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# Lisa Borders' Big Play







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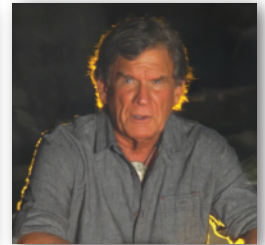


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# What You're Saying...

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## We love to hear what you're thinking!

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### 30th Anniversary

It was an honor and privilege to attend @atlantatribune's 30th anniversary at Turner Field's @Delta 755 Club! — @MatlockAdPR

Congrats @PatLottier and @atlantatribune on your 30th anniversary! #atturns30 — @PinkPatchGroup

Happy 30th @atlantatribune! That's amazing for independent publishing. #GodSpeed — @NChanelJoy

Celebrating the **Atlanta Tribune** with @BronzeLens @atturns30 @AtiTechCollege @atlantatribune. — @ferdinand\_risco



The **Atlanta Tribune** Celebrates 30 Years of Publishing ow.ly/1SiS500oGpt — @BlackEnterprise

#MARTA salutes @atlantatribune on its 30th Anniversary! #atturns30 — MARTA Diversity

Glad that I was able to make the 30th anniversary celebration! As always, it was a great event. I enjoyed the perspectives from the panelists, especially Ambassador Andrew Young. Thanks for continuing to bring black leaders together to promote economic development and excellence in the community.

**Germaine L. Reece**  
Atlanta

You all outdid yourselves! From the depths of sincerity, thank you for allowing the Atlanta Hawks to be a part of the **Tribune's** 30th celebration.

**Nzinga Shaw**  
Atlanta



### Young Executives Issue

#NAAHR\_ATL's VP of Membership Engagement, Anthony Davis in the @atlantatribune #theonestowatch

Proud of our Dir of Biz Dev. & Planning for such well-deserved recognition @atlantatribune. Way 2 go — @svault! Grady Health

Congrats to @amfam's Michael Riggs — among @atlantatribune 2016 Men of Year. #iWork4AmFam — @stingley

Woot! I'm in the May issue of **Atlanta Tribune: The Magazine** talking all things livestreaming video with Brent Leary. — **Monique Johnson**, New York

Excellent read! #mustshare — **Authentic Kinks by Meisha** on Chef Ahki

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## THE EDITOR'S VIEW

When news broke that Lisa Borders was the new head of the WNBA, it was like the universe was blessing our decision to focus the Why We Love Atlanta issue on the city's major sports franchises. It was a completely serendipitous moment on the heels of our historic February cover story featuring Borders among 17 African-American women from Coca-Cola who were senior executives within the company. If she had stopped there, as chair of The Coca-Cola Foundation and vice president of Global Community Affairs, we would be no less impressed with her career. After all, as you'll read in Kamille D. Whittaker's chronicling of her rise to this point, it has been nothing short of inspiring. But, I get the feeling that she's only just begun.

### ALSO IN THIS ISSUE:

- The best summer of your life in Atlanta is right at your fingertips thanks to all all-encompassing guide of where to be and what to do all season long.
- Updates on the Falcons and Atlanta Braves' stadiums.
- Where to go abroad for summer vacation (Hint: The Cove at Eleuthera tops our picks.) ... Plus, a few really good hacks to make your travel better. **AT**



Katrice L. Mines  
EDITOR  
kmines@atlantatribune.com



### Acworth Beach

Just about every Friday, you can find me here. I pop up early — grab my beach chair and umbrella, pack a bag, drop into Sprouts for fresh fruit and flavored waters, and it's my office for the day.



### Quintessential Travel Bag

I like to carry my life in my bag when I travel, so I need something sturdy and stylish.

**Mamuye Leather Tote, \$178**  
**Livefashionable.com**

### Layers (and layers)

I'm all into layers and layers of dainty gold bracelets right now.



**Verda Rivot Hinge Cuff**  
**Gold, \$26**  
**OliverBonas.com**



**Initial Bracelet**  
**Accessorize.com**



I don't go too far from home without my **makeup brushes**. Love laying this set out on my hotel vanity.

**SEPHORA COLLECTION Double Time Double-ended Brush Set, \$70**  
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## ATLANTA MESHES SPORTS AND MEDICINE

Positioned at the intersection of service and collaboration, the Atlanta Hawks recently partnered with Emory Healthcare to build a new training and sports medicine facility on Executive Park Drive in Brookhaven. The center will break ground this summer with plans to span about 90,000 square feet. In addition to Emory becoming the Hawks' official sports medicine provider, the facility will offer sports medicine amenities to the entire community with admission including access to top of the line equipment including a 3 Tesla MRI scanner which provides the best quality and fastest diagnosis for soft tissue and bone bruise injuries.

"When we became owners, one of our top priorities was to provide the resources necessary to build a world-class training facility — a key element of being a first-class franchise that consistently competes at the

highest level. We are thrilled with the partnership that Steve and Bud have forged with Dr. Boden and the Emory team in developing a new facility that will be at the forefront of how professional teams approach integrating sports medical technology in their training centers," says Tony Ressler, Hawks principal owner.

The entire roster of doctors, surgeons and specialists from Emory's current Sports Medicine Center will also make Brookhaven its permanent home and treat patients inside the new facility.

"Delivering on-site care not only will enable us to provide faster care to Hawks players, but also will enhance our ability to conduct sports performance research and translate what we learn to all athletes both professional and recreational," says Jonathan S. Lewin, chairman of the board of Emory Healthcare. **AT**



### IN THE WORKS

The Atlanta United professional soccer team is doing due diligence on a potential headquarter and training facility in Cobb County's Marietta.

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#### Atlanta Sports Complex

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Atlanta, GA 30316  
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[atlsportscomplex.com](http://atlsportscomplex.com)

## BEHIND THE SCENES



### Attorney Aliste Harris

Getting to know Hedgepeth, Heredia & Rieder's new associate.

#### **Where's your favorite weekend getaway? Why should we go?**

**Aliste Harris/** I would probably have to say Destin/Fort Walton Beach, Fla. One of my biggest adjustments moving to Atlanta from the Tidewater area of Virginia was being so inland and not having as much access to the water and fresh seafood. Although Destin is a bit of a drive, the beauty of the beaches, sugary sand, and tranquility make the drive worthwhile.

#### **Best tip you've ever received from an unlikely source?**

**AH/** I received the following tip from a fortune cookie about a year ago, and have held on to it ever since: "You can choose, right now and in every moment, to put your powerful and effective abilities to purposeful use. There is always something you can do, no matter what the situation may be, that will move your life forward." I thought that was pretty profound for a fortune cookie.

#### **Most memorable moment while clerking at the White House.**

**AH/** Many moments stand out, including working on interagency projects with White House Counsel and other federal agencies; getting my hands dirty with the First Lady in her garden; and watching President Obama exit Air Force One 10 feet in front of me. But the most meaningful was taking my parents to the White House Annual Holiday Party. There isn't much (if anything) I can do for them that they can't do for themselves, so realizing that they were just as excited about that experience as I was made it even more fulfilling.

#### **What one tech gadget can you not live without?**

**AH/** My cellphone — not for texting, phone calls and email, but for Candy Crush, my ultimate guilty pleasure! **AT**





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## Emory University, Yale and Harvard Partner with The HistoryMakers to Offer Year-Long Visiting Minority Archival Fellowships

In 2009, The HistoryMakers, the nation's largest African-American video oral history archive was awarded an IMLS Laura Bush 21st Century Librarian Grant # RE-06-10-0080 entitled "Increasing African American Diversity in Archives: The HistoryMakers Fellowship, Mentoring, Training and Placement Institute." Twelve archivists were selected and trained over a two-year period and placed in African-American archives across the country.

In 2016, the work begun under The HistoryMakers Institute will continue in a new collaboration with Emory University's Stuart A. Rose Manuscripts, Rare Books and Rare Book Library, Yale University's Beinecke Rare Book & Manuscript Library, and The Harvard Library's Schlesinger Library at the Radcliffe Institute for Advanced Study. Yale University and Harvard University will each appoint a year-long visiting archivist, and Emory University will appoint a two-year visiting archivist — all of whom will have recently received an MLS, and will start in their position by September of 2016.

The HistoryMakers will continue to serve as a consultant to the project and serve on the Institute's Advisory Board. The goal is to provide professional post graduate training in a respected archive with rich African-American archival holdings. Each fellowship is being funded by the host institution. Over time, it is expected that more institutions will be recruited to participate in this program whose goal is to increase the number of archivists from underserved populations. **AT**

### The purpose of the 2016 Minority Archival Fellowship is to:

Provide a meaningful and valuable post-masters training experience that incorporates an intensive training program at a world-class university archive, including professional development, presentation at academic conferences, and interaction with lesser-known African-American collections around the country.

Encourage the inclusion of minority archivists and recent MLIS graduates in the field of archives management.

Encourage the fellows to engage in outreach activities in the community.

Build and support a network of people committed to the same goal of increasing diversity in the profession.

### The 2016 Visiting Minority Archival Fellows will:

Increase skills preserving and providing increased access to an African-American archival collection.

Demonstrate increased knowledge of the nation's African-American archival collections.

Demonstrate increased knowledge of African-American history and culture broadly and as it relates to special collections of African-American archival collections.

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## MICHELLE SIMPSON, ESQ. *Setting Her Own Curve*

**A**ttorney Michelle Simpson has made the best of what she describes as her mother's "vital" support and investment in her education and career development — and exceeded them with a growing reputation as a transactional lawyer. The Harvard Law School and Howard University graduate is managing partner of two independent law firms bearing her name. Born in Indianapolis and raised in both Nashville and San Antonio, with educational stints in Boston and Washington, D.C., Simpson now proudly considers Atlanta "home."

### **Some people consider transactional lawyers to be motivated by deals and power. Is this motivation accurate for you?**

No, for me it goes back to 7th grade when I realized being a lawyer most incorporated my strengths, likes and independent personality. Another major moment, motivation-wise, was my experience as a volunteer with the Recording Artist Project and a student at a transactional law clinical while I was at Harvard Law School. There, I assisted clients in what later would become my core practice areas as a practicing attorney — entertainment, business (including non-profit) and real estate law. I felt transformed by directly working with clients, albeit in an attorney-supervised setting. I didn't realize how much it would mirror what I would decide to do. At that time, I just knew I loved it. However at my core, I was always motivated by legacy and wealth-building, especially the cross section of entrepreneurship and social justice.

### **With the expansion of media in the new century, there are more people than ever who have done some work in music and film. Do you speak to all potential new clients — or do you have a weeding system?**

I do a balance. I like to speak over the phone to all potential clients — up to 20 minutes at no charge — to develop a mental snapshot of their posture and needs. Then I also will hone in with in-office consultations or provision of legal services to those who are ready to move forward. Of course, I have to leave considerable time to provide legal services to those clients who already have retained me for one-time or on-going work, as well as overall firm governance. I also assist clients on a pro-bono basis through Georgia Lawyers for the Arts and Georgia Tech's Advanced Technology Development Center.

### **How do you decide when to add a practice area or expertise?**

It is not really a "decision." It is always about providing legal services that allow me to grow with entrepreneurs in the creation and/or growth of their companies and pursuits while providing fundamental legal and administrative advice and functions. So, with real estate for instance, I have considerable experience in both residential and commercial transactions as a result of performing residential and commercial closings. I have gained experience in technologies and health care industries, again because these clients sought my services. I have also developed a separate company that I own to conduct escrow agent and paymaster functions. This gives my clients an advantage when they are in place to close a deal because they have the comfort of knowing their own attorney can perform in this role if needed while developing relationships with new clients who start off only needing escrow related services.

### **Next up for Michelle Simpson, Esq. in 2016 and the near future?**

I am working on a business plan for a funding facilitator focused on the entertainment industry, and that is exciting. And I am working on setting up and systemizing a document drafting function for my clients. Beyond that and my practice, I am continuing to contribute to my profession and community, with many activities and organizations, such as being a pro bono attorney, a mentor, and an active alumni with my alma maters ... And one of my list items — increasing my own brand awareness and exposure — happened now! **AT**



**Brian D. Poe, Esq.** is managing partner of Brian Poe & Associates, Attorneys, PC and director of a national legal search firm. He can be reached at 404.880.3318 or via e-mail at [brian@thesigningattorney.net](mailto:brian@thesigningattorney.net) or [brian@esquire-connect.com](mailto:brian@esquire-connect.com).



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# Ten Facts About Capital Gains and Losses



Did you know that almost everything you own and use for personal or investment purposes is a capital asset? Capital assets include a home, household furnishings, and stocks and bonds held in a personal account.

When you sell a capital asset, the difference between the amount you paid for the asset and its sales price is known as a capital gain or capital loss. Here are 10 facts you should know about how gains and losses can affect your federal income tax return.

**1. Capital Assets.** Almost everything you own and use for personal purposes, pleasure or investment is a capital asset including property such as your home or car, as well as investment property, such as stocks and bonds.

**2. Gains and Losses.** A capital gain or loss is the difference between your basis and the amount you get when you sell an asset. Your basis is usually what you paid for the asset. You must report all capital gains on your tax return.

**3. Net Investment Income Tax.** You may be subject to the Net Investment Income Tax on your capital gains if your income is above certain amounts. The rate of this tax is 3.8 percent.

**4. Deductible Losses.** You can deduct capital losses on the sale of investment property. You cannot deduct losses on the sale of property that you hold for personal use.

**5. Limit on Losses.** If your capital losses are more than your capital gains, you can deduct the difference as a loss on your tax return to reduce other income, such as wages. This loss is limited to \$3,000 per year or \$1,500 if you are married and file a separate return.

**6. Carryover Losses.** If your total net capital loss is more than the limit you can deduct, you can carry it over to next year's tax return.

**7. Long- and Short-Term.** Capital gains and losses are treated as either long-term or short-term, depending on how long you held the property. If you hold the property more than one year, your capital gain or loss is long-term. If you hold it one year or less, the gain or loss is short-term.

**8. Net Capital Gain.** If your long-term gains are more than your long-term losses, the difference between the two is a net long-term capital gain. If your net long-term capital gain is more than your net short-term capital loss, you have a net capital gain. Subtract any short-term losses from the net capital gain to calculate the net capital gain you must report.

**9. Tax Rate.** The tax rates that apply to net capital gain depend on your income but are generally lower than the tax rates that apply to other income. The maximum tax rate on a net capital gain is 20 percent. However, for most taxpayers a 0 or 15 percent rate will apply. A 25 or 28 percent tax rate can also apply to certain types of net capital gains such as unrecaptured Sec. 1250 gains (25 percent) and collectibles (28 percent).

**10. Forms to File.** You often will need to file Form 8949, Sales and Other Dispositions of Capital Assets, with your federal tax return to report your gains and losses. You also need to file Schedule D, Capital Gains and Losses, with your tax return. **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](mailto:steve.julal@vaasprofessionals.com).

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## LegalSMARTS

# AGGRESSION AND VIOLENCE IN THE WORKPLACE: A Serious Challenge for Corporate America



Whether corporate America is willing to come to grips with this fact or not, workplace violence is relatively common in the modern workplace. Surveys show that up to twenty-seven percent of U.S. workers report experiencing abusive conduct at work. Twenty-one percent experience having witnessed this type of aggressive behavior or violence in the workplace.

Workplace violence is generally defined as any form of aggression intended to harm, harass, or abuse others. The intended harm may not always be physical. Workplace violence may include non-physical abuse with an intent to cause psychological or emotional harm.

Workplace violence and aggression are expensive problems in corporate America. Workplace violence and aggression cause missed work, health care expenses, the potential for legal claims and related attorneys' fees and other potential costs. Of course, there are other intangible factors to consider, such as harm to a company's reputation or damage to overall employee morale. What can a company do to prevent workplace violence and what are some of the warning signs?

Indicators of violence or aggression include employees who are experiencing emotional difficulties, excessive tardiness or absenteeism, as well as expressions of contempt for fellow workers or supervisors. Signs of paranoia may also be an indicator of increased potential for violence. More direct signs of potential workplace violence might also include an obsession with violence or firearms, making threats, actual fighting with co-workers, and what has been referred to as "minor" violence. Examples of "minor" violence could include bumping into a co-worker. This could also include threatening verbal confrontations by aggressive co-workers. Moodiness, symptoms of withdrawal, or other unusual behavior could also presage potential aggressive or violent behavior.

Employers could be on the hook for failing to act to prevent workplace violence. A victim of workplace violence could assert claims for negligent

hiring or retention, and claims for physical and mental harm. The Occupational Safety and Health Administration has increasingly cited employers who have failed to adequately protect their workers from violence in the workplace. Many state laws also impose upon employers a general duty of care toward their employees to provide a safe workplace. A recent new phenomenon of "active shooter" training is now a part of the culture of some workplaces.

In addition, there is also a trend toward outlawing bullying, although these efforts have not been broadly embraced by state legislators. Because of the relationship between bullying and violence, employers should not turn a blind eye simply because there is no specific law banning it. Bullying may lead to claims of discrimination or worse if left unchecked.

In the face of this new reality, what can an employer do to reduce the risk of violence in the workplace? One of the most important steps an employer can take is to develop and enact workplace violence and bullying policies that take an active role in resolving and preventing aggression in the workplace. Well-defined reporting procedures are essential. Of course, in response to reports of workplace violence, employers should investigate immediately and take all steps necessary to ensure a safe workplace. If appropriate, this could involve discipline including termination. Workplace security might also be enhanced. Finally, vigilance for signs of potential violence and additional training may be appropriate. One day soon, you may be asked to attend active shooter training in your workplace. **AT**



**Thomas A Cox Jr.** is an attorney in the Atlanta office of Fisher & Phillips LLP, a national labor and employment law firm representing management in labor and employment matters across the country. Thomas represents corporate employers in all facets of labor and employment litigation defense, counseling on Affirmative Action and EEO Compliance and corporate training. He can be reached at (404) 231-1400, or via email at [tcx@laborlawyers.com](mailto:tcx@laborlawyers.com). Please follow Thomas on Twitter [@employeradvisor](https://twitter.com/employeradvisor).

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# FOUR WAYS TO BOUNCE BACK

Setbacks are inevitable. No matter how prepared you are or how well you've planned for a certain result or outcome, things can fall apart. That doesn't mean it's the end; sometimes, that impediment can be the perfect opportunity for a new beginning. But, rebounding takes strategy. So, why not have one (or more) for dealing with them in the pocket? If you need help with where to start, we're here to help.



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Bouncing back from unexpected setbacks requires one to be active and grounded. It takes courage to face obstacles and move through them each day, each moment. One of my favorite books, "The Power of Now" by Eckhart Tolle, says that this moment is all that matters and it is all we truly have. To be clear, it's not about the HOW — it is about the WHAT you want with each new day. Know what you want, who you want to be, and what you want to do and enjoy in all areas of your life: mind, body, spirit, relationships, and environment. Establish a personal focused ritual for each morning (i.e., your morning constitution) that aligns your mind, body and spirit for the day. Get in the zone and connected to your WHAT. It could be stating a familiar scriptural passage or a poem, or focusing on a certain picture, word or song that brings you joy, peace, strength, pushes you forward and makes you feel good. Knowing WHAT you want allows you to receive the possibilities and opportunities to successfully rebound and bounce back to a place that is better than you could ever image. [Visit, [www.myvisionscreen.com](http://www.myvisionscreen.com)]



**DR. ALPHONSO OGBUEHI**

*Professor of Marketing &  
International Business  
Clayton State University*

At some point in every person's professional or personal life, adversities will stare you in the face. During such difficult periods, many will take the off ramp while for some, adversity is only a detour on the way to regaining hope that leads to a better place. The ability to overcome our misfortunes requires persistence, courage, willpower and — above all — faith. I believe strongly that every unexpected hardship in life harbors a complex web of opportunities that can lead to higher levels of success greater than we thought was possible. It's not whether each one of us will make mistakes, but rather how we respond to these difficulties to repurpose and reshape the nature of our existence as human beings. Here are my four recommendations for dealing with adversities:

1. Educate yourself by re-engineering your mind through self-help books and other resources.
2. Seek out positive people for positive stimulus to nourish your mind and body in an atmosphere where your flaws and imperfections are not judged.
3. Decompose stress through physical exercise to reboot your body's chemistry with moderate activities such as walking or outdoor activity.
4. Have faith. You must embrace the possibility that you will actually rise again and achieve success despite the uncertainty you feel with an adversity.


*(Continued on page 49)*

# Rise Up

## ATLANTA'S NEW STADIUMS NEAR COMPLETION



By Rory Sharrock

 For those who live, work and play in downtown Atlanta or the Cumberland/Galleria section of Cobb County, it's impossible to ignore the massive construction projects of Mercedes-Benz Stadium (Atlanta Falcons) and SunTrust Park (Atlanta Braves).

These newest additions to the metro area's landscape, which have long served as a major source of controversy, are now in the final stages of development in preparation for their inaugural games in 2017.

From the first day news broke about the change of venues,

through the eventual groundbreaking ceremonies, members of both fan bases and casual observers have been filled with mixed emotions. Proponents of the move cite the relocation as a welcoming upgrade and a chance to script a positive chapter for each franchise's checkered history. Opponents of the deal point to the lackluster level of talent on each team's roster as an invalid reason to pay for an upcharge on tickets and taxes to fund the building expenses.

While there's a continental divide separating those who favor or disapprove of the new stadiums, perhaps the sole unifier in this debate is the financial investment for the region.



# Mercedes-Benz Stadium

The construction industry received a huge boost due to the magnitude of the build. Contractors from across the metro area have logged hundreds of hours working in various areas of the stadiums. Among the hosts of programs teaming up to place applicants with jobs at Mercedes-Benz Stadium is the Construction Education Foundation of Georgia and Westside Works.

As the largest National Center for Construction Education and Research-accredited training organization in the state, CEFGA provides hands-on training and job enlistment for its students all over Georgia. Westside Works is a renowned program dedicated to assisting residents of Vine City, English Avenue, Castleberry Hill and other nearby neighborhoods with employment opportunities. CEFGA has enjoyed a fruitful relationship with Westside Works, positioning a growing number of locals with employment for building the Falcons' new home.

"We've had great success in preparing and placing residents of Atlanta's westside neighborhoods into full-time living wage jobs in the construction industry," says Scott Shelar, president and CEO of CEFGA. "We opened our doors in July 2014 and in less than two years, Westside Works has trained, credentialed and placed 224 westside residents into full-time, living wage jobs at Mercedes-Benz Stadium and other high profile construction projects throughout the city."

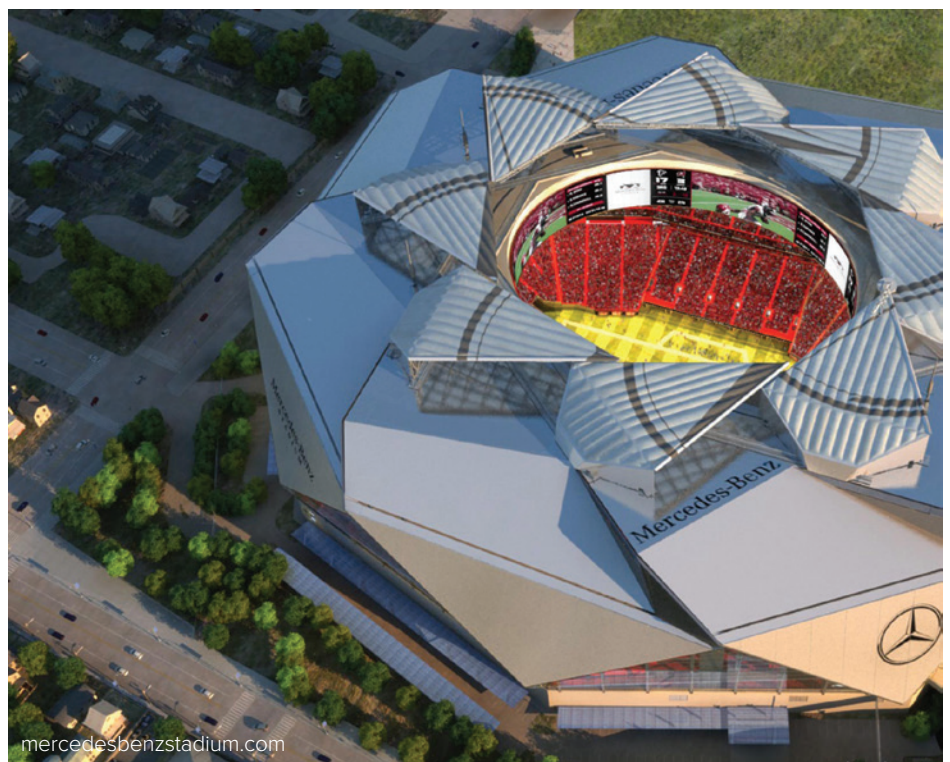
Westside Works is having an immense impact on the lives of individuals. "Ninety-three percent of the graduates we've placed were unemployed when they came to Westside Works," Shelar continues. "Eighty percent of our graduates have a criminal background. This is obviously a win for the individuals we are placing and their families. It's also a win for our government and society because rather than these 224 citizens collecting unemployment, they are now collecting a paycheck, making purchases and paying taxes. Local construction employers are thankful because they have a trained, safe workforce to help them build their projects. It's a win for everyone — the individuals, the community, the city, the region and employers, too."

Earlier this year, the Falcons reported a delay in the completion time for the stadium — originally slated for March 2017, it has been pushed back to June.

Just like its predecessor, the Georgia Dome, Mercedes-Benz Stadium will play

host to annual occasions such as the Chick-fil-A Kickoff Game, Chick-fil-A Peach Bowl, Southeastern Conference Football Championship, high school football state championship games and several major outings. Additional marquee events include home dates for the Atlanta United FC (Major League Soccer team), 2018 College Football Playoff National Championship and 2020 men's Final Four.

However, the quintessential event the Falcons, government officials and residents alike hope makes its way to the new stadium is the Super Bowl. According to the NFL, Atlanta was in the running with Miami, Tampa and New Orleans to host Super Bowl LIII. The NFL announced at the Spring League Meeting in May that Atlanta has won the right to host Super Bowl LIII in 2019.







## SunTrust Park

Up the road in Cobb County, SunTrust Park will transform the Cumberland area into a vibrant scene of business and leisure.

According to figures from the Cobb Chamber of Commerce, more than 10,000 jobs were created within the county since the announcement of the Braves moving from Turner Field. The Chamber also reported residential permits are up at an annual rate of 20 percent. Commercial permits have escalated 300 percent. Additional figures released stated a rise in the annual sales tax, which benefits the SPLOST programs.

The Battery Atlanta aims to be the South's preeminent lifestyle destination, building upon the rich history of the Atlanta Braves and anchored by their new home — SunTrust Park. Along with various high-end dining options and retail stores, it will be home to the Coca-Cola Roxy Theatre and 40 music/comedy shows a year as well as private events. This, combined with the

Braves hosting 81 games a year, will give Cobb County enhanced national exposure and brand awareness.

"[It's] not only the Atlanta Braves. Cobb is home to the Atlanta Opera, Atlanta Ballet, Atlanta Blaze and the headquarters for Atlanta's new Major League Soccer team, Atlanta United FC. All of these tremendous names have boosted our ability to market ourselves as a true leader in our region," says Brooks Mathis, senior vice president of economic development for the Chamber. "The new mixed-use development at The Battery will increase many young people to frequent the area and the new Coca-Cola Roxy Theatre at The Battery will have vibrant and well-attended concerts, which will complement all of the great things going on at the Park."

The trickle-down effect of the SunTrust Park's development has also led to corporations flooding Cobb County. These entities equate to increased



population and should also translate to more patrons walking through the turnstile for ballgames.

“Since the Braves made their announcement, we have had tremendous corporate expansion into the area. For the first time in over a decade, we have five class A office towers under construction,” says Mathis. “These towers will house Comcast, Genuine Parts’ new headquarter campus, Bank of North Georgia’s new headquarter campus, Riverwood 200 and HD Supply’s new headquarter site. Aaron’s headquarters relocated from Buckhead to the

Galleria and RaceTrac Petroleum expanded their Cobb headquarters at the Galleria.”

Opening Day at SunTrust Park is scheduled for April 2017, and the Braves will take the field in the new home with several young players cutting their teeth on the major league level. While the team is far from ranking as a contender for any playoff consideration, the newness of the stadium and the ambiance attached to the outer parts is projected to have fans flocking the ballpark in droves. **AT**



AP Photo/John Bazemore



# ALL SHE DOES IS WIN

By Kamille D. Whittaker



WNBA president Lisa Borders greets Lynx center Sylvia Fowles during Minnesota's 2015 championship ring ceremony on Opening Night.

In the books, the final score of the famed '77-'78 season NCAA Championship matchup pitting the University of Kentucky Wildcats against the Duke University Blue Devils was 94-88, Kentucky.

In front of a frenzied crowd of 18,271, Kentucky's Jack "Goose" Givens scored a career-topping 41 points; hitting 18 of 27 from the floor in scoring the third highest total for an individual in the NCAA final history.

No matter.

By Lisa Borders' account, Duke was the winner.

"We were the Cinderella team. We were ranked very low. We had Mike Gminski who was a year behind me at Duke; and we brought in two players: Gene Banks who was the first All-American team for McDonald's and Kenny Dennard. Gene was from Philly and Kenny was from North Carolina. Gene was the number one recruit in the nation and no one expected him to come to Duke, but he did; and it literally turned the program around. The coach was Bill Foster at the time, and everybody began to pay attention. We lost that

game, but we were so thrilled to be there with such a sense of accomplishment because we were *not supposed to be there*. That was the turning point of the program."

She was right.

Duke's 1978-79 squad the following year was the nation's top-ranked team in pre-season polls and went on to win the program's first Atlantic Coast Conference regular season title in more than a decade before finishing with a 22-8 record. Banks, Gminski and Jim Spanarkel all took home All-America honors that season, while Gminski was also named ACC Player of the Year. Duke's program and eventual dynasty became a household name — if even for its antagonism of the "Big East" conference.

In fact, the 1978-79 NCAA basketball season in total was arguably a turning point in the history of the sport. That year saw the emergence of a pair of soon-to-be iconic players — Larry Bird and Earvin Johnson — who faced off in the most-watched NCAA championship game ever. The '78-'79 season also helped to lay the groundwork for ESPN, the first all-sports

"The vision is just that; that we preserve our very stable franchises, that we protect anyone that might need special support and that we ultimately promote the league so that it becomes an enduring entity much like our big brother the NBA ..."



cable channel, which began broadcasting in November 1979. ESPN both helped to create and took advantage of the spike in the sport's popularity and visibility. The 1978-79 season was crucial in paving the way for 21st century college basketball as big money turned the sport into big business. It's no coincidence that the Final Four is the second most popular sporting event in America after the NFL's Super Bowl.

The business, the branding, the stats, the legacies — these were the joint points of reference when NBA commissioner Adam Silver and Borders discussed business and basketball nearly three and a half decades later over dinner in December 2015.

"We were both at a board meeting; we both serve on the board of Duke University where we are both alum. The conversation started over dinner and it got serious very quickly. And so very quickly we began a conversation about what was happening with the WNBA," should she become the league's fourth and next president.

By then, Borders had worked in all three sectors in Atlanta — public, private and nonprofit. Most recently, Borders served as chair of The Coca-Cola Foundation and vice president of Global Community Affairs. In that position, she articulated the values of the company by virtue of its charitable giving and heightened Coca Cola's brand by strengthening communities in 207 countries around the globe. Previously she served as the president of the Atlanta City Council and president of the Grady Health Foundation.

"Politics taught me how to raise money, do public speeches, strategize and articulate strategy. Coca Cola — gave me the opportunity to fly all over the world and fix things, and bring good will to the community that we operated in. And in the non-profit arena, Grady almost closed its doors in 2008, and at the time it was the only Level One trauma center in metro Atlanta and a 50 mile radius. What most people didn't understand was without a Level One trauma center, you cannot bring conventions to the city, they will not come. So, you get no Google, or Microsoft or TD Jakes or RNC conventions — none of that without a Level One trauma center."

Borders obviously knew that Silver was the commissioner of the NBA and Silver obviously knew Borders' bonafides — after all, she helped bring the WNBA's Atlanta Dream franchise to the city.

## Atlanta Dreaming

When Lisa Leslie rose above heads and shoulders to become the first woman to dunk



Washington Mystics' Natasha Cloud is introduced at the Verizon Center.

"Most of these women are living out a childhood dream. They are able to play professional basketball as their life's work. How incredible is that?"

in a professional sports game in 2002, the gasp-inducing feat could only be summed up by the common universal phenomenon: Perfect timing. The air in Atlanta in 2007 and 2008 felt similar. The city and region at large was being helmed by women across all major industries: Georgia Supreme Court chief justice, Leah Word Sears; City of Atlanta mayor Shirley Franklin; CDC director, Julie Gerberding, MARTA general manager, Dr. Beverly Scott, and superintendent of Atlanta Public Schools, the late Dr. Beverly Hall. Each with their own respective triumphs and woes — no scrimmages or practice jerseys.

That same year, facing a major deficit, Mayor Franklin asked the Atlanta City Council to approve a property tax increase, to avoid public safety cuts. The Atlanta City Council unanimously shot down the measure, which would have caused the average city homeowner to pay an estimated extra \$30 in property taxes under Franklin's plan. As Franklin cautioned, without the tax increase, layoffs and pay cuts of Atlanta public safety

officials would be imminent.

In December of 2008, Franklin announced that 222 city workers would lose their jobs to help fill a projected \$50 million to \$60 million budget shortfall. Most remaining city workers, including firefighters, would work fewer hours and suffer a pay cut as part of the budget cuts.

In other words: The mayor had her hands full.

And so Borders, then president of the Atlanta City Council, subbed in.

"My predecessor Donna Orender (WBNA president, 2005-2010) came to Atlanta and pitched the idea that we should have a franchise, and I took that meeting frankly because Mayor Shirley Franklin couldn't — she was working on the budget and the water issues at the beginning of her term."

Alongside Orender, Borders teamed up with three-time WNBA MVP Lisa Leslie, Secretary of State Madeline Albright, State Representative Stacey Abrams for South DeKalb, East Lake, and Candler Park, and Harvard MBAs and CEOs. Since sports attendance in Atlanta had previously been relatively low, Borders and her crew had to construct a plan that would draw in fans and people who were historically underrepresented.

Going for them was Atlanta's strong family component and adult demographics that meshed well. Even more compelling, Atlanta's ratings on ESPN and ABC were among the highest in the nation. Atlanta was also the closest major league city to multiple schools and strong women's college basketball teams. Another driving factor into building the team came from the 1972 Education Legislation, Title IX, which opened doors for women to participate in sports.

"The opportunity for women to fully participate economically made perfect sense; we are part of the landscape of this country not just the City of Atlanta or Georgia, but the country and frankly the world. So it made absolute sense to have Atlanta be a market where the WBNA could expand and offer women in that region of the country and arguably in the world — because you could pick a player from anywhere in the world — the opportunity

*(Continued on page 49)*

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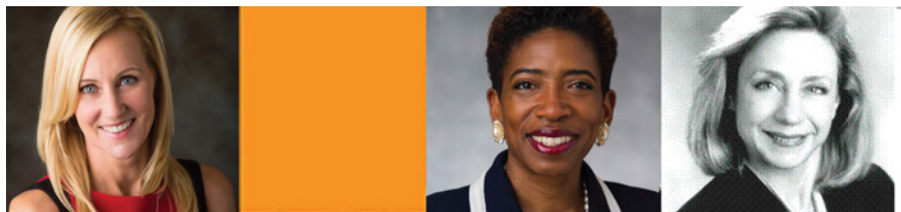
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A scenic view of a tropical coastline. The foreground shows a wooden railing and a rocky, sandy shore. The water is a vibrant turquoise color, transitioning to a deeper blue further out. The sky is a clear, bright blue. The overall scene is peaceful and idyllic.

# A PROPER INTRODUCTION TO PARADISE

By Katrice L. Mines





With Atlanta's progressively chilly winters, January was opportune to duck away to Eleuthera Island in the Bahamas. My maiden visit to the Lucayan Archipelago island group in the Atlantic Ocean was just 50 miles east of Nassau. If you know anything about Eleuthera, you know it is quite possibly the most proper introduction to the Bahamas' 700 islands, cays and islets. Direct flights from Atlanta to Eleuthera began on Delta Airlines in December 2015; and it felt just in time.

An island of casual refinement, celebrity escapes, well-considered resorts, rocky bluffs and massive coral reefs, Eleuthera is long and slender, possessing the best of two ocean worlds; on one side, the tranquil Caribbean Sea shore known as the Exuma Sound and on the other, the pulsating Atlantic Ocean shore. I was headed to The Cove Eleuthera, a breathtaking property in Gregory Town, secluded but imbued with the life and culture of the island.

The mastermind behind its development, Sidney Torres IV — an entrepreneur and venture capitalist — purchased the property



## A PROPER INTRODUCTION TO PARADISE



in 2012, unable to ignore its copious potential as an “outer island experience that was high end, but affordable.” In just under a year, the family destination with a five-star feel was born. Its grounds were landscaped and tonnes of sand were shipped in to create a second beach, which ensures that every guest is only steps away from the ocean. More than 200,000 square feet of Cashmere Zoysia grass was laid, so that guests could walk the property barefoot. The tide of change was pronounced and the vision was precise: an intimate enclave nestled into a sheltered powdery sand cove — a gathering of stylish guestrooms, seaside cottages and villas, embraced by endless turquoise waters. The Cove features private white sand beaches, hammocks strewn throughout, a fitness center, spa, open-air sunset bar and a gourmet restaurant inspired by the island's tropical latitude and aquatic bounty. From snorkeling, paddle boarding, and kayaking to more relaxed pursuits such as lounging by the scenic, hilltop infinity pool, this is relaxation redefined.

And so general manager Chorten Wangyel is confident his guests have everything they need to discover themselves while escaping the noise of the outside world — even down to what their eyes behold. “We wanted minimal décor because your home can be so cluttered. When you go on vacation, you don't want all that.”

In the Ocean Front Cove Suite, cool travertine flooring, warm wood accents, and welcoming loungers and king sized beds join with a sweeping and spectacular sea view.

If you should choose to venture out, there is plenty to explore. A 20-minute drive north to Three Island Dock is where you can take a water taxi to Harbor Island or you can drive or bike four miles north up Queen's Highway to explore one of Eleuthera's most popular attractions — often referred to as the “narrowest place on Earth.” I passed Lenny Kravitz's gated compound while cycling to the Glass Window Bridge. His mother actress Roxie Roker grew up nearby inspiring him to spend substantial time on the island. From the man-made bridge you can

see an extraordinary contrast between the dark blue Atlantic Ocean and the calm turquoise waters of the Caribbean Sea. The views are stunning.

You may be far away from your everyday world, but at The Cove you are fully connected. The resort's attention to detail ... its staff's evident mental note-taking of your preferences and the very nuances of you as a guest ensure it.

Gregory Town Grill and The Point Bar draw sun seekers in for savory fare like Bahamian Conch Fritters, Lime Spiced Fish Tacos and Spiny Lobster. So often, though, I ordered meals right on the beach just as other guests also opted when the sun was high in the sky. We didn't have a moment of the balmy 80-degree breeze to waste. The evenings were another story. Freedom Restaurant & Sushi Bar beckons you as the sun begins to set; its menu inspired by the island's tropical latitude and aquatic bounty. To start, creamy asparagus soup with crunchy shallots, a difficult but rewarding choice. The rest, one delicious flavor memory after the next from Pan Fried Salmon Lemon Risotto, Asparagus to Lobster Fettuccini and, of course, sushi. The point of understated elegance is well made.

And I was reminded of departures from destinations that left me wanting more; here, quite the opposite.

“It's important to get things right ... in the smallest of details,” Wangyel says. “That's what make The Cove different.”

Hear, hear. **AT**

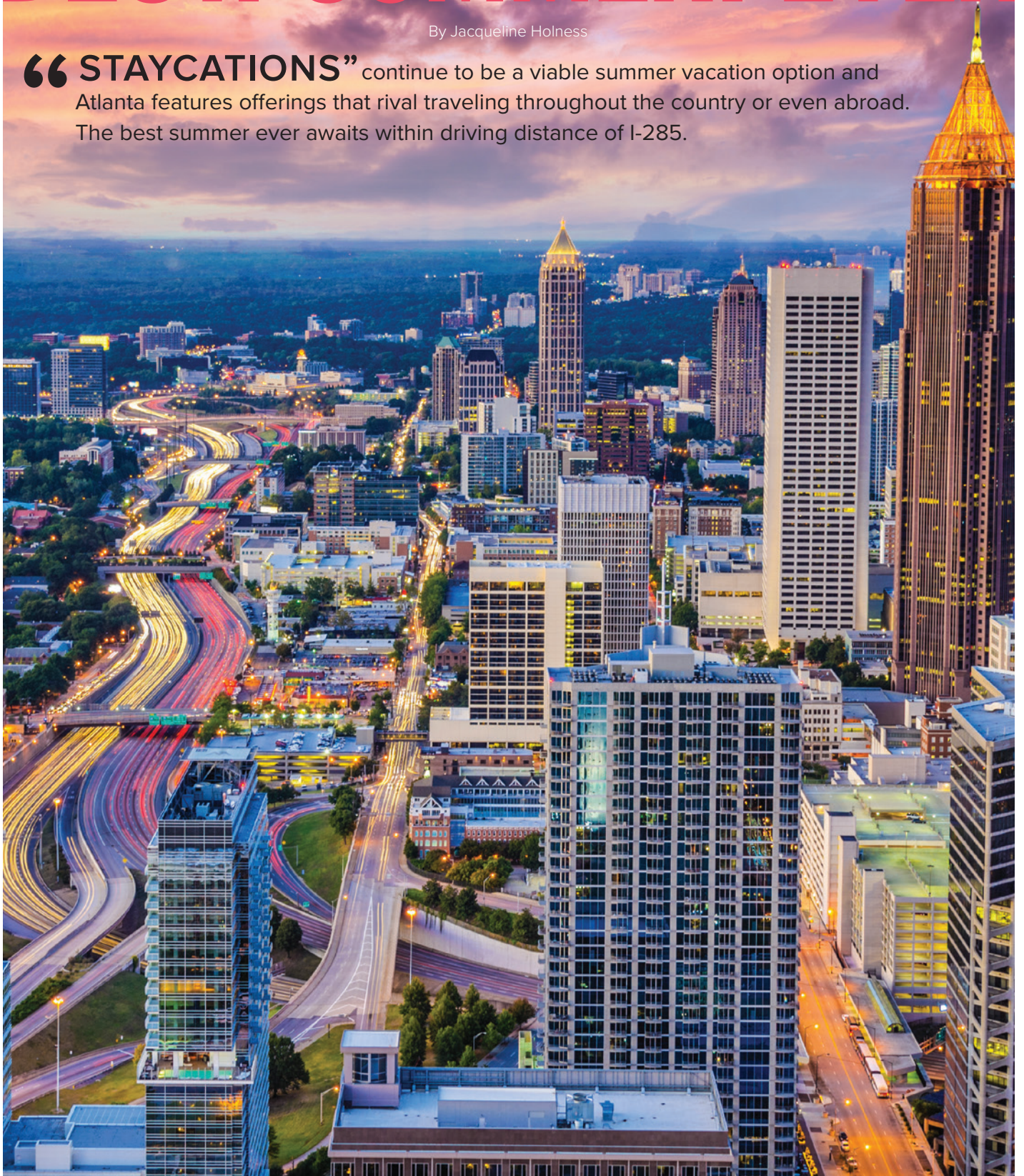




# BEST. SUMMER. EVER

By Jacqueline Holness

“**STAYCATIONS**” continue to be a viable summer vacation option and Atlanta features offerings that rival traveling throughout the country or even abroad. The best summer ever awaits within driving distance of I-285.





# EATS



## Linton's in the Garden

**Atlanta Botanical Garden**

**1345 Piedmont Ave. NE, Atlanta 30309**

For those into food and foliage, Linton's is an optimum option. Garden-to-plate food selections and a rooftop patio providing a view of the garden and Atlanta skyline are on the menu.



## Do Restaurant

**955 West Marietta St. NW, Atlanta 30318**

Described as "Atlanta's first all iPad-driven and video-mapped restaurant that satisfies your appetite and ears with the touch of your fingertips," patrons can pick pizza selections via iPads while the video-mapped walls can transport from Atlanta, New York, Los Angeles and back.



## Nine Mile Station

**The Roof at Ponce City Market**

**675 Ponce De Leon Ave. NE, Atlanta 30308**

Scheduled to open this summer, Nine Mile Station, a beer garden, is the choice for those who would rather drink than eat. A side offering includes a panoramic view of the Atlanta skyline.

# TOURS



## Atlanta BeltLine Bus Tour

**Inman Park MARTA station, 1055 DeKalb Ave., NE Atlanta 30307**

On Friday and Saturday mornings, learn about the Atlanta BeltLine concept, its history, and updates on project planning, implementation and development on the narrated tour. Reservations are \$22 per seat.

## Old Fourth Distillery Tour

**487 Edgewood Ave., Atlanta 30312**

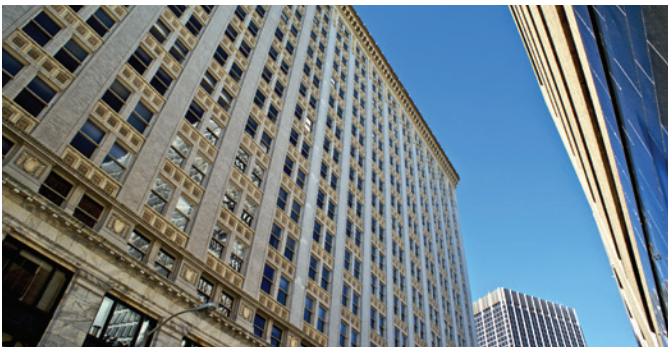
From Thursday to Saturday, see the distillation process on its "custom-built Carl pot" to be followed by an in-depth view on fermentation and hand bottling process. The final offering is tasting the finest spirits Old Fourth offers as the tour ends in the tasting room. Tours with tasting are \$5 per adult or \$30 which includes the cost of souvenirs.



## Historic Downtown Architecture Tour

**by AIA Atlanta**

Tour Atlanta without leaving the comforts of home by using Geotourist on a smartphone. Using the travel social media app, see buildings from 1890 to 1930 when Atlanta emerged as the major city of the Southeast for transportation and commercial activity which includes the Candler Building on Peachtree Street, developed by Asa Candler, the founder of The Coca-Cola Company; the Hurt Building and the C&S/Empire Building in the Fairlie-Poplar Historic District. Geotourist created the self-guide tour for Atlanta Chapter of the American Institute of Architects.



# CONCERTS

## Tunes from the Tombs

**Historic Oakland Cemetery  
248 Oakland Ave. SE, Atlanta 30312**

Grammy Award-winning Atlanta group Arrested Development headlines this concert on Saturday, June 18 from 1-8 p.m. Proceeds from the concert benefit Historic Oakland Foundation which preserves the cemetery where Atlanta luminaries including Maynard Jackson Jr., Atlanta's first black mayor, and Bishop Wesley John Gaines, founder of Morris Brown College, are buried. Tickets are \$30.

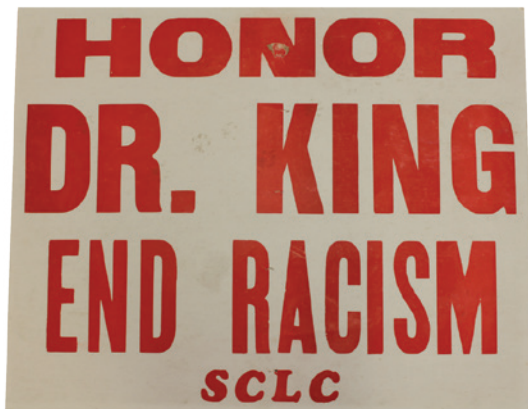
## One Love Father's Day Reggae Concert

**Riverdale Amphitheatre  
7210 Church St., Riverdale 30274**

Reggae enthusiasts can groove Mr. Vegas, Wayne Wonder, Richie Stephens, Glen Washington and Anthony Malvo on Saturday, June 18. The show starts at 5 p.m., and early bird tickets start at \$25.



## EXHIBITS



## Atlanta in 50 Objects

**Atlanta History Center, 130 West Paces Ferry Road NW**

**Atlanta 30305**

See the objects that define the city such a 1968 "Honor King: End Racism" poster thought to have been made by the Southern Christian Leadership Conference following his death to a photograph of Andre 3000 lounging on the floor, nearly covered in records, in Wax n' Facts Records in Little Five Points. The exhibit will be on display through December 31, 2016. Tickets are \$16.50.



## Fashion in Good Taste

**Swan House, Atlanta History Center**

**130 West Paces Ferry Road NW, Atlanta 30305**

Each room of the Swan House is devoted to a decade in fashion from the 1920s to the 1960s and includes 28 examples of women's and men's clothing. The exhibit includes three pieces of 1943 Spelman College graduate Ann Moore. After graduating, Moore departed Atlanta for Detroit, optimistic about the opportunities that a city without strict segregation laws could offer. During a distinguished career, Moore established her own fashion house in the Motor City, Ann Moore Couturiere. The exhibit will be on display through October 10, 2016. Tickets are \$16.50.

## The Wolf Creek Funk Series

**Wolf Creek Amphitheater**

**3025 Merk Road SW, Atlanta 30349**

Reminisce with Prince protégé Sheila E., Confunkshun, Lakeside, and The Mary Jane Girls Saturday, July 16 at 6:30 p.m. General admission tickets are \$35.



# ATTRACTIONS, FESTIVALS & MORE



## Cochran Mill Nature Center

**6300 Cochran Mill Road, Chattahoochee Hills 30268**

Located just 20 minutes south of Hartsfield-Jackson Atlanta International Airport, the park boasts a waterfall and an impressive trail system for hiking, mountain biking and horseback riding. Nearly 15 miles of natural surface trails wind through the peaceful forest with varying terrain and skill level. The park also features a playground and picnic shelters. Also, the park is home to a large collection of non-releasable reptiles and birds of prey. The center is open Monday through Saturday 9 a.m.-5 p.m. General admission is \$3 per adult and \$2 per child from 3 to 12 years old.

## Atlanta Zombie Pub Crawl

**Diesel Filling Station, 870 North Highland Ave. NE, Atlanta 30306**

This unique event will feature several pubs on the North Highlands stretch, as well as professional zombie makeup artists, special guests, exclusive food and drink specials, zombie costume contests, an after party and more on Saturday, July 30. General admission tickets start at \$15, and the event begins at 4 p.m.

## Atlanta Ice Cream Festival

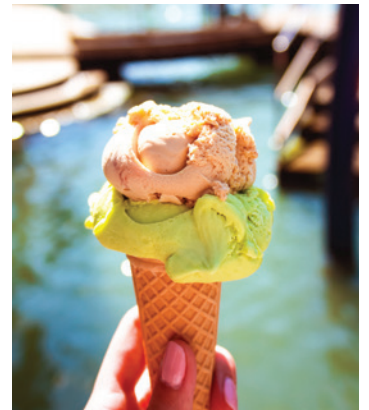
**Piedmont Park, 10th Street and Charles Allen Drive Entrance, Atlanta 30306**

Enjoy America's favorite dessert from various vendors on Saturday, July 23 from 11 a.m. to 6 p.m. An ice cream eating competition starts at 3 p.m.

## Skyline Park

**The Roof at Ponce City Market, 675 Ponce De Leon Ave. NE, Atlanta 30308:**

Scheduled to open this summer, Skyline Park is a nod to the nostalgic carnivals of the 19th century. Guests can play a round of miniature golf, test their luck at old-time boardwalk-style games and partake in amusement rides, including a Heege tower and a slide built into the iconic rooftop sign. An elevated concessions menu complete with snow cones, gourmet hot dogs and more will round-out the attraction. **AT**





IN FIVE

# REEC OF HOT 107.9



If you're a lover of hip hop, you've probably heard him on Radio One's Hot 107.9 in Atlanta middays Monday through Saturday, or perhaps seen him flexing his comedic muscle on TVOne as part of the cast of "Rickey Smiley For Real." Or maybe you know him as a community advocate; Reec is also the founder of Positive American Youth, a nonprofit that strives to assist underprivileged youths and families in need. He's a man of many talents and he's letting none of them go to waste.

## 1. Why radio? And why your show (i.e. why should we listen)?

As a student athlete, I always thought that if I did not go "pro" with basketball then I would like to stay close to sports through broadcasting or coaching; this led to a minor in technical communications. I also had a passion for music which eventually led me to releasing two songs that charted within the Top 10 on Billboard. The recognition from my music gave me opportunities to meet, mingle, and interview with radio stations and I became interested in becoming a personality. However, my main goal with radio was to use the platform to showcase positive and compelling content and urge others to give back, through consistent examples.

Since becoming a full time on-air talent, I've been No. 1 in my day spot. I believe people listen because I connect with them on a grass roots level, and provide them with quality content and programming.

## 2. You recently had CNN's Host of "United Shades of America" W. Kamau Bell on-air for an interview. How was that?

It was really interesting to see his approach on the subjects he was given. I really enjoyed his wit and intellect. His target demographic is very different than mine at Hot 107.9, so bridging the gap took a little creativity. The listener feedback was awesome though.

## 3. What inspired Positive American Youth?

In short, our daily inspiration is seeing a need and pushing ourselves to create resources to fulfill those needs. When I moved with my father in 1997, he pushed me and my peers to do good things in the surrounding community. This allowed us to open our minds, be productive and beat the statistics. When I moved to Atlanta, I saw some that same void that my dad helped us to fill, in the youth and families here.

## 4. Thoughts on the 2016 Presidential race?

Honestly, I try to focus more on local politics and community initiatives. This presidential race seems to be more of a popularity contest than issue driven. I think change and progress are more realistic by being vocal and involved locally. I don't have any deep thoughts on the Presidential race; it seems irrelevant.

## 5. So often when you hear people talk about writing a book, their mind is set on sharing their personal experiences, but you recently authored a children's book series. What was that process like?

My daughters and their friends are the actual inspiration behind the books. The ideas and concepts of the stories come directly from my observations and interactions with them; and most of the stories come from actual events that have taken place. For example, "Ice and His New Treats," came from something that happened to my oldest daughter (Ariyana). She loves candy, like most kids, but one day she ate a little too much and subsequently a stomach ache shortly followed. I decided to take this event in my child's life and use it to promote healthy eating habits, and snacks that are delicious and nutritious, as an installment in the series. **AT**

# #ATTurns30

Ambassador Andrew Young set a powerful tone during **Atlanta Tribune: The Magazine's** 30th Anniversary celebration on May 19, 2016. During a luncheon attended by a veritable Who's Who of Atlanta at the 755 Club at Turner Field, the icon — who has graced the pages of **Atlanta Tribune** many times — anchored a spirited conversation with humanitarian and retired NBA player Dikembe Mutombo and Nzinga Shaw, the Atlanta Hawks' chief diversity and inclusion officer on Black Atlanta: Then and Now. Young told the audience of more than 300, "I am trying to stay healthy to live long enough because I think we are right on the cusp of an African Century." Hear, hear. **AT**



Chris Lottier, Atlanta Tribune Publisher Pat Lottier and Gwen Thomas



Angela Robinson, Scarlet Pressley-Brown, Bill Carter and LaVerne Carter







Ollie Patterson



Dikembe Mutombo and Myrna White



Monica Pearson



Nzinga Shaw and Dikembe Mutombo



Ambassador Andrew Young



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#### 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](https://twitter.com/brentleary)

# Tips for Using Facebook to Engage Customers from Facebook's Ciara Viehweg

A growing number of small businesses are posting videos on Facebook, and millions of them are advertising on the platform. And small businesses are investing more in Instagram's advertising platform as well, which leverages Facebook's targeting tools to help them connect with the right prospective audience.

During a conversation I recently had with **Ciara Viehweg** of Facebook's SMB Community Engagement Team, she shared how small businesses are leveraging Facebook's platform to engage customers and prospects. Below are a few key points from our conversation.

#### How many small businesses are using Facebook today?

**Viehweg:** There are already 50 million businesses with Facebook Pages, and 3 million advertising on Facebook. What we're hearing from small businesses is that they're on there because it works, it's incredibly easy to use and it's mobile, which is where the world is today.

#### What trends are you seeing from your small business customers?

**Viehweg:** The first is mobile; businesses are telling us there is no better place than Facebook and Instagram to reach their customers because it's a mobile-friendly platform and people are spending more time on their mobile devices. One out of five mobile minutes are being spent on Facebook and Instagram so it's so important for small businesses to be where their customers are, which is why so many of them are really leveraging Facebook to reach their customers.

We're actually seeing a lot of small businesses using mobile devices to reach their customers. Over a third of active advertisers who are exclusively advertising using just their mobile device, which is a really cool trend to see.

I would say the other trend we're seeing is video. Businesses are telling us they absolutely love video because it's providing them a unique way to show behind the scenes what's going on in their business; invite their customers into their actual stores to see what's going on. There are over a million and a half small businesses that posted videos in the last month alone, which is really exciting.

#### Are there some underutilized tools that SMBs could be taking advantage?

**Viehweg:** We know businesses have very limited time and money, and our goal is to be the best marketing minute and dollars that businesses spend. It's important for businesses to ensure that they're using the Facebook Page Insight and Facebook Ad Insight tools we offer. They're free products and services that provide a wealth of information on who is interacting with their pages, and the actual ROI they're receiving on their ad. We're finding the businesses that are really leveraging these insights and targeting on Facebook are the ones having the most success.

#### How can small businesses get started using Facebook from a business perspective?

**Viehweg:** The first place, I would say, is our Facebook for Business page. There are tons of videos, great articles, and lots of success stories that you can sort by vertical to see what businesses like yours are having success on Facebook.

I would also say Facebook Blueprint. There are over 50 courses that you can take that teach you everything you need to know about marketing on Facebook and Instagram, and every single course is absolutely free.

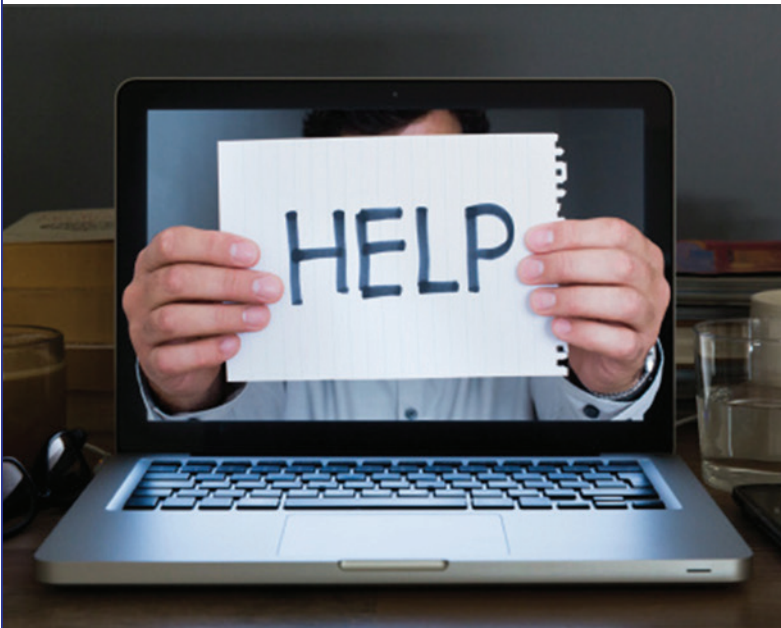
Businesses are telling us that they are so excited about Instagram, so we also have an Instagram for Business page, a great resource to see some of the trends; to learn a little bit more about hashtag; get some support; and see what other businesses are doing well on Instagram. **AT**







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## VINCE BASKERVILLE

Entrepreneur

How I tend to get past any setbacks or failures is to not dwell for an extended period of time. It's unhealthy, and will only help to contribute keeping my mind cloudy when I really need to pick myself up, and move forward. Although I have a high sense of risk-tolerance, this doesn't mean I don't fear or feel failure lightly, we are our own worst critics and it's important that we remember this during some of our low moments.

That said, I also have a solid structure I follow and strongly recommend, if and when I find myself in this situation. I follow three simple and clear rules after any setback: 1. Own the failure, 2. Learn everything about what went well plus what went wrong, and 3. Own the narrative.

Usually, people may stumble around with the first two steps, however, most tend to forget to focus on how to talk about this setback, either internally or externally. However, it's very important we learn how to positively visit this experience and clearly articulate what happened without fumbling the explanation. This helps us to truly grow and acknowledges we've genuinely learned from this setback, but eagerly ready and able to move forward.

(Continued from page 31)

to play professional basketball. So just contextualize it around access and opportunity and leveraging an asset, the asset being women and their talents.”

### For the Win

Much like Borders's own path to the presidency of the “W,” the league wasn't launched by one landmark meeting. Rather, it emerged from an alchemy of brainstorming, and casual conversations blessed occasionally with serendipity. It was the right people working together at the right time — again, perfect timing. An early iteration, in fact, was to create a women's version of the men's NBA Dream Team and take it on a multi-month tour in preparation for the 1996 Atlanta Olympics — Atlanta, again, shining as the centerpiece. Deciding to go all the way pro, the NBA drafted a business plan for the WNBA, clocking about 14 months from the time the league was formally approved by the NBA board of governors in April 1996 to its first game in June 1997. The NBA had to pick cities, nicknames and color schemes, hire staff, sign players and finalize sponsorship and television deals.

At one point, the WNBA grew to 16 teams. At first it was completely centralized in ownership

and operation by the NBA, but the model changed in 2002 to allow owners from outside the NBA. Now starting its 20th season, the WNBA is at 12 teams, with half of the team owned by the NBA and the other half under private ownership.

“We have 12 teams today in 12 terrific markets across the country. We want to make sure that our teams are financially sound and operationally stable before we talk about expanding. So I came in with the notion that we have a solid group of franchises and we want to make sure we are stable. The vision is just that, that we preserve our very stable franchises that we protect anyone that might need special support and that we ultimately promote the league so that it becomes an enduring entity much like our big brother the NBA, which today is 70.”

In its 20th year, Borders plans to continuously celebrate the milestone of the league — the longest running and most successful women's sport league in America, to date. She also plans to continuously increase and receive topline revenue from TV ratings, attendance, sponsorships, merchandise sales and innovative branding and storytelling —



## JEWEL HAZELTON

Communications Consultant

I am a strong believer that what you put out into the universe will come right back to you. So if you have a faced a recent setback in your life, don't waste your time griping about the situation, just move forward toward your goals with a positive

mindset. Positive energy always attracts a positive lifestyle. You'll be surprised what limitless opportunities will come your way with an enthusiastic attitude. Think of a setback in life as a comeback. To evoke positive energy in your life:

- Reflect and meditate daily.
- Surround yourself around influential and positive people.
- Take walks daily.
- Create a vision board.
- Seek a therapist, if needed.
- Improve your network, eliminate things that aren't warranted in your network. **AT**

### ALL SHE DOES IS WIN

never far from the authenticity of the dream's inception — deep within the hoop dreams of women around the world. “Most of these women are living out a childhood dream. They are able to play professional basketball as their life's work. How incredible is that?”

After being announced as the 2016 top WNBA draft pick, former University of Connecticut star Breanna Stewart walked toward the stage; embracing her parents, former teammates and UConn coach Geno Auriemma en route.

Finally, she arrived at the stage to greet Borders. Instead of the requisite awkward hug or handshake that often accompanies sports drafts, the two went in for a fist pound and then threw three fingers in the air.

“This is actually a W,” Borders explains. “It's for the WNBA and in sign language this is actually a W. So W for ‘Women’ and W for the ‘WNBA.’”

And W for ‘Win.’ **AT**

Additional reporting by Miah Harris and Camilla Mhute



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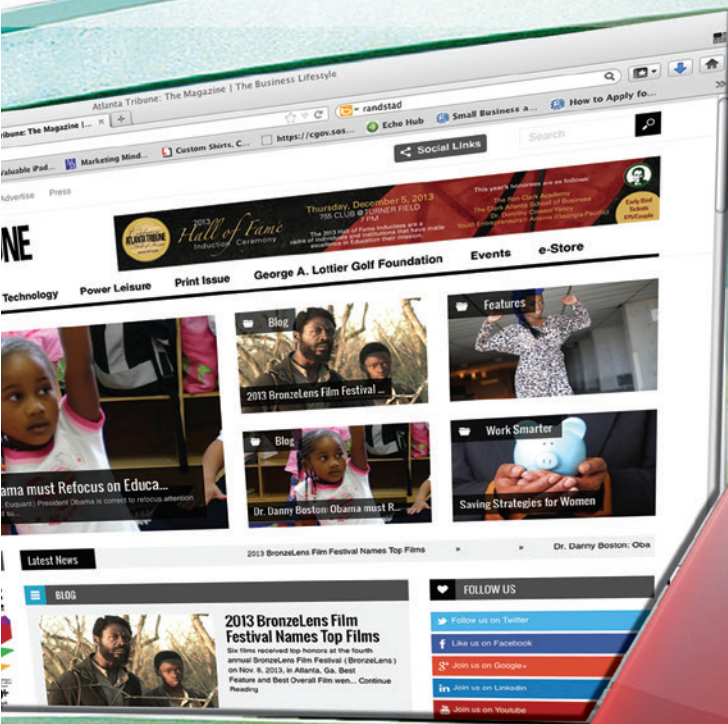
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The Father of the Year Awards recognizes exceptional fathers who have demonstrated the ability to balance their personal lives with successful careers, to serve as a role model for their children, and to help make a positive difference in their community.

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Visit [diabetes.org/fotyatl](http://diabetes.org/fotyatl) and scroll down to the "Community Dad Competition" section for details.



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# 2016 NISSAN SENTRA SL: Mini Maxima?

By Brian Armstead

I've got to readjust my thinking. Prior to my recent test drive of the terrific 2016 Nissan Sentra SL, I used to think of lower priced Nissans as lower priced Nissans — meaning, they were reliable transportation, but not much more. After all, when the Nissan Versa first debuted in 2007, at just \$9,995, it had roll up windows. How gauche!

Well for 2016, the Sentra is what I call a “Mini-Maxima” — well appointed with solid performance and great style. Consider this the ultimate compliment for what I deemed a worthy, but not ready for prime time contender.

When looking at the “Monroney” window sticker for the Sentra SL, Nissan included a phrase that reads, “Your Upgrade Awaits,” and upgrade the Sentra is exactly what it has done.

For \$22,170 base MSRP and \$25,545 as tested, this car represents a tremendous value.

Let's start under the hood, where you'll find Nissan's venerable 1.8-liter four banger, outputting 130 horsepower. It's connected to the Xtronic Continuously Variable Transmission, with “Eco” and “Sport” drive modes. Leave the car in “Eco,” and it will return 29 mpg and 38 mpg highway. Leave the car in “Sport,” and you will leave many who doubt the Mini-Max's spritely 1.8 in your wake. For those unfamiliar with CVT technology, Nissan first adopted the Continuously Variable Transmission in 1992. CVTs have no defined

shift points, and continuously seek the best ratios as you drive along. Early CVTs were known for a “winding” sensation when accelerating, as if they would never stop winding up.

This next-generation Xtronic CVT with improved technology achieves a significant 15 percent increase in fuel efficiency, accelerates faster, runs quieter and offers a more seamless shifting experience. There are now computer defined “shift” points in this shiftless transmission.

On the road, the Sentra ride quality is supple, and the cabin is outfitted with high-end goodies.

Push-button start, power windows, heated seats and outside mirrors, LED accents on the headlights, advanced Drive Assist 5” driver's display and leather appointed seats are among standard amenities.

And while the Sentra also comes standard with a wide array of safety features, make sure you opt for the \$1,230 Technology Package, which includes Intelligent Cruise Control, Forward Emergency Braking and Nissan Connect Services. It's a serious safety bargain.

The 2016 Nissan Sentra SL does everything well. Put it on your “must drive” list when shopping for fun, sensible and reliable transportation. **AT**





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# WEEKENDER



## CYCLE CITY

Explore the city's cycling options for bike lovers.



### RGB-ATL

Historic community tours, support for black businesses in Atlanta, health and environment education, all while riding bikes in communion, is what makes Red Bike & Green-Atlanta a one of a kind group for black cyclists. Enjoy being healthy in public while preserving Atlanta as a place of culture and "One Love."  
[rbgatl.com](http://rbgatl.com)

### WeCycle ATLANTA

WeCycleAtlanta founder Shawn Deangelo Walton built a bicycle advocacy organization in 2011 to educate novice bike riders, in particular, on the importance of biking as a form of health, building work ethic, and sustaining the environment — taking the business of bicycles to the next level.  
[Wecycleatlanta.org](http://Wecycleatlanta.org)

### WEST END BELT LINE TRAIL

Originally called Whitehall, the West End Trail was the first section built on the beltline. In addition to cycling or walking on the stretch from I-20 to Marietta Street, the West End Trail weaves through historic viewings of Southwest Atlanta neighborhoods, Washington and Mozley Park, and Westview Cemetery.  
[Beltline.org](http://Beltline.org)

### BIKE RACK PROJECT

Color and creativity reach new heights in downtown Atlanta. The Office of Cultural Affairs has recently partnered with the Department of Public Works and the Public Art Program to make 17 bike racks in the city an experienced artist's canvas. Check out their strokes.  
[Ocaatlanta.com](http://Ocaatlanta.com)



# BLISSBEHAVIN' IN FLORENCE, ITALY

By Regina Lynch-Hudson/Photography by Courtland Bivens III



View from the Top, Piazzale Michelangelo

**W**hen in Florence, the capital city of the Tuscany region, you'll want to go with the flow — which is quite easy in this effortlessly maneuverable walking town. All you'll need are a pair of cushy-soled flats and a download of the app, *Florence Travel Guide with Offline City Street Maps*. At your fingertips you'll have access to notable points of interest and attractions.

As the cultural and historical heart of Italy, and the most populous city in Tuscany, Florence flourishes with nearly half a million inhabitants, spilling over to approximately 1.5 million in the metropolitan area, and mobs of vacationers year-round.

Reigning as an artistic and architectural hub, the mini-metropolis is noted for its cathedrals, galleries, museums and monuments. On every piazza (square) or narrow medieval corridor of Florence you'll stumble upon sheer splendor.

[www.visitflorence.com](http://www.visitflorence.com)



Statues and monuments dot the landscape



Lunch near Basilica di Santa Croce

**The Fabulous Flow:** The twisted tourist trails of Florence reminded me of Venice — without the canals. After scouring the back alleys and absorbing the local atmosphere with its maze of alluring shops, I headed straightway to the city center — which is compact to explore. That's if your hands aren't laden with leather goods, silk scarves, and cobbler-made shoes. In the center we sighted the unmistakable dome of the Basilica of Santa Maria del Fiore, dubbed the *Duomo* — Florence's most iconic building, which acts as a geographic compass to navigate the city.

People watching at Giotto's Bell Tower, a free-standing gothic tower that comprises the Florence Cathedral on the Piazza del *Duomo*, was a priceless diversion. I passed on climbing 414 steps to the top. The ground activity was interesting enough. Basking in the Florentine sun by the famed Ponte Vecchio Bridge is another obligatory must-do.





Overlooking the Ponte Vecchio Bridge



People Watching at Giotto's Bell Tower

A litany of recommended sights are guaranteed to yield a virtual sensory zenith. You will not want to miss the Santa Croce Church and Museum — a repository for a vast body of art, as well as many celebrated bodies including the tombs of Michelangelo and Galileo. ([visitflorence.com/florence-churches/santa-croce.html](http://visitflorence.com/florence-churches/santa-croce.html)) Also located in the center of town is The Galleria Uffizi, a renowned gallery of Renaissance art. ([www.uffizi.org](http://www.uffizi.org)) Meanwhile, the rave at Galleria dell'Accademia is Michelangelo's statue of David. ([gallerieaccademia.org](http://gallerieaccademia.org))

**View from the Top:** After days of marathon legwork, the grand finale was hiking to the famed 'highest point' Piazzale Michelangelo, for a panoramic vista of Florence. The peaks of the Palazzo Vecchio and the Duomo dominate the exceptionally stunning skyline.

**Gastronomic Delights:** You can't glean the culture of Florence without experiencing its haute couture cuisine. At Enoteca Pinchiorri, I devoured succulent roast pigeon laced with honey — a puny little bird which set us back 85 euro, or roughly 110 dollars. ([www.enotecapinchiorri.it](http://www.enotecapinchiorri.it)) Another pricey but well-worth-it eatery was Fuor d'acqua. Rumored to be one of the best seafood restaurants in Italy, the winning fare reeled in a bill of \$250 for two. ([www.fuordacqua.it](http://www.fuordacqua.it)) Lunching at the Osteria Santa Croce, a teeny, inexpensive café situated near the tourist crush of the Basilica di Santa Croce, proved that great food can be obtained without breaking the bank. ([osteriasantacroce.it](http://osteriasantacroce.it))

**Artsy Digs:** The intriguing aesthetic of Florence carries over to its wondrous hotels. A stay at Borghese Palace Art Hotel (idyllically located near the Duomo and top sights) is like sleeping in an art museum. Exhibitions by international artists flank the halls and walls. [borghesepalacehotel.com/en](http://borghesepalacehotel.com/en) **AT**



*Blissbehavin' In* covers top bliss destinations where busy executives go indulge in leisure activities. Publicist/travel writer Regina Lynch-Hudson has developed articles, and destination marketing concepts for countless airlines, venues and tourism boards. [www.thewritepublicist.com](http://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.  
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**Tuesday, June 7<sup>th</sup>, 11am-1pm**

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Visit [StudentsWithoutMothers.org](http://StudentsWithoutMothers.org) or email [admin@StudentsWithoutMothers.org](mailto: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.



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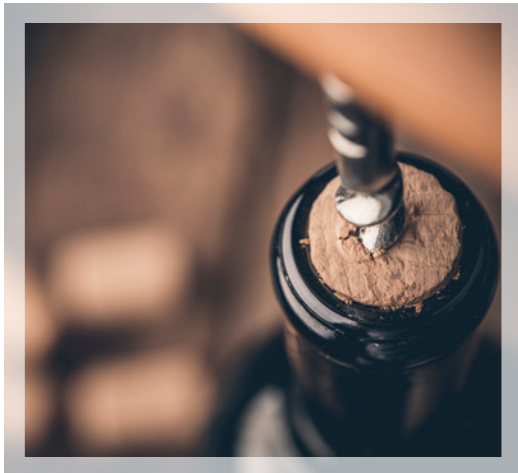
# Honoring Our Fathers: Celebrating Fatherhood, Mentorship and Service

SATURDAY, JUNE 18TH  
COMMERCE CLUB

Join the men of Morehouse for their 6th annual awards and fundraising breakfast, hosted by the Metro Chapter of the Morehouse College Alumni Association at the Commerce Club in downtown Atlanta.  
[morehouseatl.org/hof/](http://morehouseatl.org/hof/)



toDo  
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## Atlanta Food and Wine Festival

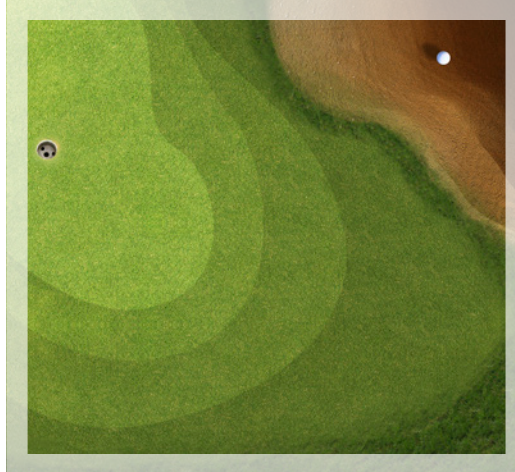
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[atlfoodandwinefestival.com/](http://atlfoodandwinefestival.com/)

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MONDAY, JUNE 6, 2016  
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Come and enjoy a day of golf in honor of George A. Lottier and his love for the game of golf and education. This year, there will be a continental breakfast, contests on every hole, a silent auction, box lunches, and a 19th hole reception representing the scholarship winners.  
[atlantatribune.com/extras/](http://atlantatribune.com/extras/)



## Blue Butterfly: The Play

JUNE 16-19, 2016 | 7:30 P.M.  
MARIETTA PERFORMING CENTER

Award-winning author and producer Marian L. Thomas brings her critically acclaimed book "Blue Butterfly: The Black Ballerina" to life on stage. The play follows a story on the first world-renowned black ballerina, Precious Blue Johnson.  
[bluebutterflytheplay.com/](http://bluebutterflytheplay.com/)



After a three-month search, Rainbow PUSH Coalition founder Rev. Jesse L. Jackson and the Citizen Education Fund Board of Directors appointed Calvin F. Vismale Jr. as executive director of its Southern Region Peachtree Street Project.

Vismale, who Jackson says has a passion for justice, worked for Merrill Lynch, Morehouse College, Calvert Group and Goodworks International and will replace Janice Mathis.

"Calvin Vismale has the intellectual acumen and the background of economic development and economic justice," Rev. Jackson says. "He has a working knowledge of the south where so much of our challenges remain."

"Setting an agenda for the new South will be high among the list of priorities for Vismale as he takes the reigns of the Atlanta office of PUSH. We are concerned that our people have surrendered their vote; and, with the help of Atlanta's diverse and formidable leadership, and the experience that PUSH brings to the table, we want to get the vote back into the hands of our citizens who vote in spite of the rain."

An innovative entrepreneur and independent capital market professional who has earned a Bachelor of Arts degree in banking and finance from Morehouse College, Vismale is not new to the Rainbow PUSH Coalition.

"For many years, Calvin has been a key member of the Peachtree Street Project Advisory Board. We look forward to Calvin's leadership and to supporting him as he steps into this new role," says Mark Ellis, chief operating officer of PUSH.

A registered municipal advisor and held a Series 7 plus 63 securities licenses for 28 years, has provided consulting services to Lehman Brothers, A.G. Edwards, Paine Weber, Criterion, Williams Capital and Towers Perrin.

"I am excited to be afforded the opportunity to provide servant leadership in the Southern Region for Rainbow PUSH-CEF Coalition as executive director of the Peachtree Street Project," says Vismale. "It is a high honor to be selected by Rev. Jackson and the CEF Board of Directors to continue the work toward economic equity that Dr. Martin Luther King Jr. and Ralph David Abernathy Jr. asked him to do 50 years ago with Operation Breadbasket."

Vismale, an Atlantan by way of Chicago, is a stalwart of community involvement -- currently serving on the board of directors for People TV public access cable and has served as chief financial officer of First Congregational Church Community Development Corporation, board president of Sevananda Community Cooperative, board member of the National Association of Securities Professionals, founding member of NASP Financial Services Conference and founding Chair of Rainbow Push Peachtree Street Project Advisory Board. **AT**

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# Thinking of a summer getaway? Let us help with the planning.

## Where to Go

Fodor's Travel 2016 best destinations list highlights 25 can't-miss spots around the world that should be on every traveler's radar this year – from palm-lined beaches in Guadeloupe to opulent beauty in Abu Dhabi.

The destinations, which span six continents and 20 countries, are chosen by the experts at Fodor's Travel who log countless miles traveling across the globe each year. This year's list incorporates everything from emerging destinations (Minneapolis's North Loop) and new hotspots (Cuba) to noteworthy events (Bavaria's Oktoberfest) and great values (San Sebastian, Spain) around the world.

An under-the-radar Australian city for lovers of food, wine, and the arts, Adelaide is one of Australia's most vibrant and surprising destinations. This laid-back capital of South Australia enchants visitors with its world-class arts festivals, thriving culinary scene, abundant parkland, pedestrian-friendly downtown, and top-notch shopping.

If the tropics are more your cup of tea, look no further than the boutique Blue Waters Resort in Antigua. On the northwestern corner of the West Indies island, where the Caribbean Sea laps against the shore, you will find luxury and elegance. Blue Waters is the idyllic tropical paradise that has earned an enviable reputation as being one of the Caribbean's finest resorts and prides itself on delivering a first class service to its guests. With several freshwater pools, secluded beach coves and 17 acres of stunning tropical gardens, the resort is at the forefront of luxury living.

The Blue Waters Beach Hotel, as it was originally known, opened its doors in 1960, making it one of the longest established and exceptionally maintained resorts on the island. Its rooms, suites and villas will cloak you in relaxation whilst providing unmatched views of the Caribbean Sea. From tennis and watersports to spa services and the choice of nine pools, Blue Waters offers world-class facilities and services across 17 idyllic oceanfront acres. The hardest decision? What to do first. **AT**



## Nifty Hacks for Your Best Summer Vacation Ever

**Call your credit or debit card company before traveling internationally so that you're authorized for vacation purchases.** There's nothing more bothersome than having transactions blocked and trying to troubleshoot while abroad.

**Enable private browsing when searching or booking flights online.** According to Arielle Calderon of BuzzFeed, travel sites often track visits and will increase your price based on search history. Tip: Remember to clear your cache.

**Scan your passport, identification card, and itinerary and email them to yourself.** This way you'll have an extra copy of each in the event of loss or theft. Consider saving screen shots of them or saving them in a document program on your mobile device that allows you offline access.

**If plan to check bags, mark them as fragile.** You may just be able to increase the lifespan of your luggage.

**Read the airline magazines provided on flights.** Each month is packed with useful information about destinations as well as free entertainment options that are accessible on your mobile devices.



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## The Perfect Cool Down

# STRAWBERRY-BASIL SORBET

Can we all agree that there has to be a special place in heaven for the person who discovered the incomparable sweet treat known the world round as ice cream?

Now to say that I love frozen, icy, creamy (or not so creamy) treats doesn't do justice to my lifelong obsession. Truly, if I could savor them everyday, without consequence, I absolutely would. I've done it for spells, like while traveling in Italy. The effects of my daily gelato fix remained with me — or should I say my waistline — as a not-so-welcome reminder of my indulgent ways. There's something about 'holidays' that make you feel calories are a figment of the imagination — or you simply just don't care.

More than cake, cookies, brownies, pies, pastries, or any other sweet decadence, ice cream helms my sweet affections. So, adding a homemade sorbet (made with luscious strawberries and sweet, lemony basil, no less) to my summer treats repertoire is a no brainer. My Pop-Up Cooking School class raved over it last spring, and now I'm sharing the easy, four ingredient recipe, so you can get in on the action and savor it, too!

There are few more delicious ways to cool down during the summer season than indulging in this scrumptious treat. So make it now — and thank me later.



## STRAWBERRY-BASIL SORBET

### Ingredients:

- 1 lb. fresh strawberries, hulled and sliced
  - 3/4 cup sugar
  - Juice of a small lemon
  - 1/4 cup fresh basil, chopped
- \*Special Equipment: Ice Cream Maker

### Method:

Combine berries and sugar in a bowl. Stir to coat fruit, cover and allow berries to macerate for an hour.

Add macerated berries and their liquid to a blender or food processor, along with lemon juice and basil. Process until it becomes a puree. Transfer mixture to a container and chill in the refrigerator for several hours or up to overnight.

Pour chilled mixture into an ice cream maker and freeze according to instructions. Once frozen, place sorbet in the freezer for at least two hours to harden further. Enjoy! **AT**



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

# GIANT STEPS



Civil rights trailblazer U.S. District Judge Horace Ward — the first African American appointed to a federal judgeship in Georgia — passed away at the age of 88, four years after retiring from the federal bench in Atlanta in 2012.

Born in LaGrange in 1927, Ward was denied admission to the University of Georgia School of Law, and rejected an offer by the Georgia Board of Regents to pay him the difference between in-state tuition at UGA and out-of-state tuition anywhere else — a state policy that had helped perpetuate segregation in the public university system. Instead, in 1952, Ward sued the state for admission to law school at UGA, becoming the first African American to challenge Georgia's segregated university system.

In doing so, he challenged not only UGA but also the state Board of Regents and then-Governor Herman Talmadge, who had won his election on a campaign promise that Georgia's public schools and colleges would remain separate and unequal.

Ward's legal team included Thurgood Marshall, who would become the nation's first African-American U.S. Supreme Court justice, Atlanta civil rights lawyer Donald Hollowell and Constance Baker Motley, an attorney for the NAACP's Legal Defense Fund.

However, he lost the fight after 7 grueling years, instead earning his law degree at Northwestern University in Chicago. But his legal battle paved the way for the federal lawsuit that opened UGA, on January 6, 1961, to two African-American students:

Hamilton Holmes and Charlayne Hunter, now the journalist Charlayne Hunter-Gault. Ward and Hollowell represented Hunter and Holmes in their successful quest to enroll at UGA; and Ward was one of the attorneys who escorted Holmes through a white melee to Holmes' dormitory.

Maurice Daniels, a UGA professor and Ward's eventual biographer, recalled the federal trial that led to the admission of Holmes and Hunter to the university. "It was poetic justice at its best [when] Hollowell directed university president O.C. Aderhold to reveal to the court that Ward, the applicant who he had described as lacking the mind to be a lawyer, not only graduated from Northwestern Law School and passed the bar but was at the lawyer's table as counsel" for Holmes and Hunter, says Daniels.

Ward would go on to join Hollowell, Howard Moore Jr. and William H. Alexander "in litigating a number of far-reaching civil rights cases that helped to make democracy more of a reality for all Georgia citizens."

He became the second African American in the state's history to be elected to the Georgia Senate; Georgia's first African-American State Court judge, in Fulton County in 1974; and the state's first African-American Superior Court judge, also in Fulton County. In 1979, Ward became the state's first African-American federal judge when President Jimmy Carter appointed him to the U.S. District Court for the Northern District of Georgia in Atlanta. A legacy, unbought and unmatched. **AT**



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