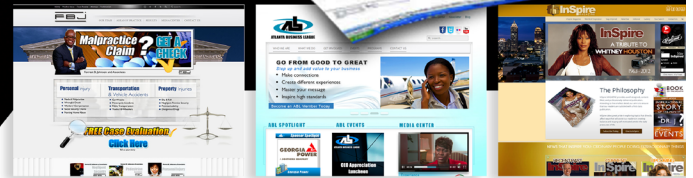


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WEEKENDER

PONCE CITY MARKET



There's simply no other place like it in the entire region; and intentionally so. At the cross-section of the Historic Old Fourth Ward and Poncey Highlands and a Beltline dropping point, Ponce City Market (Nee: "City Hall East") is massive. And bustling. And charming. All at once. With so many amenities — retail space, residential trappings, and a communal, faux-dock food hall that is easily the center of attention, only an actual waterfront would make it a perfect 10.

TRY: Biltong Bar, a South African-inspired store and food counter from the owners of 10 Degrees South and Yebo; and the Middle Eastern cuisine of Marrakesh, the brainchild of the owners of Fuego Mundo in Sandy Springs.

LISTEN: PCM will feature local music acts and concerts for free every other Thursday from 6:30-8:30 p.m.

DO: Exercise your freedom to assemble at General Assembly, located on the second floor of the Central Food Hall. It's an educational institution that offers training in technology, design and business. **AT**



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THE LOOKOUT

MY VICARIOUS LIFE
MYVICARIOUSLYFE.COM

*What
I
Want
Now*



1

Patterned Coat

\$49.99

HM.COM

Mixing patterns makes dressing so much more interesting, so this would certainly add great dimension to any ensemble.



2

Lipsy Love Michelle Keegan Duster Coat

\$72 | Lipsy.co.uk

I love how feminine this duster feels. I'd pair it with a sheath dress or jeans, and wear it for a mix of occasions.



3

Rhodes blazer in Italian wool

\$248

JCREW.COM

I don't consider my style the most structured, but where you will see peeks of it in my wardrobe is in my choice of blazers.



4

Beaded Jacket

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Beading is always a good idea. Just enough drama here.



5

Isa Organza Bomber

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2016 TOYOTA PRIUS FOUR TOURING: HYBRID GT?

By Brian Armstead

In case you haven't noticed, oil prices have plummeted and folks are back to their SUV and truck purchasing ways. Not to mention a major increase in sales of gas guzzling performance cars that now exceed 500-700 horsepower!

When the emotional "want" needle shifts towards vehicles people have on their dream vehicle lists, sales of small, fuel efficient vehicles like the Toyota Prius tend to tank. We've seen it before, and it does not portend a bright future for those working diligently on technology to help preserve Mother Nature's finite fossil fuel supply.

While the previous generation Prius did a lot of things well, it was never close to being fun to drive.

So, in order to make the new Prius relevant in a cheap gasoline world, Toyota started with a clean slate, determined to make the Prius efficient and fun to drive.

Under the restyled body lies Toyota's New Global Architecture, an integrated approach to developing new platforms and powertrains. In the case of the new Prius, the platform introduces a high-strength body structure, new double-wishbone independent rear suspension and low center of gravity that enhances driving dynamics to a level that speaks more German than Japanese.

To prove the new engineering claims, Toyota set up a Gymkhana

course on the retired "El Toro" Marine Corps Air Station near Irvine, Calif., so automotive journalists could test Prius' new mettle.

First up was the previous gen Prius, and it plodded through the tight, fast course, with plenty of body roll and understeer exhibited by the less-than-capable chassis.

"About what I expected," was my assessment.

For the 2016 model, all of my average Prius thoughts flew out of the redesigned side windows. Handling was spot on -- Audi and BMW spot on. Acceleration has also improved, and I was able to pilot the new Prius with minimal body roll, neutral handling and a balanced steering effort.

Style-wise, the new Prius is longer, wider and lower than the model it replaces. It's more revolutionary than evolutionary in my opinion, as it now looks as cool as a Toyota Corolla.

In terms of comfort, safety and convenience content, the new Prius is loaded. Again, Toyota has taken the new Prius to another level. Think mini-Lexus and you'll be on point.

At just \$30,000, the new Prius Four Touring is a no-brainer purchase. And by the way, you'll get 54-mpg city and 50 highway. Remember, hybrid vehicles are designed for optimum urban mpg. **AT**

3 HABITS OF SUCCESSFUL WOMEN

(Continued from page 47)

Courage continues to accompany me as a diversity professional at The Georgia Institute of Technology and as the Chief Executive Officer of two boutique consulting firms. For instance, at Georgia Tech, we have created a “culture of dialogue” where we bravely discuss sensitive topics such as cultural dexterity for white men; negative internalized societal constructs of male masculinity that are used to shame and hurt males; healing and resilience following sexual violence; showing up authentically in the truth of gender expression, etc. Likewise, as part of my independent diversity and inclusion consulting, I help corporations navigate the complexities of workplace prejudice; workplace bullying; building and restoring trust; uncovering blind spots; and preserving leadership legacies. Finally, as part of my personal empowerment consulting, I help community groups tackle tough subjects such as redemption & atonement across skin color divides; healing of wounds from breakdowns in male and female relationships; the effects of fatherlessness on romantic expression and relational satisfaction; and how internalized racism causes disenfranchised people to turn oppression inwardly to loathe the things that make them racially distinct.

2. Use emotional & intuitional intelligence.

Folks often suggest we should leave our emotions at home when we enter professional environments. I disagree. I am very in touch with my own emotions and enter empathetically into others’ frame of emotional

reference to understand and get who they are. More importantly, I distinguish emotions from “gut feelings” so as to readily access my intuitional intelligence — the channel through which I often hear God’s will.

3. Be authentic.

I participate in a daily struggle to be authentic and rejoice at the privilege of being a midwife to my own transformation. I constantly evaluate whether my actions are aimed at satisfying my soul’s purpose, or whether they are unsavory counterfeits designed to simply make me look good, avoid embarrassment, or gain a superficial prestige. I am willing to be vulnerable and to boldly embrace the truth of my imperfections.

Cheryl Cofield is a savvy and innovative thought-leader in the fields of leadership development, culture transformation, and diversity & inclusion. Her reputation as a speaker is built on her ability to create safety by emitting a spirit that welcomes inclusiveness. Cofield is currently the director of Culture, Inclusion & Engagement at the Georgia Institute of Technology where she helps to shepherd cultural transformation and lead storytelling integration. Cofield is also Chief Executive Officer of Culture of Civility International LLC and Orange Allies International LLC. AT

STRESS LESS IN 7 STEPS

(Continued from page 45)

running a marathon. “There’s tons of research on this,” says Dr. Molitor. “Physical exercise of a very moderate amount, two times a week or more, is the best thing you can do to cope with chronic stress.”

Understand what you can control: Stress often comes from trying to control situations or people’s actions that are beyond our control. Avoidance also raises stress. Recognize the choices you do have, Dr. Molitor advises. You may not be able to control world financial markets, but you can read your statements, control how you invest and make choices about how to spend your available income.

- Say good things about yourself: This one is so simple, but many of us reinforce our stress by piling on with an internal negative voice. Research shows that affirming your personal values keeps production of cortisol, the stress hormone, low. The next time you catch yourself putting yourself down in your thoughts, say or write something good about yourself instead. And make the goals you set for yourself realistic.
- Encourage the relaxation response: Try activities that use repetitive motion or sounds while also pushing aside everyday thoughts that might pop up. This helps quiet your mind. Good stress-relieving repetitive activities: knitting, running, prayer, playing a musical instrument, meditating or chanting a word or phrase.

- Keep meals and sleep healthy: Eat more veggies, fruits and whole grains. Avoid sugar, caffeine and fatty foods as much as possible. Good fuel promotes emotional resilience and calm. And avoid eating when you’re not hungry — another sign of chronic stress that can just lead to more tense feelings. Stress might also cause sleep loss, which makes you feel more stressed. Support healthy sleep by winding down at night, avoiding caffeine or food before bed and leaving enough time for a good night’s rest.
- Find a passion: Stress can narrow your vision, so it helps to move outside the boundaries of your current situation. Start with a small step — a one-night class in an artistic interest you haven’t pursued before or two hours of volunteer effort for a community or charitable project — then see where that first step takes you. Many women find stress relief through a new passion for a career, hobby or cause.
- Just take a minute.

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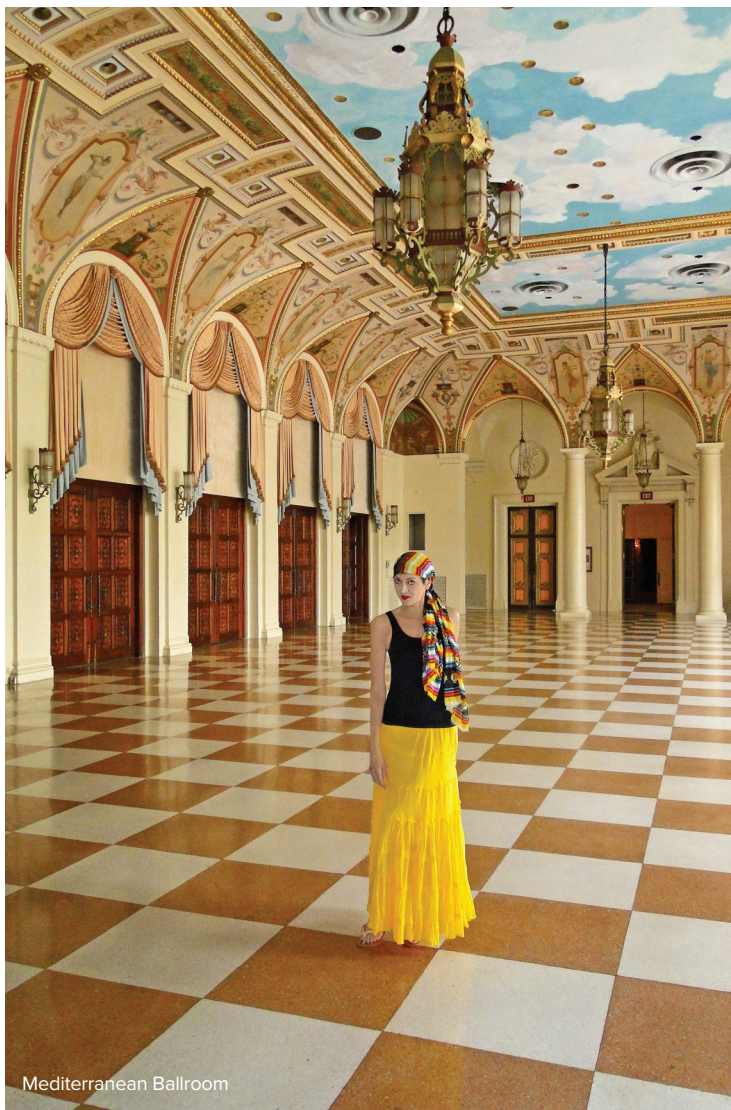
BLISSBEHAVIN' AT THE BREAKERS PALM BEACH

Palm Beach, FL

By Regina Lynch-Hudson
Photography by Courtland Bivens III

Few resorts can rival the glamorized charm of The Breakers Palm Beach. Situated on 140 acres on the island of Palm Beach, the iconic oceanfront palace draws you into its spell with its architecture patterned after the Italian villas of the 15th century, and its seductive 'Cocktail Culture.' The Breakers brings a whole new meaning to timeless elegance — it is the ultimate spot to break out your bodacious baubles, big sunglasses, broad-brimmed hat and Audrey Hepburn attitude. Overflowing with every imaginable pamper amenity that a jet-setter could want for, the setting necessitated my grandest headpiece for soaking up the sun, sashaying around the palatial property, and savoring an Easter Brunch that Hepburn could only dream of in *Breakfast at Tiffanys*. www.thebreakers.com





Mediterranean Ballroom



Easter Brunch at the Breakers



The Circle Dining Room



Aerial view-Breakers Palm Beach

Brunch at the Breakers: The resort's Circle Dining Room is home to Palm Beach's most bountiful breakfasts and buffet menus. But it's the long-famed Breaker's Sunday Brunch that's become a distinguished Palm Beach tradition. Easter Brunch, in particular, is a five-star orchestration of fare, including caviar, goliath-size lobsters, chef-manned carving stations and a fastidiously festooned array of desserts. In a setting where the fashions are as captivating as the food, guests donned in resort wear and their Sabbath Best converged upon delights such as roasted hen served on a bed of braised kale with cranberries, frou-frou delicacies like oysters on the half-shell, and decadent pâtés studded with lush garnishes.

Basking in the After Glow: After a meal at The Breakers (there are eight restaurants and eight bars on-premises) you'll want to stroll the grounds, if not for calorie burning, for the spectacular scenery.

For those who fantasize about a resort lifestyle, The Breakers over-delivers on the illusion. Guests will find escape in a luxurious 20,000-square-foot spa; in-room massage; a private beach; and beach

bungalow rentals with personal concierges.

My nomadic spirit found me wandering the resort's resplendent corridors, ballrooms, and public spaces. An 1,000-plus foot entryway leads to the Florentine Fountain, sculpted to resemble a stately water fixture at the Boboli Gardens in my beloved Florence. The facade of the hotel, sporting Twin Belvedere towers modeled after the Villa Medici, transported me back to a summer sojourn in Rome. The 6,136-square-foot Mediterranean Ballroom (among several ballroom on-site) is reminiscent of Italian architecture, with its recessed porticos, intricately-painted ceiling murals and majestic Venetian chandeliers. Traces of Italy teased me at every turn, while memories of the French Riviera were revived by the sight of the sea crashing on the rocks at the Breakers' shoreline.

Seasonal Sabbatical: The Breakers Palm Beach is the ideal get-away for Easter Break, or for holiday sabbaticals throughout the year. The resort's Easter, Thanksgiving, and Christmas feasts, coupled with a weekend stay, are well worth the nine-hour drive and the proverbial dime. For reservations, call 888.273.2537. **AT**



Blissbehavin' In covers top bliss destinations where busy executives go indulge in leisure activities. Publicist/travel writer Regina Lynch-Hudson has developed articles, and destination marketing concepts for countless airlines, venues and tourism boards.

www.thewritepublicist.com

Students Without Mothers Empowering Students Through Higher Education



Students Without Mothers is a non-profit organization dedicated to helping high school students without mothers help themselves by empowering them to continue their education. The organization's main purpose is to provide scholarships for college bound high school seniors who are without their mothers due to death or other unfortunate circumstances.

Students Without Mothers provides both advocacy and support to help its students to consistently make the best choices in a constantly changing world.

How You can Help

Since its inception in 2004, Students Without Mothers has provided 57 students with four year scholarships in the amount of \$4,000 each. The students receive support in annual disbursements of \$1,000. There are many more students in need of support but our funds are limited. Please help by making a one-time donation, becoming a Monthly Donor, an Event Sponsor or a Corporate Sponsor.

Testimonials

I have been so blessed in being a recipient of the SWM Scholarship. Many people don't understand the struggles of losing a mother. From the supportive phone calls and Life Coaches to the random gift cards in the mail, SWM helped me through college greatly. I will graduate in December and want to stay active in SWM in any way possible since you all have been so kind. I cannot thank you enough! - **Danica, Scholarship Recipient**

The Students Without Mothers Scholarship has been such a blessing. This scholarship helped me purchase my books, as well as pay my housing deposit and meal plan. I am grateful to be a recipient of this award. Thank you for your contribution to my education. - **Zikia, Scholarship Recipient**



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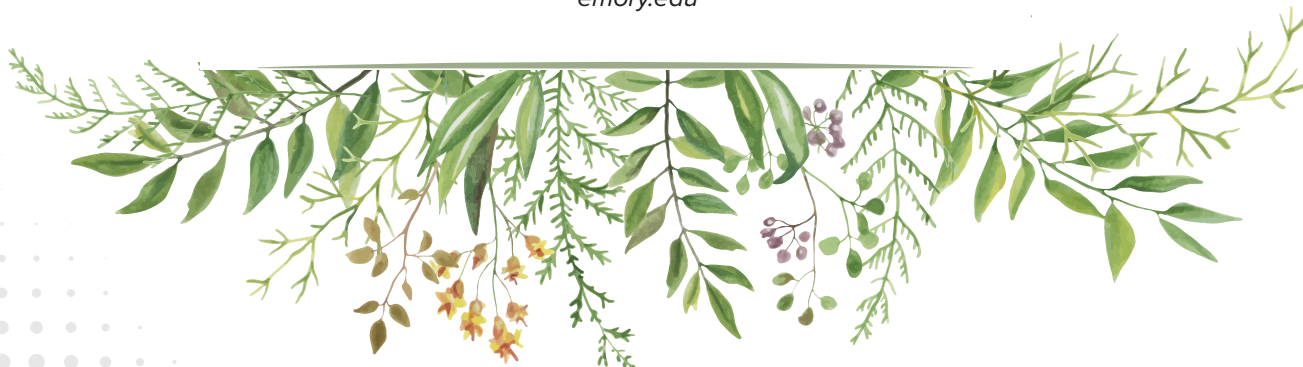
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PredictIt is a bipartisan, online political stock market that serves as a prediction or futures market for politics, using the political landscape or marketplace to forecast events. A nonprofit research project in partnership with Victoria University, it has restricted wagering on any single question to 5,000 people with each individual investment capped at \$850 — small stakes.

The Iowa Caucuses and New Hampshire primaries are already under its belt as the most consequential events since launching and the predictions have been shockingly accurate. Because, unlike polls, the calculus of outcomes hinges on what a collective expects will *actually* happen, versus which outcomes a majority of the electorate *wants* to happen.

How it works: In a “prediction market,” customers buy or sell options on “yes” or “no” predictions about whether a specific future event will occur. Convinced that Marco Rubio has a 60 percent chance of becoming president? Buy an option for 60 cents that could pay off at \$1 if he gets elected. As events change — say an unforgettable gaffe, or a surge by Ted Cruz — someone could buy that option at a higher price. What is the likelihood that Hillary Clinton will become the Democratic Party nominee? Will Republicans control the Senate? Users buy and sell options — “questions” — much in the same way people buy and sell stock; and pricing is based on the market’s collective thinking on the odds of an event.

And just like the stock market, the aggregated price changes by the minute as users respond to shifting events. One minute it could be an 80 percent option that Bernie Sanders will be the Democratic presidential nominee. The next minute, it could be 65 percent.

Predictit.org at



Tips for Women in the Workplace

Last month, **Atlanta Tribune: The Magazine** hosted its annual Workplace Diversity Summit where hundreds of metro Atlanta executives and professionals convened to gain a face-to-face forum with leading senior executives as well as diversity practitioners who discussed not only trends in diversity but their own paths to success.

So many invaluable tips were shared during the summit that we couldn't help but recount a curated selection of them from our Twitter feed here.



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SAUCY, SNACKING PERFECTION

Buffalo Hot Wings

I wish there were adequate words to explain how so very seriously I take my hot wing indulgence. And I have my mother to blame for this. The day she began making hot wings for our family years ago was the day my obsession with the crispy, saucy, spicy guilty pleasure began. Like a short-order cook, she achieved the perfect marriage of super crispy skin and the best buffalo sauce (translation: thick enough to coat the wing without separating into its respective hot sauce and butter parts, with a tangy kick to match).

And so, from then until now, my quest for the perfect hot wing (besides my mama's) has always been about crispy skin and the perfect sauce. And here enters my own fuss-free, scrumptious recipe that I began making a little while ago and can't rave about enough.

First off, they're baked — not fried. So for those who care, this is now a guilt-free indulgence! And the two ingredient sauce brings the tangy, vinegary, salty, spicy zip that all buffalo hot wings should be known for. The perfect hot wing, in my kitchen, without the grease or the guilt, is euphoric. It's the best winning combination I've come across in a while and when you make them, I'm sure you'll agree.

BUFFALO HOT WINGS

Ingredients:

2 lbs. chicken wings
Salt, pepper and garlic powder, to taste (or a poultry seasoning blend)
3/4 cup of hot sauce (recommended: Louisiana hot sauce)
1 tablespoon of butter

Method:

Preheat oven to 425 F.

Pat the skin of the wings dry with a paper towel to absorb any excess moisture. Inside a large baking dish, season wings liberally with salt, pepper and garlic powder (or desired seasoning blend). Place dish in preheated oven and bake for 40-45 minutes, or until skin reaches desired level of crispness.

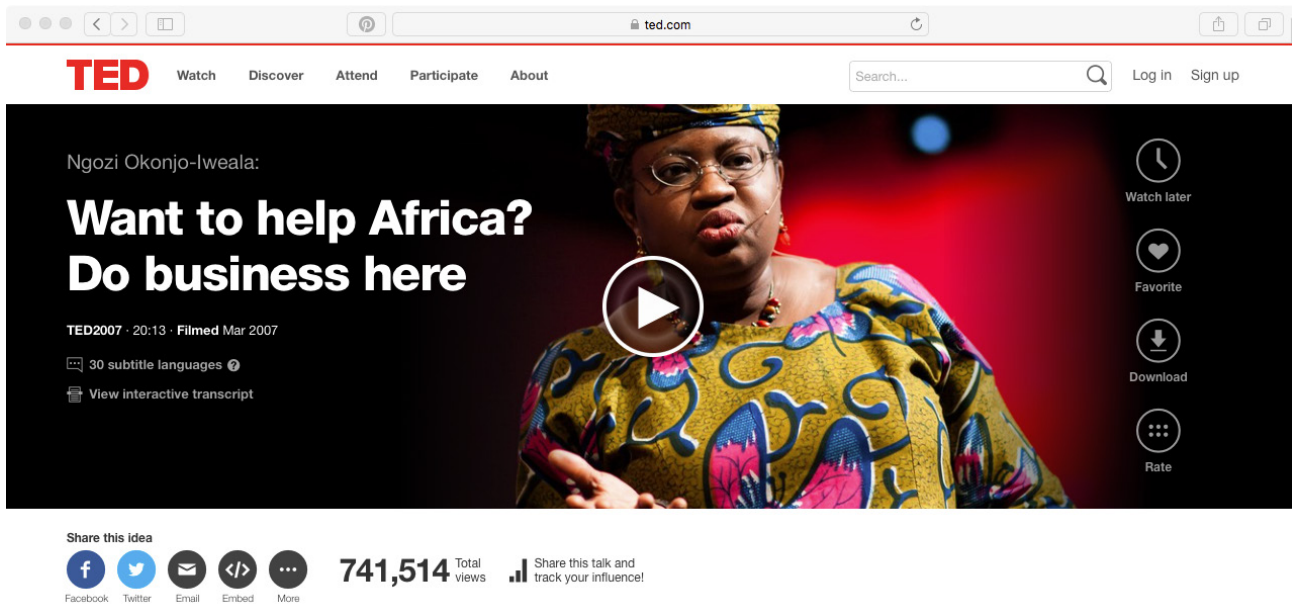
Remove wings from oven and set aside. Melt butter into hot sauce, stirring occasionally, and bring sauce to a brief boil. Lower heat slightly and allow sauce to continue to simmer, while reducing and thickening, about five minutes longer. (Cook's note: adjust ratio of sauce to butter, as desired. You may also add a squeeze of fresh lemon juice to reduce the spiciness.)

Dip each wing in buffalo sauce to coat. Serve and enjoy! **AT**



Dawn M. Richards is the founder of the food and lifestyle brand, D.M.R. Fine Foods. With her food passion leading the way, Dawn shares recipes, travel stories, fashion, entertainment and lifestyle features on dmrfinefoods.blogspot.com and other media outlets, while maintaining a career as a *FORTUNE* 500 legal executive.

INSPIRATION ON DEMAND



Need a shot of inspiration or a minute mentoring session? TED Talks has you covered. Check out these talks this month while you're working, traveling or at your leisure to expand your world.

The career advice you probably didn't get

Susan Colantuono

Women represent 50 percent of middle management and professional positions, but the percentages of women at the top of organizations represent not even a third of that number. ... These skills and competencies can be summarized as business, strategic, and financial acumen.

Posted September 2014

Rated Informative, Inspiring

Color blind or color brave?

Melody Hobson

The subject of race can be very touchy. As finance executive Melody Hobson says, it's a "conversational third rail." But, she says, that's exactly why we need to start talking about it. In this engaging, persuasive talk, Hobson makes the case that speaking openly about race — and particularly about diversity in hiring — makes for better businesses and a better society.

Posted May 2014

Rated Inspiring, Courageous

Women entrepreneurs, example not exception

Gayle Tzemach Lemmon

Women aren't micro — so why do they only get micro-loans? Reporter Gayle Tzemach Lemmon argues that women running all

types of firms — from home businesses to major factories — are the overlooked key to economic development.

Posted January 2012

Rated Inspiring, Persuasive

Dare to disagree

Margaret Heffernan

Most people instinctively avoid conflict, but as Margaret Heffernan shows us, good disagreement is central to progress. She illustrates (sometimes counterintuitively) how the best partners aren't echo chambers — and how great research teams, relationships and businesses allow people to deeply disagree.

Posted August 2012

Rated Inspiring, Persuasive

Want to help Africa? Do business here

Ngozi Okonjo-Iweala

We know the negative images of Africa — famine and disease, conflict and corruption. But, says Ngozi Okonjo-Iweala, there's another, less-told story happening in many African nations: one of reform, economic growth and business opportunity.

Posted May 2007

Rated Inspiring, Informative

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