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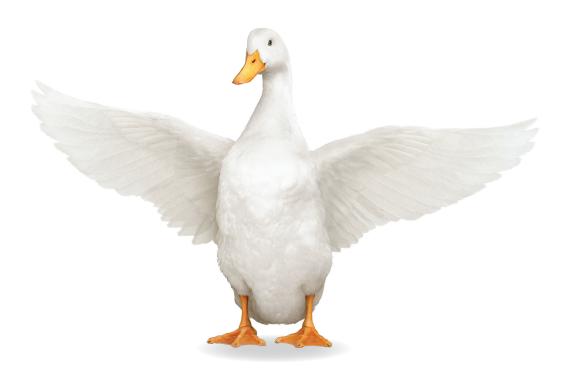
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### **Contributors**



**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.



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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Jacqueline Holness is a freelance writer who has written for several publications including the Atlanta Business Chronicle, upscale magazine and Atlanta Home Improvement Magazine. Her work has also appeared on Citysearch.com and the New Georgia Encyclopedia website. She enjoys reporting about a variety of topics including business, women's health and spirituality.

### ATLANTA TRIBUNE

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#### PUBLISHER

Pat Lottier - plottier@atlantatribune.com

#### **EDITOR**

Katrice L. Mines - kmines@atlantatribune.com

#### Associate Editor

 $Kamille\ D.\ Whittaker-kwhittaker@atlantatribune.com$ 

#### **ART DESIGN**

Jayme Ogles

#### **Photography**

Alex Jones

### Multimedia

American Technologies

#### **National Sales Manager**

Duane Torrence – dtorrence@atlantatribune.com

### **New Business Development**

Armenious Patterson – ap1207@aol.com

#### Marketing Promotion & Circulation Coordinator

 $All is on \ Slocum-aslocum@atlantatribune.com$ 

### ATLANTA TRIBUNE INTERNET EDITION

Editorial Staff

#### **DISTRIBUTION**

Publication Marketing & Distribution 404.216.1476

### **ADVISORY BOARD**

John Brewer Chairman/CEO, Vantage Capital Group

> Rodney Eason Attorney/President, Eason Law Firm

Alanna Galiano Director of Public Relations/Communications, Emerging Technologies Inc.

> Brent Leary Co-founder and Partner, CRM Essentials LLC

Brian D. Poe Attorney/Managing Partner Brian Poe & Associates, Attorneys, PC

> Rodney Sampson Opportunity Ecosystem

> > Gwen Thomas President, HR Now!

Marvin Woods TV Host & Chef

### **Contact Us!**

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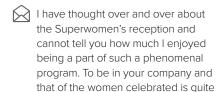




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### Superwomen Reflections



an occasion. I thank you so much for your spirit and generosity. We had dinner that night at my favorite place on Peachtree and the entire conversation moved around the energy and incredible uplift in the room this evening — oh, what a feeling.

Thank you for the wonderful and lasting memory. I do hope our paths will continue to cross. Warm regards,



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On the Men of the Year Issue

The MEN!!! – Ceasar Mitchell

Inspiring to all...love it –
Patricia J. Moit Carnell

Awesome! Congrats I love that magazine! What an honor! –

Kathy Hale

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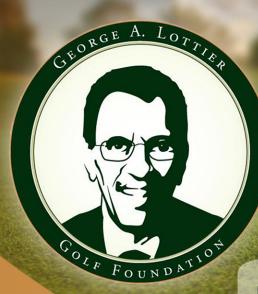
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### You Are More Than Capable









ou can do anything." It was a short and concise affirmation that I heard repeatedly from one of my mentors when I was a teenager. And as I grew into an adult, I'd hear myself saying it to others when I was preparing to attempt something outside of my comfort zone or just dramatically new to me: I can do anything. In more recent years, it has evolved just a bit to, "I am more than capable."

When I connected with one of my junior high science teachers on LinkedIn two years ago, his first message to me was, "I see you've come along as expected." Even that brief note ... a nod to his having noted my intent to be something great, if you will, was a welcomed bit of affirmation for me to stay the course.

Sometimes, naturally, doubt creeps in, but I figure I have time to worry about that if I fail. In most instances, I have come through whatever I am embarking upon successfully. Though the unknown can be frightening, constantly building up your mind makes you intentional. You leave very little to chance; you plan for success. And so, I tell others the same thing, constantly ... You are more than capable. I tell people I know and perfect strangers alike because I believe in the power of my words; I believe in pronouncements (not to be confused with announcements). But, I have also begun to add an addendum from Bishop T.D. Jakes, "Get organized for what you've prayed for."

I find myself extremely interested in the words my colleagues and other executives have used to help them stay inspired and encouraged throughout their climbs up the ladders of various industries. I use what they share from the people who have helped push them in a minute mentoring sort of way. I take what I need to motivate me and very often parrot it in my circle. And that is the theme of this Young Executive Issue. Our 2016 Leaders of the New School — Chef Sepsenahki Aahkhu, Stephen Vault, Cori Fowler and Anthony Davis, and the young executives featured throughout the issue all have similar stories of the formative and bolstering guidance they've received throughout their pursuits.

We hope that you will take what you need and in turn, share some of what has helped you throughout your career with us. Tweet us or post it on the **Atlanta Tribune: The Magazine** Facebook page and we may include it in our upcoming issues.

Katrice L. Mines EDITOR kmines@atlantatribune.com

Take what you need and be on your way. AT

### Two Men One Vision







William B. Hartsfield

Maynard H. Jackson Jr.
Mayor of Atlanta from 1974-82,1990-94

"...Somehow, Atlanta always meets the challenge... We have been doing it and will continue in the years to come."

### "We stand not so much as a gateway to the South but as a gateway to a new time, a new era, a new beginning for the cities of our land."









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# Helen Smith Price has been promoted to vice president of Global Community Affairs for The Coca-Cola Company and president of The Coca-Cola Foundation.

Price, who joined The Coca-Cola Company in 1993 as Corporate External Affairs director, has served as assistant vice president and group director of Global Community Affairs and executive director of The Coca-Cola Foundation since 2001 — managing the day-to-day operations of the global Foundation including, grant making, financial requirements, and regulatory compliance for domestic and international philanthropy.

"Helen's longstanding commitment to serving the community and her proven success within The Coca-Cola Foundation make her an excellent choice for this role," says Bea Perez, vice president and chief sustainability officer, The Coca-Cola Company. "I am confident that under Helen's leadership, the Foundation will continue to flourish and grow while strengthening communities around the world."

Prior to joining the Company, Price held roles in the tax and accounting departments at BellSouth Corporation and Arthur Andersen & Co. She was licensed as a certified public accountant in the state of Georgia, and has a Master of Business Administration degree from Clark Atlanta University, and a Bachelor of Science degree in Chemistry from Spelman College.

"I am thrilled to have this opportunity to lead The Coca-Cola Foundation and shape the Company's philanthropic strategy," says Price. "It's an honor to be a part of an organization that has such deep-rooted cultural commitments to giving back to communities through contributions of talent, time and resources."

As a native of Atlanta, Price's commitment to the community is extensive. She currently serves on the boards of the Woodruff Arts Center's Alliance Theatre, The Villages at Carver Family YMCA and the Association of Corporate Contributions Professionals. She also serves on the Nominations Committee for the United Way of Greater Atlanta and the Corporate Contributions Council of The Conference Board.

Price succeeds Lisa Borders, who left The Coca-Cola Company in March to become the WNBA president.  ${\bf AT}$ 

## People 2016



### Kim N. Carswell

The American Business Women's Association named author and brand catalyst **Kim N. Carswell** the 2016 American Business Woman. The association honors 10 outstanding members for achieving excellence in career, education, and community involvement. Decades of business operations experience in corporate America and higher education led Carswell to start Persona Affairs, a branding firm, in 2001, for which she serves as the president and chief engagement officer. Additionally for the last five years, Carswell has served as an advisory board member and guest lecturer for the Georgia Institute of Technology's School of Interactive Computing. She is also the founder and CEO of the Pink Power MasterMind Conference. An economic empowerment event, she partners with the WNBA's Atlanta Dream in raising the awareness of women thought leaders in the areas of leadership, mentorship and entrepreneurship. Carswell received a Bachelor of Arts degree in communications from Georgia State University and a Master of Science degree in conflict management from Kennesaw State University.

### Don Vassel

The 100 Black Men of Atlanta Inc. has appointed **Don Vassel** as its new CEO. Vassel begins leading the 100 BMOA as the organization marks its 30th year anniversary. He is a highly accomplished executive with more than 25 years of leadership experience in developing and executing growth strategies for businesses. He brings a great mix of leadership and operational experience to the 100 BMOA. Prior to his 100 BMOA appointment, Vassel served as vice president of Strategy and Innovation for ADP's \$2 billion national accounts division. In addition, he served as president and CEO of Cinema Screen Media, a 100-plus person company and provider of digital cinema pre-show entertainment and advertising that he acquired with private equity investors. Vassel has also held senior executive strategic and operational roles with large multinational companies such as Motorola, Technicolor and Corning. He earned a Bachelor of Science degree in computer engineering from Syracuse University and a Master of Science degree in engineering economics from the Wharton School and the School of Engineering at the University of Pennsylvania.





### Craig A. Williams

Craig A. Williams has been appointed the president of The Coca-Cola Company's McDonald's Division, Worldwide. He leads the global organization that is responsible for building the strategic alliance with McDonald's in more than 35,000 restaurants in more than 100 countries. Prior to this appointment, Williams was the senior vice president and chief operating office for the division fostering strategic partnerships and building business development plans with the Company's most important customer of 60-plus years. Since joining the Company in 2005, he has held positions of increasing responsibility within the McDonald's Division. In March 2009, Williams was appointed vice president TMD US, responsible for revenue and profit and the strategic direction of all functional resources for the U.S. business. Previously, he was assistant vice president of U.S. Marketing, promoted from his initial position of group director of U.S. Marketing for TMD. Before joining The Coca-Cola Company, Williams spent three years in the eye care industry with CIBA Vision Corporation in global marketing. He also spent seven years with Kraft Foods Inc., working in brand management and new product development, and five years in the U.S. Navy as a Naval Nuclear Power Officer. Williams received an MBA degree from Northwestern University and a Bachelor of Science degree in physics from Benedict College.

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### SunTrust Foundation Awards \$2 Million for **Student Financial** Management Center A comprehensive approach to reaching

eorgia State University students will now have a first-of-itskind program to help address financial issues that can be the main obstacles to earning their degrees — courtesy of The SunTrust Foundation. Padding the university's \$300 million fundraising campaign launched late last year, SunTrust Foundation has awarded Georgia State University a \$2 million grant to create the SunTrust Student Financial Management Center.

students through financial counseling and early intervention

The SunTrust Student Financial Management Center will build on Georgia State's nationally recognized efforts in providing students with proactive academic advising to help them achieve academic success, where financial problems remain the No. 1 reason most students drop out of a college or university.

"SunTrust is dedicated to advancing financial confidence, and we are committed to providing the tools that help people achieve their goals, including earning a college degree," says SunTrust chairman and CEO William H. Rogers Jr. "The SunTrust Foundation supports this project to identify financially at-risk students and offer them valuable counseling so they are better prepared to meet school expenses throughout their college years."

"The establishment of this center with the generous support of The SunTrust Foundation constitutes another important step in guiding

face when there is still time to help."

Georgia State already uses predictive analytics to track more than 30,000 students each day and to alert staff when the students make academic decisions that put them off track. The alerts led to more than 45,000 one-on-one meetings with academic advisers last year. The university will use its Financial Alert System to contact to students before financial problems arise.

SunTrust will provide financial mentors and the center staff will use the system to contact students and develop a series of outreach programs. Because many students and their parents have limited ability to be on campus during the day, the center will offer online and phone counseling services after hours. The center will also provide financial counseling and outreach to low-income and hard-to-reach families who rarely have access to financial guidance from credible institutions.

As part of the project, Georgia State will develop a detailed playbook on how to use predictive analytics to reach financially at-risk students to share with other educational institutions — spreading the wealth. AT





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### MEET THE JUDGE:

### BENSONETTA TIPTON LANE, Judge

### Superior Courts of Georgia, Atlanta Judicial Circuit



udge Bensonetta Tipton Lane (affectionately known as Benni) has more than 23 years of judicial service, having served on the Fulton County Superior Court for 20 of those years. She is currently serving as chief judge of the Family Division and plans to retire this year. Judge Lane has always been active in the community as founder of the Centennial Justice Project and member of the boards of Metro Fair Housing Services Inc.; The National Conference for Community and Justice; the American Civil Liberties Union; Sisterlove Inc.; the Atlanta Volunteer Lawyers Association; and Alternate Life Paths Program Inc., an organization that shelters and mentors young people who have already experienced the criminal justice system. Judge Lane is one of the founders of the Georgia Association of Black Women Attorneys and is one of several founding members of the Atlanta chapters of the National Employment Lawyers Association and the National Conference of Black Lawyers. She has been honored to be the recipient of awards, such as the Founders Award from the Georgia Association of Black Women Attorneys, the Outstanding Service Award from the Committee for State Employees Rights, the R.E. Thomas Civil Rights Award from the Gate City Bar Association, the Lawyer of the Year award from the National Conference of Black Lawyers, and the Judge with a Heart Award from the Minority

Judges of Georgia. Judge Lane attended New York University, where she received a Bachelor of Arts degree, and went on to pursue a master's degree in community-based education at the University of Massachusetts. Judge Lane received a Juris Doctorate degree from the University of Virginia School of Law.

After more than 20 years of serving on the bench and giving so much to others, what will be the first thing "Benni" gives to herself immediately after retiring this year?

The first thing I plan to do is give myself a trip to the beach. It will take me a while to learn how to relax and enjoy a life of leisure but I'm certainly going to give it the good ole' college try.

What is the most beneficial advice, wisdom that you would share with the lawyer or judge that will be elected to your judicial seat on November 8, 2016?

To my replacement I would say, "trust your gut." If you follow your heart (and the law, of course) in your decisions, you will maintain your integrity and your opinions will be respected, even if the appellate courts do not always see them as right.

What is one factoid (humorous or not) that you wish more people knew about you?

I play the guitar; and sing Peter, Paul and Mary songs when nobody is around.

Looking back on the span of your career as a member of the judiciary, what was the hardest part of becoming a judge?

The hardest part of becoming a judge is relinquishing the advocate role and resisting the urge to jump over the bench and take over cross examining a witness.

Do you think you would be good as the first female president of the United States of America?

I think I would be excellent as the first female president. I've started picking my cabinet already! AT





Favorite word? **Liberation** 

Least favorite word?

QIS (opponent gets too many scrabble points!)

Snow or rain?

Sleep-in day or not?

Chris Tucker or Richard Pryor? **Hands down, Chris Tucker** 

Harley Cruiser or Suzuki GSX?

For riding, and not doing wheelies ... Cruiser

Electric Slide or Wobble?

Electric Slide

Cam Newton or Jim Brown? **Huh?** 

Half full or half empty?

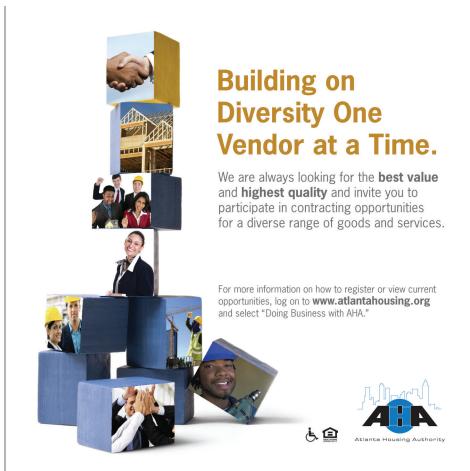
Half full, of course

Dr. King's Birth Home or the King Center? **King Center** 



by Judge Terrinee L. Gundy, Municipal Court of Atlanta





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### Tax**SMARTS**

### Are You Committing Tax Fraud? IRS Dirty Dozen Tax Scams for 2016

Compiled annually by the IRS, the "Dirty Dozen" is a list of common scams taxpayers may encounter in the coming months. While many of these scams peak during the tax filing season, they may be encountered at any time during the year. Here is this year's list:

### 1. Identity Theft

Tax-related identity theft occurs when someone uses your stolen Social Security number to file a tax return claiming a fraudulent refund. Taxpayers should use caution when viewing e-mails, receiving telephone calls or getting advice on tax issues because scams can take on many sophisticated forms. Taxpayers should secure personal information by protecting their computers and only giving out Social Security numbers when absolutely necessary.

#### 2. Phone Scams

Aggressive and threatening phone calls by criminals impersonating IRS agents remain a major threat to taxpayers. Recently, the agency has seen a surge of these phone scams as scam artists threaten police arrest, deportation, license revocation and other things. Scammers make unsolicited calls claiming to be IRS officials and demand that the victim pay a bogus tax bill. They con the victim into sending cash, usually through a prepaid debit card or wire transfer. They may also leave "urgent" callback requests through phone "robocalls" or via a phishing email.

#### 3. Phishing

Phishing schemes using fake emails or websites are used by criminals to try to steal personal information by using malware to get access to your devices and all your sensitive files, keyboard strokes and login information. Typically, criminals pose as a person or organization you trust and/or may recognize. They may hack an email account and send mass emails under another person's name, or pose as a bank, credit card company, tax software provider or government agency. These criminals go to great lengths to create websites that appear legitimate but contain phony log-in pages, hoping that victims will take the bait.

### 4. Tax Return Preparer Fraud

About 60 percent of taxpayers use tax professionals to prepare their returns. The vast majority of tax professionals provide honest, high-quality service, but there are some dishonest preparers who set up shop each filing season. Well-intentioned taxpayers can be misled by preparers who don't understand taxes or who mislead people into taking credits or deductions they aren't entitled to in order to increase their fee.

### 5. Hiding Money or Income Offshore

Numerous individuals have been identified as evading U.S. taxes by hiding income in offshore banks, brokerage accounts or nominee entities and then using debit cards, credit cards or wire transfers to access the funds. Others have employed foreign trusts, employee-leasing schemes, private annuities or insurance plans for the same purpose. While there are legitimate reasons for maintaining financial accounts abroad, don't forget the reporting requirements that need to be fulfilled.

#### 6. Inflated Refund

Taxpayers should be on the lookout for unscrupulous tax return preparers pushing inflated tax refund claims. Scam artists routinely pose as tax preparers during tax time, luring victims in by promising large federal tax refunds or refunds that people never dreamed they were due in the first place. They might, for example, promise inflated refunds based on fictitious Social Security benefits and false claims for education credits, the Earned Income Tax Credit, or the American Opportunity Tax Credit, among others.

#### 7. Fake Charities

Taxpayers should be aware that phony charities use names or websites that sound or look like those of respected, legitimate organizations. For instance, following major disasters, it's common for scam artists to impersonate charities to get money or private information from well-intentioned taxpayers. They may even directly contact disaster victims and claim to be working for or on behalf of the IRS to help the victims file casualty loss claims and get tax refunds.

#### 8. Falsely Padding Deductions

The vast majority of taxpayers file honest and accurate tax returns on time every year. However, each year some taxpayers fail to resist the temptation of fudging their information. The IRS warns taxpayers that they should think twice before overstating deductions such as charitable contributions, padding their claimed business expenses or including credits that they are not entitled to receive.

### 9. Excessive Claims for Business Credits

The fuel tax credit is generally limited to off-highway business use or use in farming. Consequently, the credit is not available to most taxpayers. Still, the IRS routinely finds unscrupulous preparers who have enticed sizable groups of taxpayers to erroneously claim the credit to inflate their refunds. Fraud involving the fuel tax credit is considered a frivolous tax claim and can result in a penalty of \$5,000.

### 10. Falsifying Income

This scam involves inflating or including income on a tax return that was never earned, either as wages or as self-employment income, usually in order to maximize refundable credits.

Remember: Taxpayers are legally responsible for what's on their tax return even if it is prepared by someone else. Make sure the preparer you hire is ethical and up to the task. **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.

### Legal**SMARTS**

Pregnant Employees Receive Support from the United States Supreme Court

The United States Supreme Court's recent decision, *Young v. UPS, Inc.*, gives pregnant employees an opportunity to obtain light duty assignments during their pregnancies. While the Supreme Court did not issue a blanket rule requiring employers to provide light duty assignments and other workplace accommodations to pregnant employees, it did offer guidance on how employers should assess these requests under Title VII of the Civil Rights Act ("Title VII"), as amended by the Pregnancy Discrimination

In Young, a pregnant employee requested a light duty assignment because her doctor advised against lifting anything greater than 20 pounds during the first 20 weeks of her pregnancy and 10 pounds thereafter. Importantly, the pregnant employee was a part-time driver whose job required her to lift items weighing up to 70 pounds and, with assistance, up to 150 pounds. In short, the doctor's restriction meant the pregnant employee was no longer able to perform an essential function of her job. In response to communicating this lifting restriction to her manager, the manager allegedly told her she could no longer work while the lifting restriction was in place. For the remainder of her pregnancy, the employee was on leave without pay and subsequently lost her medical coverage. The employee did return to work, however, two months after the birth of her child.

The Supreme Court noted the Company accommodated other employees: injured on the job, having qualifying disabilities under the Americans with Disabilities Act and losing their Department of Transportation certifications for a myriad of reasons. The Court queried why it also did not accommodate pregnant employees with lifting restrictions. Importantly, the Company also did not accommodate employees injured off-the-job.

The Court focused on the second clause of the PDA's amendment to Title VII: "women affected by pregnancy ... shall be treated the same for all employment related purposes ... as other persons not so affected but similar in their ability or inability to work ..." The Court then concluded an employee could proceed to a jury trial if she could show: (i) significant evidence that the employer's facially neutral policies of providing accommodations to certain non-pregnant employees impose a "significant burden" on pregnant employees; and (ii) the employer's legitimate, nondiscriminatory reasons are not "sufficiently strong" to justify the

<sup>1</sup>Young v. United Parcel Service, Inc., 575 U.S. \_\_\_\_\_ ( 2015). <sup>2</sup>42 U.S.C. §2000e(k).



burden. Importantly, the Court indicated employees could establish a claim by showing, in part, that an employer accommodated a *large percentage* of non-pregnant employees, but failed to accommodate a *large percentage* of pregnant employees. An employer's claims that it is more expensive or less convenient to accommodate pregnant women "normally" would be considered insufficient justifications.

Prudent employers should review existing accommodations policies and practices to determine whether pregnant employees are included. If not, determine if the Company has legitimate, non-discriminatory reasons for their exclusion. Employers should train managers receiving pregnancy accommodation requests how to respond appropriately and, as an added precaution, consult with Counsel. AT



Dionysia Johnson-Massie is a veteran litigator and shareholder at Littler Mendelson, P.C., the largest labor and employment law firm in the country exclusively representing national and international employers. Johnson-Massie may be reached at 404.760.3901 or djmassie@littler.com.



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# THE ONES TO WATCH



They're sharp, driven and intentional — get familiar with our rising stars.

By Katrice L. Mines and Kamille D. Whittaker Photography by Alex Jones at the Robert W. Woodruff Library of the Atlanta University Center

### LEANINGIN

By Katrice L. Mines

iving back has a renewing effect. If you believe one of the earliest tenets most of us were taught, that you reap what you sow, it all makes sense. Improve the community around you and you will be better for it. "A few years ago the 'in' question was around purpose in one's life. At that time, everyone was reading 'The Purpose Driven Life' and really trying to connect to their true calling," Stephen Vault remembers. "I had never really been struck by what I was put on this Earth to do but I figured I could better find my purpose by tapping into an existing passion to serve others."

That notion as his launching pad, Vault simultaneously honed and expanded his worldview when he began volunteering with several organizations shortly thereafter and accordingly felt a calling to encourage others to do the same. He is both the product of good genes — a father he describes as loyal and hardworking, and spirited mother who's never met a stranger — and what comes of making a career out of one's passion.

"My purpose is centered at the intersection of healthcare and education. Professionally, I am the director of Business Development and Planning at Grady Health System, a leading public academic medical center. [And] when I am not at work, I spend my time in service to the community in hopes of making an impact that will benefit the greater Atlanta area."

As director of Business Development and Planning, Vault oversees the planning of new business growth and manages market intelligence as well as strategic partnerships for the historic Atlanta institution. Deciding a career in the medical field was for him at a young age, had he fancied science, Vault initially intended to go another way in the field.

"After experiencing science classes and discovering that I didn't care for them very much, I quickly switched to wanting to run a hospital instead of treating patients in them. I have been focused on healthcare administration ever since."

Vault earned a Bachelor of Business Administration degree in management and a master's in Health Administration from the University of Arkansas before completing the Ph.D. program in strategic management at the University of Alabama at Birmingham.

Before joining the staff of Grady, the son of two professionals

who both worked in the healthcare field at one juncture was director of strategic planning at Wellstar Health System in Marietta, Ga., and had been a Senior Health Systems analyst of the Georgia Department of Community Health and administrative resident of Central Arkansas Veterans Health System, where he helped manage a turnaround in the company's patient satisfaction efforts.

His progression from community advocate to organizer epitomizes his life philosophy: "growth, always, in all ways." And so, in 2013, the birth of the hashtag "LifeofService" to inspire others to do more in the community. "It's about living your best life while making sure to take the time to serve others," he says.

"If everyone committed to do more service in the community, how much better off would we all be?"

Vault currently serves as president of Outstanding Atlanta and as vice president/president-elect of 100 Black Men of North Metro Inc. He will become the youngest 100 chapter president when he takes the helm in 2017. As well, he sits on the boards of Dad's Garage Theatre Company, Families First Family Sustainability and Empowerment Community Advisory Board, and the Georgia Alliance for Health Literacy.

"I am so thankful to be surrounded by so many amazing people across a variety of platforms. From Leadership Atlanta, Leadership Georgia, New Leaders Council and Outstanding Atlanta, my circles have had a profound effect on my professional climb."

But, he's not all business. A little known fact: In 2015, Vault was named a Bloomingdale's Man of Style for Atlanta; an experience he says "allowed me to tap into my inner rock star." And in his downtime, you'll find the self-described foodie with friends canvassing the city for good fare and drink.

"I was always told to surround myself with good people. Iron truly does sharpen iron, so I make it a point to have folks in my circle that both inspire and push me to be my best self. I tell my mentees that life truly is about relationships. People want to do business with folks they like so your best bet is to make meaningful connections. I am known to encourage my mentees to handwrite thank you notes. To me, being a good steward of your personal and professional relationships will take you far." AT





t age 28, Cori Fowler is already 20 years into a career in technology. The strategically groomed president and CEO of American Technologies LLC, a family-owned and operated marketing company, has been working at her parents' side since she was a little girl. And still her days, she says, "are filled with a lot of learning." Most would denote that the sign of an able leader; one who never stops improving.

Since 1995, the Atlanta-based firm has provided innovative I.T. business solutions as well as brand development, web site development, event media coverage and more to small and large business organizations.

For Fowler like many running small businesses, there is no typical day at the office. Every day is distinct from projects to client interactions in the mind of the oldest Fowler offspring who has been building computers since the age of 7. "At first it was just something to do," she says. "Now it's my passion as well. My father teaches us everything about the business; so much of what he used to do, we can now all do."

Many of AT's clientele are in the corporate, not-for-profit, health or legal sectors, with projects that provide an opportunity to learn something about the various industries the team is servicing; "a bit of history, maybe finances, law, medical sciences, technological advances, or simply more efficient ways to complete a task. Every project requires American Technologies to tell a compelling story in efforts to achieve our customers' goals," Fowler explains.

But, her education isn't limited to the family business. The Jill of all trades who listed PHP and HTML/HTML5 as two of her languages on LinkedIn enrolled in Penn State University last year in pursuit of a Bachelor of Arts degree in psychology.

Her inclination and tendency is to add to — which is both a secret weapon of sorts in maintaining her passion for what she does and pushing her company to stand out among its competitors. AT has worked with a veritable Who's Who of corporations and institutions in Atlanta from Morehouse School of the Medicine, the Atlanta Business League and Mercedes-Benz of Buckhead to The Trumpet Awards and the Gate City Bar Association.

"For me, it's not necessarily a mindset, but a heartset," Fowler explains about her company's ability to stand out. "Every one of our clients' projects is a project I put my heart into. Whatever the end goal of the client, I truly want them to reach it. Their vision is our vision, their mission is our mission."

Understanding AT's clients' visions also keeps Fowler inspired.

"Growing up in the family business, from the ground up, has given me the opportunity to see the many walks life has to offer. When I'm scheduled to go out and cover events (photo/video coverage) or capture a video testimonial for an awards, promo, episode or other type video, I find my passion renewed. Throughout all of these interfaces, there is one thing in common — a dream. From events honoring a success in said industry to a commercial promoting a product or service, they all begin with a dream that was made into tangible a reality. And when I go to participate in these productions, I can dream their dreams, fueling my motivation to achieve my own."

But, the reality is that for Fowler success is all around from her clients to her family. Her parents Daniel and Marie Fowler were among **Atlanta Tribune: The Magazine's** Minority Business Owners of the Year in 2010.

"My number one mentors are my parents. They know me, and my capacity to achieve, even when I can't see it myself," she says adding that she's already looking ahead to an evolution in her role and expansion of the company. "I'm definitely looking forward to the expansion of American Technologies, to have offices in major U.S. cities as well as abroad. Just as the leadership role was passed to me from my parents, I look forward to preparing my siblings to be the new leadership. In turn, this will allow me to be more involved in philanthropic initiatives."

And when Fowler steps away for time off, though she prefaces her account of what she enjoys doing with, "I'm no brainiac, not even close," even her favorite recreation of learning is ambitious. Think — astrophysics, quantum mechanics and string theory type topics along with recreational photography and reading science fiction and mystery novels.

Her succession to the top of the family business was — quite literally — only natural.

"I really have grown up in the business. As far as foreseeing myself at the helm — I guess it was just a matter of natural progression. Just like we expect the sun to rise in the east, I think we just knew I would be next in line. It was just a matter of when."  $\mathbf{A}\mathbf{T}$ 



eople tend to find Sepsenahki "Chef Ahki" Aahkhu, top of the Delicious Indigenous Foods chain, at many junctures. Whether they are looking to transition from a conventional diet to a vegan diet, trying to detox due to illness or dietary transition, or trying to prevent lingering feelings of malaise — via word of mouth or online memes, they find her. In their searching, they might also discover her genealogy, or her council of elders, so to speak; a long line of healers — Aris Latham, Queen Afua, Dr. Llaila Afrika, Dr. Sebi — who have all been asked the guestions that humans have collectively mulled over for millennia: How do we live long and well? And whenever and wherever they find Chef Ahki, she meets them exactly where they are, with answers and insight. "You are your number one priority — make that your mantra. If you are not well, nothing around you is going to grow and succeed. You can choose to eat death or eat life with every bite. It's really that simple. Yes, we all have to die but it's about the quality of life while you're living every day."

She starts her days, fittingly, in the kitchen. By 7 a.m. herbal tea and green smoothies have been made and early meals prepped for her family — her husband and newborn son. And if you're one of the roughly five consults she averages daily doing meal planning prep and wellness goals, she may find her way to your kitchen to ensure that it is "prepared to facilitate wellness." Her books, "Electric! A Modern Guide to Non-Hybrid and Wild Foods" and "The Fibroid Elimination Recipe Guide" in conjunction with the Aboriginal Medical Association echo the teachings as will the three more publications she has in queue. Get acquainted with new ways to include the familiar with a "Living Lasagna" stacked raw with crooked neck squash, basil, zucchini, sundried tomato; or Asian Kelp Noodle Salad drizzled with sesame ginger lime sauce. Eschewing the labels du jour, she calls it simply indigenous — plant-based, non-dairy, non-hybrid and electric.

She learned about the mind, body, spirit connection from her grandmother — one of four women who reared her to acknowledge the old, wise and timeless in the present. The keen knowledge about which foods that we consume are acidic and thus mucus-forming and inflammation-causing — the roots of many chronic disease — and in contrast which were literally life-giving would come later as her own body continued to affirm the path she was taking.

"I remember my grandmother saying fast and pray. That has always stayed with me anytime I felt overwhelmed with my life in any capacity, whether it was a physical illness or just stress. Fast and pray. So that has taken on a new form for me. Also understanding the teaching that we have everything that we need. When I think of disease, I believe that whatever disease there is, it naturally comes with its own cure. I don't believe there is a disease that can't be remedied. I believe the lifestyle choices are the remedy. Illness is unnecessary. It may be normal, but it's not natural. My personal vitality and wellness is a reflection of that."

Lately, Chef Ahki is finding increasing resonance with the masses, previously hesitant about perceived cost, inconvenience or inaccessibility or hindered by age-old family food traditions and emotional attachments therein.

"The 'Green Movement' has crossed over from the suburbs from the middle class and upper middle class Americans to hip hop; to everyday people young and old of all tax brackets. Healthy food, vegan food, [and] that lifestyle has become popular culture now. I came in at a time when it just was not cool. And I'd like to think I had a hand in its growing popularity because I worked really hard to create memes and set up images in the last six years that would make this lifestyle look cool. I remember six years ago telling the people who were working with me on photography, branding and images that I will not be that hippie, hairy armpit girl. This is going to be culinary excellence, black excellence. It's going to look unapologetically black, and it's going to be upscale and classy at the same time."

And black excellence and wellness are synonymous.

"Staying well is 80 percent of the battle because if you can keep your mind clear and your body clean you can keep your vitality and you can address anything life throws at you. If you have to be faced with what life comes with, which is always going to be challenging, and then you have to also fight with your own body and fight with your own health and your confidence and self image due to that, imagine how much hard it's going to be? At a young age I made a choice that if nothing else, I am going to keep my body well. And all through these years I remember that when I decide to heal myself, I am honoring the way that our ancestors ate to live." AT

# THE FIRE NEXT TIME

By Kamille D. Whittaker

typical workday for human resources executive Anthony
Davis is largely comprised of "fire management." "I put out
fires — put out more fires, oh, and then go put out even more
fires."

But, sometimes, those days have also involved *building* them: "I had a conversation with a friend a few weeks ago and I asked, 'If you knew you could not fail, what would you attempt to do?" recalls Davis. "My friend began to talk about finding cures for sickness, healing all manner of disease, providing shelter for homelessness, aiding others with job security and went on and on about what they would do for others. So, I took a deeper dive and said, 'that's great, but what would you do for yourself?' It took my friend quite some time to think of a reply. I shared that it's noble to want to do so much for others — because that is what we are *supposed* to do — but sometimes we have to take care of ourselves. We had a great conversation around being intentional about adding ourselves to the 'to do' list of life."

It was Davis's two grandparents who initially stoked his own flame, teaching him the lessons of cultivating a healthy work-serve-play ratio and pouring into yourself precisely so you can "do" for others. Later, in 2005, more lessons in diligence and patience would come from Claudette Cromartie, then executive director of the City of Tallahassee Housing Authority who had spent 30-plus years with the organization. "She saw something in me I didn't see and gave me an opportunity to join the organization under her leadership."

That same year, Davis had created ACD Event Planning Solutions LLC, and produced a community event titled "Tallahassee's Got Talent." The vocal talent show provided a platform for local artists to showcase their musical chops in a non-traditional arena. The event eventually spanned its reach nationwide with contestants throughout the southern and mid-Atlantic regions, providing a cash prize of \$1,000 and recording studio time for the winner; as well as a portion of funds raised from this event earmarked for scholarships for deserving students who live in public housing developments.

Cromartie saw the spark.

"I started the organization in an administrative/project-focused space and had my hands in all lines of our business. The HR leader for our organization had an accident which led her to retiring a little earlier than expected. While she was out, Claudette asked if I had an interest in helping with HR as I was doing some small projects supporting the organization. I said sure, and the rest is history."

The Miami native and Florida A&M University public relations/ communications and public administration graduate, was made head of human resources for the Tallahassee Housing Authority — responsible for creating and implementing talent strategies as well as leading successful cultural initiatives.

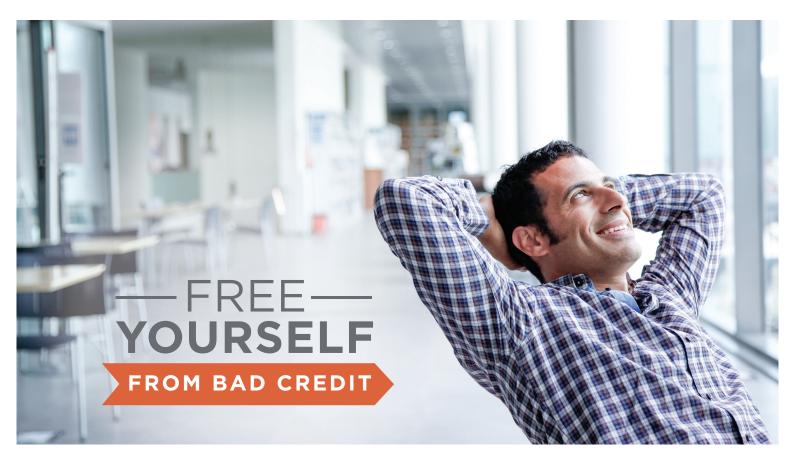
"The message is simple: Sometimes you have to stay still in order to reap your benefit. Upon leaving Tallahassee in 2012, I've had the opportunity to work for international *FORTUNE* 500 companies and travel the globe lending my gifts and talents in ways one could only imagine."

Davis would continue on to serve on the HR leadership team for Domtar, Inc., a *FORTUNE* 500 Montreal-based manufacturing company with more than 10,000 employees that produces fiberbased products, technology and services. He also served as a regional human resource business leader for Novant Health a \$4 billion, not-for-profit integrated healthcare system of 15 medical centers, 27,000 employees and physician partners and 1,123 doctors in 343 clinic locations and outpatient surgery centers in North Carolina, Virginia, South Carolina and Georgia.

In 2015, Davis joined Atlanta Bread Company International/Bake One as vice president and head of human resources. Here, he has oversight of all aspects of human resources strategy and execution for both companies, to include compensation and benefits; talent acquisition, assessment, and development; organizational design and effectiveness; and diversity and inclusion. At work, his main focus and success strategy is to ensure that both ABCI/Bake One talent and business strategies are fully aligned with the needs of the company and its clients. And on even grander scales, "I know that I am alive and successful — not because I have dotted every "i" and crossed every "t" but because my faith, trust and hope is in God."

The alignment helps as he "gets into the trenches of his own life" — balancing ambition and humility — to prepare him for his next chapter. "I believe just as seasons change so should we. One can grow professionally, but not personally or vice versa, which is why it is very crucial to navigate both areas of ambition and humility as both are a fact of life. I believe that you can have it all, but one must always remain humble. My grandmother always said [being] "humble" is the way." He also learned that anxiousness sours life's bounty. "I tell folks all the time, never look to reap in the same manner in which you sow — you may have sown money, but reap good health. Your job is to give with a grateful heart and just be in position to be tapped for whatever is yours to have." AT





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# MISSING MILLENNIALS?

By Jacqueline Holness

fter losing her apartment and car following an unsuccessful freelancing attempt, recent University of North Texas journalism school graduate Porsha Thomas took a train from Dallas to Washington, D.C., where a college friend allowed her to live with her and helped her hatch a new plan. And that is precisely what they did although Thomas admits that looking back on their joint business venture, she was wary about "working with someone who already got on my nerves."

In 2011, the millennial entrepreneurs launched a fashion and lifestyle online magazine, naming it after Thomas's grandparents. Six months later, when the partnership became strained, Thomas wanted to run the magazine as a "solopreneur." Rather than allowing the visionary behind the magazine to graciously exit their joint venture along with her magazine, her roommate had another solution. "She said, 'You've got to buy me out.' And that's one of the things I've learned about business. You have to have an exit strategy. And you should never work with anyone you already have reservations about."

Five years later, the online magazine with her grandparents'

moniker is still in business, but Thomas used that experience to launch Ladypreneur League, an online and offline networking community for female entrepreneurs in Atlanta, where she now lives. The self-proclaimed "ambassador of buzz" hosts events and workshops focused on business development, recently speaking about her expertise as a "Digital Entrepreneurship and Modern Womanhood" presenter at the popular South by Southwest festival in Austin, Texas, in March.

Atlanta is an optimal location for millennials to launch startups particularly if they have floundered at past efforts, according to Kate Atwood, Metro Atlanta Chamber of Commerce's vice president of marketing, responsible for leading its ChooseATL regional marketing campaign. "Our mission is to tell a comprehensive story about Atlanta to the next generation with the intention of attracting millennials to the city."

Atwood cites Atlanta's lower cost of living and its supportive business community among reasons she was able to successfully launch Kate's Club, a non-profit grief support organization for youth who experience the death of a parent or

sibling. "I lost my mother when I was 12 years old because of breast cancer, and I grew up thinking I was alone in this," says Atwood, who launched the nonprofit in 2003, when she was 24 years old. "But when I got older, I realized it happened to a lot of children."

As a precursory crowdfunding initiative, Atwood invited 200 people to a bar in Midtown where she raised \$1,200 to launch her nonprofit. Kate's Club began serving eight children and now serves thousands of children with its full-time staff. "It's the largest children's bereavement organization in the region. Atlanta is a place is where you can make a mark in your 20s."

Millennial entrepreneur Rufin Tshinanga admits his business, Popplr, hasn't taken off as quickly as he would like although his app secured the second place spot during Atlanta Startup Weekend 2013. Startup Weekend, which is held in different locations through the world, allows entrepreneurs to pitch their business ideas and be connected with the "very best mentors, investors, cofounders and sponsors," according to its website.

With Popplr, Tshinanga wants to create an online hub for business owners who want to secure physical locations for their "pop-up shops" such as the shops that "pop up" every Halloween in various shopping centers where consumers can buy costumes and other Halloween paraphernalia. "When I first came up with the concept for Popplr in 2012, about half of the people I talked to didn't know what a 'pop-up shop' was so I feel like I was a couple of years ahead of the trend." Tshinanga, who has been self-funding his business, is currently zeroing in on raising capital to advance Popplr.

Despite the seemingly high level of excitement and buzz that surrounds millennials and entrepreneurship, entrepreneurship is actually lower among millennials than among prior generations, says Daniel Wilmoth, an economist with the Office of Advocacy at the U.S. Small Business Administration, and author of "The Missing Millennials Report," which was published in February. Wilmoth believes that uber successful millennial entrepreneurs like Facebook founder Mark Zuckerberg make it seem

like millennials are natural entrepreneurs when that notion is false.

"In 2014, less than 2 percent of millennials reported self-employment, compared with 7.6 percent for Generation X and 8.3 percent for baby boomers." While youth can partly account for the lower numbers, Wilmoth still discovered that by "age 30, less than 4 percent of millennials reported self-employment in their primary job in the previous year, compared with 5.4 percent for Generation X and 6.7 percent for baby boomers."

"We've seen movies like 'The Social Network,' and we wanted to know what was really happening. Were millennials really starting businesses? What we found is that millennials starting businesses are actually rare."

Although he cannot precisely explain why, he does have some guesses to explain low entrepreneurship among millennials. "It may have to do with changes in the economy that make self-employment less attractive."

This trend is particularly disturbing as small businesses create two out of three new jobs, amounting to more than 1 million jobs a year, Wilmoth says. His office specifically focuses on supporting regulation that addresses the needs of small businesses. Also, one way that the U.S. Small Business Administration assists millennial entrepreneurs is providing funding through loans, which is critical to millennial entrepreneurs who haven't had as much time to save as older entrepreneurs.

Startup Atlanta provides a resource list for entrepreneurs that includes funding resources, according to the nonprofit's community coordinator, millennial Charlton Cunningham. One of its fun support events is the Startup Crawl which enables attendees to travel to different startup locations throughout the city in one evening, using MARTA. Cunningham advises millennial entrepreneurs who failed at a business to try again. "Just because a business failed doesn't mean you're a failure. Who you are isn't what you do. You don't have to fail with the business." AT

# **WORDS TO CLIMB BY**



**NEIL O. CAMPBELL,** 38 | Luxury Lifestyle Architecture Developer with Neil Campbell Architecture LLC

My biggest inspiration came from a real estate developer by the name of Egbert L. J. Perry with The Integral Group. He was the mastermind behind the Centennial Olympic Park and the new Doraville downtown development. He once taught me the importance of choice and how it can create the greater good in all we do. His real-estate developments are built around choice and the composition of the choices people make in each community. People have the choice to live the life they choose to live and learn the art of making the best choices in their environments. My architecture takes on a similar approach in how I create scaled luxury lifestyle architecture, as a choice to live the very best experiences. In the end, architecture is the foundation of choice because it is the science of creating living environments in which people make life choices.

#### LINDA "PEARL" FILS-AIME, 36 | Model, Performing Artist, Professor at Clark Atlanta University & A Lady Named Pearl LLC

While on tour for Ebony Fashion Fair as a runway model, I met a Harvard graduate who happened to have an MBA and JD degree. At the time, I was traveling the world, and very carefree. His advice to me was, "Get an education ... go back to school and get your MBA." Of course, I was not feeling that advice at the time, but looking back, I'm glad I took it. Learning business took me out of the consumer mind frame and transitioned me into the producer mind frame. My advice to anyone who's looking to be in a leadership role is to "get an education." It does not have to be in a formalized setting where you are sitting in a classroom. What I am saying is gain knowledge in any way possible. Once you have your mind set on what you are going to do, get around the best that have done it, and learn from them. Soak in as much knowledge as possible, to increase your probability for success. Never stop learning. Never stop educating yourself.



#### PHNEWFULA FREDERIKSEN, 38 | Owner of Happy Mango

From the time I was in 9th grade after realizing I wasn't going to be a supermodel, I had my mind set on one profession: I was going to be a marriage counselor. I took that path all the way to my junior year at Clark-Atlanta University. There is where the music business found me. It was my time in the music business that showed me if I could think of it, I could do it and be successful.

My course changer was Jerrell Allen who I still call for advice at least monthly. I didn't like the way things were going when I worked for him so he told me, "If you don't like the rules, get your own ball park." Two weeks later I quit and took the first steps towards starting my own business.

That is the single best piece of advice I have ever received from a person. The close second was to "work smarter, not harder." I remind myself of that constantly. I strive for the Bill Gates model — he once said that he makes money in his sleep. It's very important to be able to make money that you don't actually have to click in and work for.



# **KELDRICK L. STEPHENS,** 24 | Assistant Director of Admissions and Recruitment, Morehouse College

While attending college, I attended a church in Auburn, Ala.,— Church of the Highlands. One particular Sunday, Pastor Chris Hodges made a thought-provoking statement that has been seared in my conscience to this day. He eloquently and convincingly spoke on the necessity of serving our communities. Needless to say, like any other message, we assumed he would discuss the simple tasks of serving such as: helping the elderly, feeding the homeless, giving, and much more, but he took it a step further. Four simple words proved the most impactful — "Serve from your heart!" To some, it may sound elementary, but as Pastor Hodges expounded on this statement he mentioned that when we see people, we need not see them solely through the naked eye but intentionally look and serve them with the lenses of our heart. I attempt to incorporate this mantra in my everyday living. Specifically, within my line of profession, we deal with parents and students on the sensitive subject matter of college admissions and finances. In this field, it is imperative that my mind is focused on serving numerous families that step into my office. Of course, not solely doing what they say, but ensuring that I am meeting them halfway with my actions, concise discussions, and honesty. I find it extremely important to exude a life of generosity from the heart. Surprisingly, this is harder than it seems, but I find it quite important for individuals to have a depth of substance when doing anything; whether serving the homeless, church auxiliaries, work, or family and friends, it is truly important for people to see a transparent heart of generosity. When people serve from their heart, it makes the job worthwhile. AT



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he millennial traveler is something of a phenomena. During 2015's Virtuoso Travel week, entire trend sessions were devoted to understanding their patterns. As Gen Y — the most populous generation born between the early 1980s to around 2000 — blazes a new trail in the luxury travel world, destinations are catering to their preferences. Virtuoso travel experts note that millennials favor customized, unique experiences — not cookie-cutter big brands, and are social — attracted to gathering places such as inviting lobbies and bars. They are looking for a less corporate and more boutique atmosphere, and the industry is listening. Hotel companies are creating new brands with qualities that appeal to lifestylefocused travelers. In short, millennial reader: You have influence. So, to get the most out of your experiences abroad, use this advice from expert Tisha Neufville to see the world better.

#### Find a Travel Advisor

Time is one of our most precious resources; and researching, planning, and booking travel can take up more time than we realize. Just search online for "hotels in New York"... there are more than 200 billion results! Who has time to sift through that?! A travel advisor will work with you to plan a trip, and can often save you money with special rates and exclusive amenities (free breakfast and Wi-Fi, hotel credits, and more). That can really add up!

#### Make a Plan

With limited vacation days and smaller travel funds, planning ahead is your friend. Write a list of the top 4-7 destinations on your bucket list, and make a 3-5-year travel plan. You'll be able to allocate vacation days to travel, and you'll know how you need budget to prepare for travel. Your travel advisor will also guide you as to how much time and money you will need for each trip.

#### Use the Buddy System

Unless you love solo travel, find a friend who shares your passion and interests. When you travel together, you create lasting memories and form deeper bonds. Plus, you save money by splitting costs.

#### Go Off the Beaten Path

Dig into the local culture and don't just do the tourist thing when you travel. A well-connected travel advisor can get you insider access and exclusive perks so you have an authentic experience that you won't find on the Internet. It will be like having a friend of a friend everywhere you go.

#### There's No Time Like the Present

"Someday" is not a day in the week, so don't put off travel for the future. As you get older, you have more responsibilities that make travel more difficult (especially when you have children). Take advantage of this time in your life, and see the world! **AT** 



Tisha Neufville Aboar<mark>d B</mark>elmond Hiram Bingham Train to <mark>Machu</mark> Picchu (Peru)

After riding a camel through Giza and exploring the Khan el-Khalili market during a family trip to Cairo, a 16-year-old Tisha Neufville realized the life-changing effects of travel. The owner of Neufville Travel has visited nearly 40 countries, developing extensive, first-hand knowledge of many destinations and becoming a food enthusiast who has a knack for weaving memorable food experiences into every trip.



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# 5 INSIGHTS ON GETTING WHERE YOU WANT TO BE IN YOUR CAREER

by Kelly Burton
CEO of Nexus Research Group and Founder of Bodyology

#### Be Kind. Always.

Generally speaking, the world is lacking in positivity, empathy and kindness. So, if you, as a business leader can project kindness in the things you do, you're not only contributing to the world via your product or service, but you're also projecting a little love and light which is so needed in this day and time. From a more practical standpoint, people hire and support people they like. If you're not likable, launching and scaling a business is going to be that much more difficult. Dr. Maya Angelou had this saying, "People will forget what you said and they will forget what you did, but they will never forget how you made them feel." That's real.

#### **Work Your Gifts**

There is a certain confidence that comes with this stage of life because after being in my career for more than 10 years, I'm acutely aware of my gifts. I know what I'm good at and I'm honest with myself about my shortcomings. After telling my sister about a new passion project I was considering taking on (in addition to running my two companies), she said in a way that only she can, 'Kelly, you can execute anything — research projects, events, clothing lines for sweaty women, anything!' And she's right. I'm a do-er. I execute and get things done. I know that about myself and because I've lived the life, no one can convince me otherwise. When you get to that point, you realize that you have nothing to prove and life gets much easier from there. If you're well into your career, chances are you know what you're good at. Work your gifts! Be unabashed about it and do what you do with excellence. As the good book says, your gifts will make room for you. If you're not working your gifts, you're standing in your own way.

#### **Shed the Toxic Relationships**

If you're ambitious, please know that achieving your dreams will require that you surround yourself with people who challenge, support and genuinely care for you. Being a dreamer and dream chaser requires a lot energy and brain space. If that energy and brain space is being drained by toxic relationship in the way of loser mates or jealous friends then you're not going to be able direct it to the stuff that really matters — like manifesting your purpose and changing the world in the unique and dynamic way that only you can. Get rid of them now. Those relationships will never serve you.

#### Be More Selfish

Women have a bad habit of always putting themselves last. We come after the husband, and the kids, and the parents and the prayer group, and the sorority, and the dog! It's almost as if we get this perverse joy out of being



self-sacrificial. But here's what I've learned ... People will take, take and take as much as you allow them. But it's not their fault, it's our fault. We give too much of ourselves away — sacrificing our dreams and foregoing our gifts for others. When it comes to pursuing your dreams, you've got to be selfish to an extent. You have to get really comfortable saying "no" and you have to be protective of your time and your space. Be good to yourself — whatever that means for you. It's okay to be a little selfish. It's not a dirty word.

#### **Get Spiritually Connected**

While I've grown up in the Christian faith, I'm just beginning to truly explore my spirituality in my mid-30s. It's almost like God and I finally have a mature relationship which allows me to encounter him in different ways. Just last year, after hearing a talk by Oprah, I decided to take my faith walk to the next level and embrace a formal spiritual practice, perfectly tailored for where I am at this stage of my life. It includes prayer, yoga, meditation and other practices that help me stay connected to my creator. This shift has made all the difference for me over the last few years. It allows me to move boldly in my work and career, as well as in my relationships. It is helping me to arrive at a more authentic version of myself, which I assure you, is a beautiful thing. **AT** 







\*Proceeds to benefit the George A. Lottier Foundation

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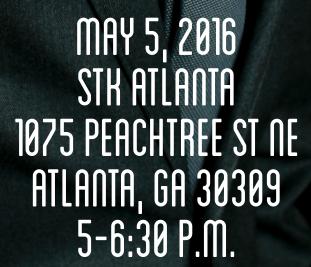






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Michael R. Riggs — one of Atlanta Tribune's 2016 Men of the Year

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Chief of Cardiology, Northside Hospital
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# **SOUTH AFRICAN HERITAGE TOUR**

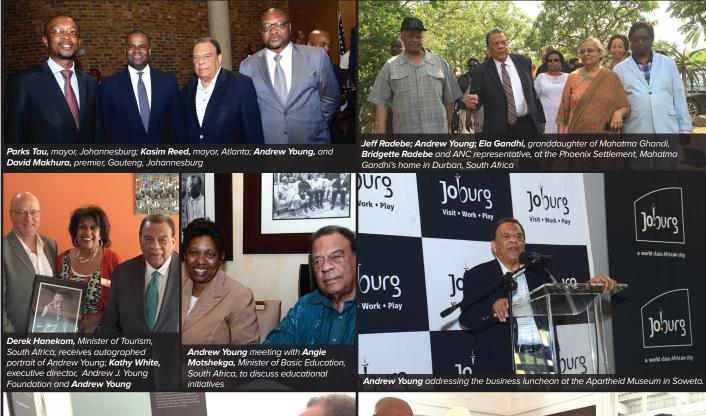
Photos by Susan J. Ross

Ambassador Andrew J. Young and Carolyn Young, chairman and vice-chair, respectively, of the Andrew J. Young Foundation, recently lead a delegation of 45 professionals from the diaspora on a two-week, multi-city South African Heritage Tour, from March 20 through April 1, 2016. Hosted by the Minister of Tourism for South Africa, Derek Hanekom, they were also joined by Mayor Kasim Reed of Atlanta and a business delegation during the second week.

During the two-week tour a number of business collaboration opportunities were presented, both from the premiers, mayors and ministers of education and health of the cities of Durban and Johannesburg and from the City of Atlanta and the Andrew J. Young Foundation. The South Africa Chamber of Commerce in Atlanta, the Andrew Young Foundation and the Office of the Mayor of the City of Atlanta will be working on the next phase of business and cultural collaboration to finalize several mutually beneficial projects.



Ambassador **Andrew J. Young**, chairman, Andrew J. Young Foundation, receiving the Freedom of the City award from **James Nxumalo**, mayor, KwaZulu Natal, Durban and **Sibusiso Sithole**, city manager





**Ela Gandhi** escorting **Andrew Young** on a tour of the Gandhi Museum Collection at the Phoenix Settlement



Jeffrey Radebe, Carolyn Young, Andrew Young, Ela Gandhi and Bridgette Radebe, at presentation to Ms. Gandhi



Seated L-R, Mr. Keith Kunene, Carolyn Young, Andrew Young; standing L-R, Mrs. Keith Kunene, Mr. Zoli Kunene, Mrs. Zoli Kunene, Mrs. Zoli Kunene, Mrs. Zonosi Kunene, Kasim Reed and Mr. Zanosi Kunene, at a dinner in honor of Andrew and Carolyn Young in the home of Mr. and Mrs. Zanosi Kunene



and Sylvia Russell



President Nelson Mandela cast his ballot during the historic South upon arrival at the King Shaka African elections of April 27, 1994 International Airport in Durban



Andrew Young reliving the casting of a ballot in the ballot box Presidency, South Africa, meeting Andrew Young and delegation,



**Soweto Gospel Choir** performing at the Nelson Mandela Center of Memory, Johannesburg, in tribute to Andrew Young, hosted by the United States Embassy in South Africa



**Andrew** and **Carolyn Young** celebrate their 20th wedding anniversary at the home of Mr. and Mrs. Zanosi Kunene in Johannesburg



Andrew Young preaching at the Sunrise Service on Easter Sunday, in Durban



Andrew Young and Durban City Leaders, lead a Parade in Durban from Centrum Park to City Hall, in celebration of the Freedom of the City Honor which was bestowed upon the ambassador



Tutu; Carolyn Young; Billye Aaron; Thandeka Tutu; and Brenda Cole.



Site of the late Dr. John L. Dube, founding president, ANC, South Africa



Patrick Gaspard, U.S. Ambassador to South Africa, and Andrew Young at the Nelson Mandela Center of Memory



Graca Machel, widow of late President Nelson Mandela and her daughter Josina Machel, meet with Andrew Young at the Saxon in Johannesburg



Parks Tau and Kasim Reed, at the business luncheon, Apartheid Museum in Soweto



Delegation attending Easter Sunrise Service at the beach of the Beverly Hills Hotel in Uhmulanga, Durban



#### 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

# What You Need to Know to Get Started with Live Streaming

In January 2016, Periscope announced that more than 100 million broadcasts have been created since the video streaming platform launched in March of 2015. Not only are many people using Periscope on their phones to easily broadcast videos, but even more people are watching them. According to TechCrunch, 350,000 hours of video is streamed daily, while Fast Company says people are watching 40 years' worth of live video every day.

As services like Periscope, Blab, and now Facebook begin rolling out their live stream platforms, now is the time to understand the best ways you can use these tools to connect and keep the attention of prospects long enough to turn them into long-time customers.

In a recent **Atlanta Tribune** webinar, video production expert Monique Johnson provided a wealth of information and best practices on live-streaming. Below are a few areas she touched on.

#### Why is it Important to live stream today?

Monique Johnson: Number one, it's live. Think about the times when you went to a TV show or a concert and you were able to see it live. That made you feel special. That made you feel like you saw something firsthand before it's released to everyone else. The whole idea of being live is phenomenal. The fact that it's raw, people will "know, like and trust you" even faster because there's no editing and they're seeing you for who you are or seeing the brands or seeing behind the scenes live. The fact that it's something that people can see firsthand and see it right then and there, it's huge.

Other reasons can be accountability with coaching challenges, behind the scenes access, real time engagement within community, using it as a piloting system, using it for a pre- or post-show Q&A with your viewers, and multichannel with webinars or presentations.

Lastly, it's free. Facebook Live, Snapchat, Blab, Periscope, MeVee, and Meerkat are all free.

## How do you determine which live streaming service to use?

Monique Johnson: I mostly use Snapchat, Blab, Periscope, and I'm experimenting more and more with Facebook Live. My philosophy is play with each of them, pick the ones that you're most comfortable with, and leverage them off of each other. However, if you feel you can just handle just one at a time, that is totally fine, but it's all about consistency. You have to be consistent with everything else, with marketing, social media, all of that. It's all about consistency and engagement. In order for you to really take advantage of these platforms and the community and to grow your community, it's all about consistency.

# Are there any rules of thumb when it comes to the length of a live stream?

**Monique Johnson:** I would say that's a trial and error thing. Initially, you want to make them 10 to 15 minutes, but make sure it's really, really good content. The attention span on these type of live stream platforms is slim to none and you need to engage people immediately. Otherwise, they are going to leave in a heartbeat.

#### How do we get people to watch?

**Monique Johnson:** If you plan on using YouTube as a way to grow your reach, conduct some keyword research, and optimize your video title. You want to utilize YouTube Cards. Cards add interactivity to your videos and can point viewers to a specific URL (from a list of eligible sites) and show customized images, titles, and calls to action, depending on the card type.

# Are there other important services to help with live streaming efforts?

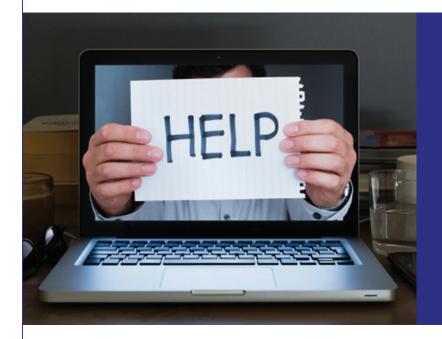
**Monique Johnson:** Katch.me is a free service that automatically posts or publishes your recordings on Periscope or Meerkat to their platform. If you want your recording to live longer than 24 hours, then, you want to sign up for Katch.me.

For more insights, check out the webinar recording at http://youTube.com/TribuneTNT

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The Father of the Year Awards recognizes exceptional fathers who have demonstrated the ability to balance their personal lives with successful careers, to serve as a role model for their children, and to help make a positive difference in their community.

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Visit <u>diabetes.org/fotyatl</u> and scroll down to the "Community Dad Competition" section for details.

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# 2016 ROLLS-ROYCE WRAITH

# **Opulence Abounds**

By Brian Armstead

Part of the turf of being an auto writer is to field questions from the masses about the cars I've driven over the years. Be it at a bar, networking function or house gathering, the question of "How much is too much?" always arises when I speak about driving an uber luxury car.

"I would never pay \$300,000 for an automobile," some will say, or in the case of the Bugatti Veyron, a cool \$2 million. Folks really flipped on that one.

But here's the reality people: In today's industry, you pretty much get what you pay for. Is the Bugatti worth \$2 million? If I were of serious means, I'd probably do a Floyd Mayweather and buy several.

Which brings us to the subject of this review — the 2016 Rolls-Royce Wraith. At \$372,000 tested, it's not inexpensive by any measure, but it sure is worth it.

When you first visualize the striking Wraith, you'd better hold on to your emotions when the forward-opening, power-operated "coach" doors are opened, exposing yards of gorgeous leather inside. The doors are huge, as is the Wraith itself, and allow effortless ingress and egress.

Slide behind the leather and piano black lacquer steering wheel and

you feel in command of a large ship. The steering wheel features fingertip controls for convenience and safety features. Behind the wheel are stylish white gauges with red pointed black hands. Move to the center stack and the 10.25" center screen provides essential information on destination, music sources and allows for electronic access to a multitude of standard comfort and convenience features.

Just below the center screen are a trio of large vents for heating and cooling with traditional "Organ Stop" push-pull, on-off knobs. Very British; very impressive.

Everywhere you look inside the Wraith, opulence abounds. In big brother Phantom tradition, you even get retractable, full-sized umbrellas in each forward front door pillar.

On the road, the Wraith displays a nimble ride quality that cossets you in comfort and security. With a 624 horsepower twin-turbo V12 engine at your disposal, the most powerful Rolls ever built hustles down the highway like a cruise missile — purpose-built to destroy the competition.

Like all Rolls-Royce models, you can choose bespoke options to your hearts desire. The only thing limiting you as you express your unique desire to be expressive is the size of your wallet. If you can dream it, Rolls can incorporate it into your new Wraith. **AT** 

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Limit 2 pkgs. at this price. Your 4 free sausages will be sent to each shipping address that includes the Family Gourmet Feast 40332. Limit of 1 free box of 4 (3 oz.) Kielbasa Sausages per shipment. Standard S&H will be added per address. Not valid with other offers. Expires 5/3/16









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# WEEKENDER

# **SEA-FARING**

Landlocked limits notwithstanding, Atlantans take their sushi seriously.

#### **UMI**

Location matters and Umi's swank setting and interiors back up its sushi bonafides. For the full and nontraditional experience, have the omakase with a green tea soufflé sidecar. If you're feeling set-apart, the reservations-only lounge Himitsu offers sochu, cocktails, wine and an extensive sake selection. *umiatlanta.com* 

#### **CRAFT IZAKAYA**

A Krog Street Market pioneer, consider Craft lzakaya a Japanese pub, of sorts, with an extensive menu from chef Jey Oh that focuses on sushi and yakitori and is designed for approachability and accessibility. craftizakaya.com

#### THE ONE SUSHI+

Brookhaven's sushi haunt off Peachtree Street serves up raw fish as well as entrees and a curated selection of Japanese spirits. It mixes gravitas with ebullience — sourcing its fish from the famed Tsukiji Market in Japan for menu items like the O.M.G and the #Selfie roll. theonesushiplus.com





# Summer's winding sultry days deserve great wines to match.

A beautiful light hue, Conundrum's 2014 California White Wine Blend opens with the evocative scents of apricot, pear and honeysuckle as well as the bright notes of orange and lemon meringue pie. The entry on the palate has a subtle sweetness immediately balanced by a natural acidity and pop of freshness. Flavors of peach, apple and citrus are layered with a touch of oak that comes from Conundrum's use of barrel fermentation for a portion of the wine. The finish is long with distinctive hints of each varietal creating a final, lingering impression.

Conundrumwines.com

\$25



As a winery, Caves D'Esclans identifies vineyards, grapes and wines from Chateau D'Esclans as well as local growers to make what has reputedly become one of the world's greatest Rosés. A delicate, shimmering but personality-packed pink with grapefruit and hints of peachiness and exciting acidity delivers an ultra-fresh elegance.

Whispering Angel Cotes De Provence 2015's grapes are grown from the most choice land in the surrounding region of La Motte en Provence, and harvested from sunrise to noon with destemming and slight crushing at 7-8 degrees Celsius to avoid oxidation. Light, dry and refreshing.

\$22 Esclar

Esclans.com

# **BLISSBEHAVIN AT**

# KIMPTON'S TIDELINE OCEAN RESORT & SPAPALM BEACH, FL

By Regina Lynch-Hudson

Then a county in South Florida prides itself on being "America's First Resort Destination," there is much to live up to. A traveler may simply anticipate breathtaking beaches, tropical beverages and a balmy ocean breeze. After gallivanting throughout The Palm Beaches, I can attest that there's much more to offer in this multifaceted destination that fuses its history, deeply rooted in hospitality, and its contemporary essence of art, culture and fun sprawling along 47 miles of pristine shoreline.

Tucked away amongst overarching palms alongside the Atlantic coastline is Kimpton's Tideline Ocean Resort and Spa, previously known as the Omphoy Resort and Spa. This serene beachside sanctuary became my own personal Eden, offering all of the key elements to indulge my innermost "zen" — sunshine, nature and comfy quarters. Situated between posh Palm Beach and eclectic Lake Worth, the boutique hotel's location offers the perfect balance of luxury and leisure.

The newly renovated resort and spa combines old-world charm and the modern flare of Florida with a consistent dose of water-centric experiences, aimed at highlighting the healing elements of water for the mind, body and spirit throughout the property.

#### www.tidelineresort.com











**Born-Again Zen:** Upon arrival, one is greeted by the heavenly rhythm of water rippling from a sea-sponge fountain, as fruit-infused water and cold refreshing towels are made available to cool down from the sun. Gently glistening throughout the entrance, sunbeams pirouette overhead from an atrium window. Looking beyond the front lobby, the dark wood walls contrast beautifully with the lapis blue of the Atlantic coastline and the vibrant green palm trees seen peeking through the rear windows. A shimmering pool, cabanas and poolside bar emerge like a Mirage across the front lobby entrance. Only, it's reality.

The peaceful Asian-inspired elements carry through to the 134 boutique-style guestrooms and suites. Each room comes equipped with a mini-bar stocked with healthy selections, 37-inch LCD TV featuring an on-demand yoga channel, yoga kits and complimentary Wi-Fi. I couldn't wait to plop onto the canopy bed, with its plush pillow top mattress and dreamy hues of cloud-white linens. After a snooze, I threw open the plantation shutters and ventured onto the veranda to relish in a few yoga-like stretches in a calming tropical atmosphere. I felt as if I was born again as I positioned my leg onto the top floor exterior railing and breathed a tranquil sigh of relief. Free yoga classes are also offered on site in the Garden Room and beach yoga is available nearby through the Town of Palm Beach.

Beach Fare: When it comes to dining, the resort's restaurant Brandon's

by the Beach provides year-round guests with various dining choices, including brunch on Saturdays and Sundays from 8 a.m. to 2 p.m. Guests are welcome to dine indoors or on the outside terrace with prime views of the Atlantic Ocean, which also provides an idyllic setting for sunrise viewings complete with blankets and mimosas, or a sunset cocktail hour.

**Bikini-Fit:** An on-site 24-hour fitness center offers health-conscious travelers an option of treadmills, weights, bikes, and ellipticals, among other fitness equipment to get you bikini-ready. For those of us who prefer to be outdoors, complimentary bicycle rentals and water sport rentals — from paddle boards to jet skis — are available to resort guests at an additional cost.

Balance & Nirvana: The health and wellness benefits of H2O are also found throughout the spa's services and décor. I relaxed to the harmony of swishes of water as I unwound in the Buddha Relaxation Room. The 80-minute Botanical Sea Facial, specially-tailored to my skin type, left my face glowing and silky smooth. The Blue Water Body Polish, a scrub to exfoliate dry skin, moisturized and restored my skin's radiance. The newly renovated spa features six manicure and pedicure stations, seven luxuriously appointed treatment rooms, and a salon that offers makeup services, haircuts, blow outs, and styling to keep guests looking their best.



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 2016 Scholarship Reception Luncheon

**Hosted by Women of AT&T** 

Join Students Without Mothers for our Annual Scholarship Awards Luncheon as we present scholarship to our 2016 Recipients.



Keynote Speaker Hank Stewart Author, World Renowned Poet, Community & Youth Activist



Emcee Twanda Black Radio Personality, KISS 104.1



**Emcee**Willie Moore, Jr.
Radio Personality, Praise 102.5

Tuesday, June 7<sup>th</sup>, 11am-1pm AT&T Mobility | 1025 Lenox Park Boulevard | Atlanta, GA 30319

Individual Tickets \$30 each or 2 for \$50 | Sponsor Packages \$500 to \$1,000

Visit StudentsWithoutMothers.org or email admin@StudentsWithoutMothers.org to become an event sponsor or to purchase individual tickets.

The death of a mother can have a devastating effect on a teenager. In many cases, it can put an abrupt end to any hopes of a higher education.

Your support of our principal fundraiser brings much needed hope to these students. Students Without Mothers is a non-profit organization providing college scholarships and other resources to teens who have lost their mothers. The students receiving scholarships at this event are a handful of the many deserving students in need of the organization's support. We hope you will help.



















# toDo

# The Clark Atlanta University 23rd Annual Guild Jazz Under the Stars Concert

### MAY 7, 2016 | 6-10 P.M. CLARK ATLANTA UNIVERSITY

CAU's highly anticipated affair will feature Grammynominated Soul/Jazz Vocalist Maysa Leak, The Clark Atlanta University Jazz Orchestra and The Clark Atlanta University Jazz Vocal Ensemble performing under a canopy of Atlanta's pre-summer stars. cau.edu

## Atlanta Jazz Festival

### MAY 27-29, 2016 PIEDMONT PARK

With three different stages, including a local stage, main stage, and international stage, your musical fancies are sure to be satisfied.

atlantafestivals.com

# Atlanta Tribune's 30th Anniversary Celebration

### MAY 19, 2016 12 - 2 PM 755 CLUB @ TURNER FIELD

This year marks the 30th Anniversary for **Atlanta Tribune: The Magazine.** In conjunction with honoring our publication, we will be saluting the people, corporations, foundations, and nonprofits that have made significant contributions to the advancement of minority business entrepreneurs and the Atlanta community. #ATTurns30 atlantatribune.com



#### SAVE THE DATE

# 21st Annual George A. Lottier Scholarship Golf Tournament

JUNE 2, 2016 | 8 A.M. TO 4 P.M. COUNTRY CLUB OF ROSWELL, 2500 CLUB SPRINGS DRIVE ROSWELL, GA 30076

The George A. Lottier Golf Foundation was created to preserve the memory of George A. Lottier and his love for the game. Its mission is to provide support and training for future golfers, and to assist qualified minority journalism students in enriching their education. The event starts at 8 a.m. with range practice and a continental breakfast where our scholarship winners will be introduced. There will be prizes and contests on every hole, a silent auction, a golf clinic for beginners, golf vacations, box lunches, and a 19th hole reception. store.atlantatribune.com

# techbyte

# SAYING HELLO TO BONJOUR



aking up has never been so good. That is if you're using BONJOUR — a smart alarm clock that gathers information such as weather, travel conditions, news, and triggers your wake up time so you can enjoy what matters most to you. BONJOUR, a clock that you can control with your voice, connects to your smart home devices to make your bedroom a cozy haven — without having to lift a finger, and you can teach it what matters to you then let it adjust your wake up time. The smart clock connects to your agenda calibrating with current traffic and the weather so you are best prepared for when to officially begin your day.

Say to it: "BONJOUR wake me up at 6 a.m. for a run if it's sunny, or let me sleep."

In the quest of the perfect alarm clock, holî started from scratch, re-inventing each essential element as part of a singular, deceptively simple design. Voice recognition is built in the cloud, so it is always getting smarter, and it has a sleek, HD screen because sometimes voice is not enough.

Perfect.

#### Other features include:

#### **SMART WIFI**

Automatically goes off at night.

#### USB

Convenient USB charging port compatible with all smartphones.

#### **BATTERY**

Built-in battery backup in case of power failure.

#### Smart home:

#### LIGHT

Turn off your lights using your voice. Compatible with holî, Philips hue and LIFX.

#### **THERMOSTAT**

A word and it adjusts your bedroom temperature. Works with nest and netatmo.

#### **SECURITY**

Activate your security alarm. Check your nest security camera on its screen.

#### **OUTLETS**

Tell Bonjour to turn on the coffee maker or electric blanket plugged to your WeMo switch.

bonjour.holimotion.com AT



hat do you do when you've finally paid off your credit cards, student loan, car loan or mortgage? First things first:

Revamp your budget and see how you can pay off other expenses or at the very least increase payments on outstanding debt. The point is to have a plan for your debt payments *before* you pay off your debt, so that you'll be better prepared to handle your new cash flow after you pay it off.

**Check Your Credit Score:** After roughly 60 days, your former creditor will have reported your account as "Paid in Full" to the primary credit bureaus. Your new and improved credit profile with an eased up debt-to-income ratio and payment track record can make the case for you to refinance other debt arrangements at lower interest rates.

Renegotiate Terms: Insurance rates and taxes often change dramatically after something changes status from being financed to being paid off. See if you can land a lower deductible or premium now that the restrictions that often come along with financing are no longer an issue. Bonus: Dig for discounts: Discounts and tax breaks are likely in abundance for your new status.

**Revisit Your Warranties:** Some warranties are bundled within financing terms. Don't get caught unprotected.

**Restore and Renew:** Use the extra cash to restore or reinvest in your paid-off property in order to retain maximum value.

**Plan for the Future:** Big payoffs mean more liquid funds to set aside for an emergency fund, or to start contributing more to tax-deferred retirement accounts like a 401(k). **AT** 



REAL RESULTS, NO CONTRACTS SATISFACTION GUARANTEED



ow that Spring has settled in, I couldn't be more excited to indulge in the fresh, vibrant tastes of the season. In fact, as much as I endeavor to enjoy each season fully, I can't deny that I was eager for winter to hurry along so that the milder, sun-kissed days could settle in for good.

The infectious nature went beyond the weather and drifted into my kitchen — and the result was my favorite rendition of Pasta Primavera ("Spring Pasta" in Italian). My take abandons the typical cream-laden dish and instead serves up bountiful fresh, vibrant vegetables that stand deliciously on their own. Accents of Italian dried herbs, sun dried tomatoes and Parmesan infuse extra decadence — and robust flavor — that makes for a dish you'll want to savor throughout Spring — and beyond.

This dish was a hit at my Spring Pop-Up Cooking School last year — and I trust you'll find it to be a welcomed addition to your spring eating repertoire.

Happy Eating!



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.

## PASTA PRIMAVERA

#### Ingredients

1 lb. linguine (or pasta of choice)

3 garlic cloves, minced

1 onion, diced

1 tablespoon Herbs de Provence

1 bunch of asparagus tips

1 zucchini, sliced

1 yellow squash, sliced

3 carrots, peeled and chopped

1/3 cup sun dried tomatoes in oil, chopped

1 red bell pepper, sliced

1 yellow bell pepper, sliced

1 pint cherry tomatoes

Kosher salt

Freshly ground black pepper

1/4 cup olive oil

Grated Parmesan, to taste

#### Method:

Heat olive oil over medium-high heat in a large skillet or sauté pan. Add onions to the pan and season lightly with salt and pepper. Sauté until they begin to soften and become translucent, about four minutes. Add in garlic and herbs and sauté for another minute. Add in vegetables, except the cherry and sun dried tomatoes, and season lightly with a sprinkling of salt and pepper. Cook until the vegetables begin to soften and become tender, about 7-10 minutes. Remove mixture from pan and pour into a large bowl. Stir in sun dried and cherry tomatoes and set aside.

Meanwhile, as the vegetables are cooking, bring a large pot of water to a boil and season liberally with salt. Add in pasta to boiling, salted water and cook according to package instructions. Drain pasta and reserve pasta water.

Pour pasta into bowl with vegetables and toss to combine, adding in reserved pasta water to moisten, as needed. Taste for seasoning and garnish generously with Parmesan. Serve and enjoy! **AT** 



# 4 COMMON JOBSEEKER MISTAKES

# (and How Not to Make Them)

Resume typos ... we've all made them and felt our entire professional world crashing down around us. Okay, a little dramatic. But, admit it — you've looked back over a cover letter and realized it was addressed to the wrong individual or the correct individual whose name you misspelled; it has happened to the best of us. But, we're here to help you move forward — not look back — with a few tips for a smarter and more efficient job search.

According to EmploymentGuide.com, higher on the list of reasons your resume gets overlooked than spelling and grammatical errors is unfocused content. "A resume should highlight your employment history so that your skills may be conveyed accurately and quickly," says Karl Giles. "Most employers screen a high volume of applicants' resumes for a particular position so your resume may only have seconds to catch that person's eye. Make sure that you highlight your accomplishments in former positions rather than just your duties when revising your resume."

As well, **avoid using a generalized resume for serious job seeking.** Personalizing your resume on an employer specific basis can improve your chances of moving on to the stage. A generalized resume is a quick way to have your application packet trashed by the potential employer. Show the employer that you took the time and effort to cater the resume to the position for which you are applying.

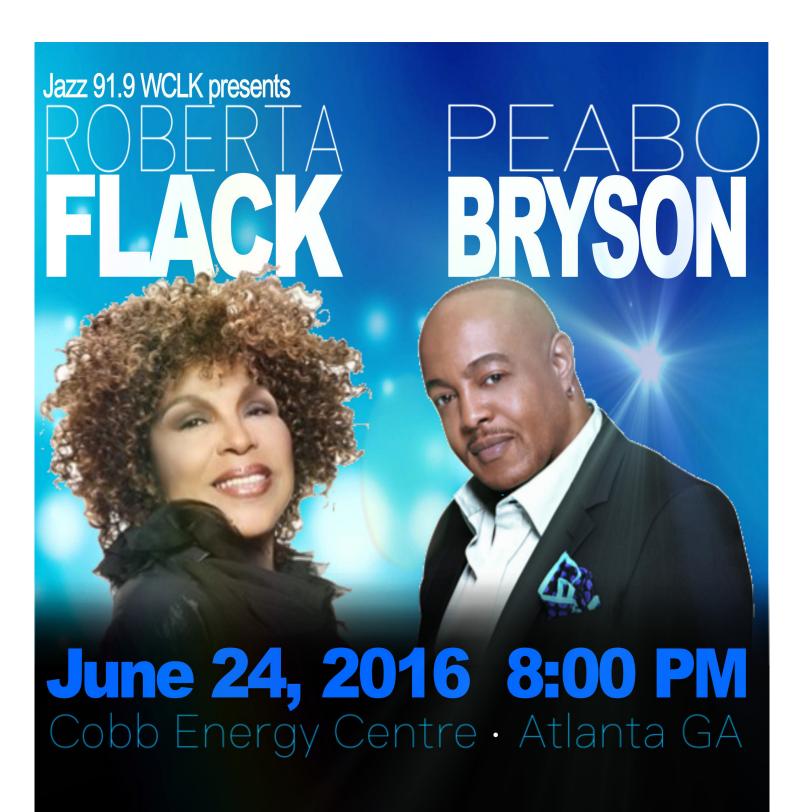
# Do you find yourself applying for jobs even when you only meet minimum

**qualifications?** If your answer is yes, stop. If that's all you have, you're highly unlikely to get the position. Why? Because superior candidates will also meet the minimum requirements and more. Your objective is not only submitting resumes, but actually attracting the attention of the employer because of what you have to offer, and the minimum won't cut it.

But, if you're adamant about pursuing a position that you know you're minimally qualified for, try this: Eliminate the fluff phrases that actually work against your resume. As an alternative, use specific resume lines that market you authentically and smartly. Include an interesting activity that sets you apart.

# Mistake: Failing to research the company you're applying to.

Most people spend more time planning a vacation than planning a job search. Not only is it important to determine the route you want to take in canvassing the landscape of opportunities, it is essential that you take the time to research who you're reaching out to. Contacting companies that you know little about with generic pitches is a waste of your time and theirs. Optimally prepare yourself by first seeking out companies that fit your checklist of "wants" for an ideal employer. Also, if you come across an opportunity that captures your interest from an employer that you aren't necessarily targeting, take the time to familiarize yourself with the company. It's always a bonus to be able to offer a unique skillset or ability you have that may benefit them in your introduction. AT





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