

GETAWAY TO KWAZULU-NATAL, SOUTH AFRICA

ATLANTA TRIBUNE

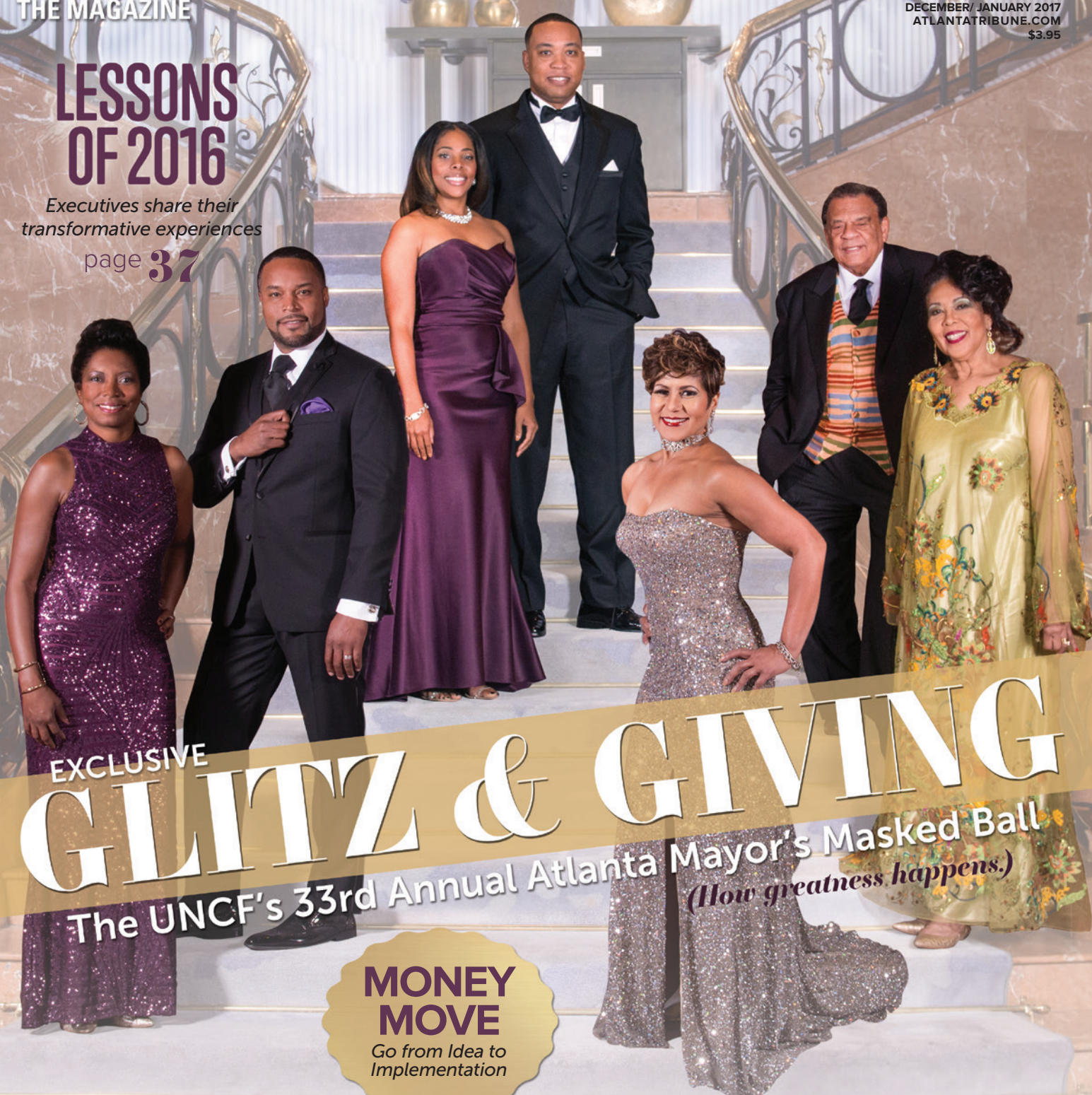
THE MAGAZINE

DECEMBER / JANUARY 2017
ATLANTATRIBUNE.COM
\$3.95

LESSONS OF 2016

Executives share their transformative experiences

page 37



EXCLUSIVE GLITZ & GIVING

The UNCF's 33rd Annual Atlanta Mayor's Masked Ball
(How greatness happens.)

MONEY MOVE

Go from Idea to Implementation

SAVE THE DATE

Fine Art +
FASHION

CELEBRATING 11 YEARS

Neiman Marcus
presents
The Art of Fashion
to benefit the
National Black Arts Festival

Thursday, March 16, 2017
6:00pm
Neiman Marcus – Atlanta

NBAF and Neiman Marcus offers fashion and art lovers an extraordinary cultural experience through its unique partnership. Join us as we honor and recognize visual artists, emerging talent, a rising star, and enjoy the stunning *The Art of Fashion* presented by Neiman's iconic Fashion Director, Ken Downing!

INFORMATION AND RESERVATION:

jhanenkrat@nbaf.org, 404.372.4572, nbaf.org

NBAF
NATIONAL BLACK ARTS FESTIVAL®

**LOOKS THAT STOP TRAFFIC.
AUTOMATIC BRAKING THAT
HELPS YOU BE READY FOR IT.**



With available Low Speed Forward Automatic Braking, the 2017 Malibu can automatically apply the brakes to help avoid a collision when traveling at speeds up to 50 mph. When equipped, the Malibu has earned a 2016 IIHS Top Safety Pick+ Award. No surprise there.

STARTING AT \$22,555¹

AS SHOWN \$34,935¹

THE NEW 2017
CHEVROLET MALIBU

FIND **NEW** ROADS™

CHEVROLET 

¹ MSRP. Tax, title, license, dealer fees and other optional equipment extra.

The Rialto Center is celebrating 100 years as an arts anchor in downtown Atlanta and 20 years with Georgia State University!
This Rialto Series anniversary season is not to be missed!

JAZZ & INTERNATIONAL MUSIC HIGHLIGHTS



Jazz Masters
January 21, 2017, 8PM



The Nile Project (Nile River Region)
January 28, 2017, 8PM



Sweet Honey in the Rock®
February 18, 2017, 8PM



Balé Folclórico da Bahia (Brazil)
February 24 & 25, 2017, 8PM



Dianne Reeves
March 4, 2017, 8PM



Eddie Palmieri
April 1, 2017, 8PM



Randy Brecker
April 6, 2017, 8PM

Want to see them all?
Select 6 or more shows
and Save 20%!
Or Select 4-5 Shows and
Save 15%. Single tickets
are also available.

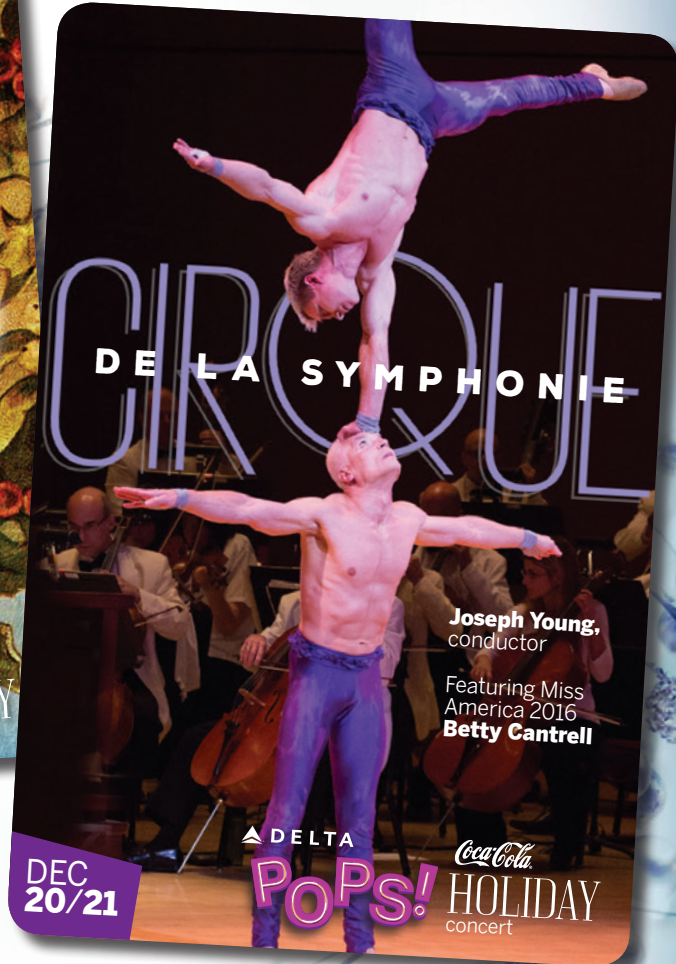
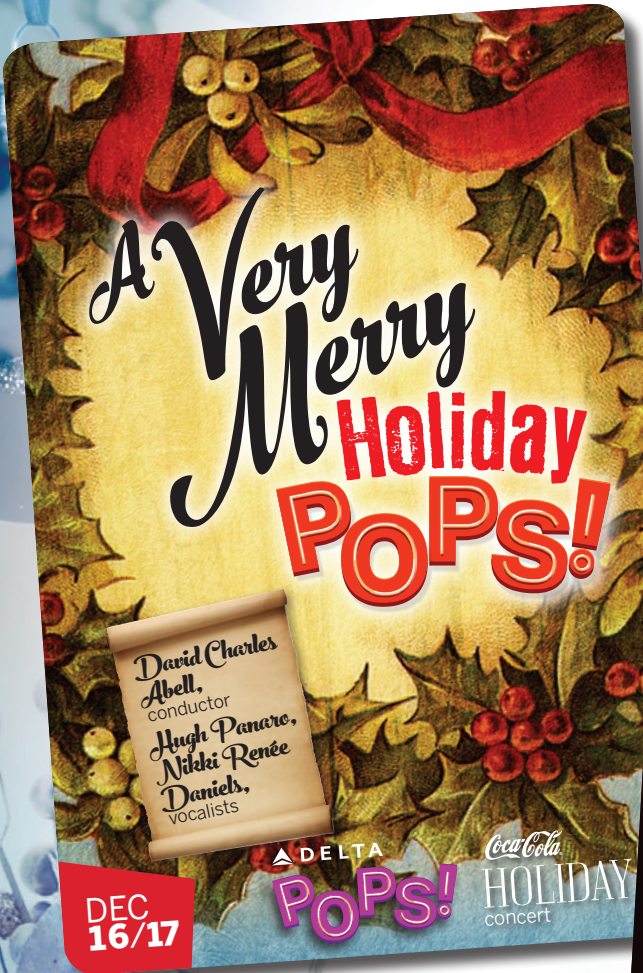
For the full Rialto Series schedule, visit rialto.gsu.edu or call **404-413-9849**

FREE PARKING for Rialto Series shows in the 100 Peachtree Deck (formerly Equitable Deck) on Fairlie Street.

Check us out on     #RialtoJazz #RialtoWorldMusic

WHERE ATLANTA MEETS THE WORLD!

Atlanta
Symphony
Orchestra



Celebrate the
HOLIDAYS
with great shows!

TICKETS
START AT
\$20!

Woodruff Arts Center
Box office 404.733.5000

aso.org

A man with short, dark hair and a goatee is sitting in a classroom. He is wearing a grey blazer over a white button-down shirt and dark trousers. He is holding a large stack of papers or blueprints in his lap. The background shows rows of empty desks and chairs in a bright, well-lit room with large windows.

Create Opportunity

Apply to The Workshop at Macy's today.

If your woman or minority-owned company is ready to take the next steps toward success, then we invite you to apply for The Workshop at Macy's – our free and exclusive vendor retail development program in New York City.

Learn more and apply now at macysinc.com/workshop

THE
WORKSHOP
AT ★ macy's

December/January

FEATURES

25

Steeped in Tradition

The 33rd Atlanta Mayor's Masked Ball reaffirms the UNCF's mission of raising awareness around supporting students attending HBCUs.

36

The Big Idea

How two local companies went from a business idea to implementation.

39

Lessons Learned

Business leaders reveal their key takeaways from 2016.

42

Last Minute Gift Guide

We took care of the hard part.

Tally's Canopy Roads
page 58

On the cover: (Clockwise) Angie Thompson, Brannigan Thompson, Bonika Wilson, Dontá Wilson, Ambassador Andrew Young, Carolyn Young, and Justine Boyd

39



60



42



57



POWER

current

- 9 What You're Saying**
- 13 What You Should Know Now**
An Iconic Evening
- 14 Behind the Scenes**
Walmart's Deisha Barnett Joins the Metro Atlanta Chamber of Commerce
- 17 Higher Learning**
Georgia Powered
- 44 Venture**
Small Shop, Big Dreams
By Dexter Webster, managing principal, dTc Advisory
- 45 What You Should Know Now**
Estate Planning

tech suite

- 46 Technology for Business**
In Five Years You Won't Buy Anything; You'll Subscribe to It
By Brent Leary

affairs

- 19 Attorney's Corner**
Robert B. Jackson IV, Esq. – Environment Champion
By Brian Poe, Esq.
- 21 Legal Smarts**
Georgia's Applicants for Employment Can NOT Pursue Disparate Impact Age Discrimination Claims under the ADEA
By Dionysia Johnson-Massie
- 23 Tax Smarts**
Keep Track of Miscellaneous Deductions
By Steve Julal

commentary

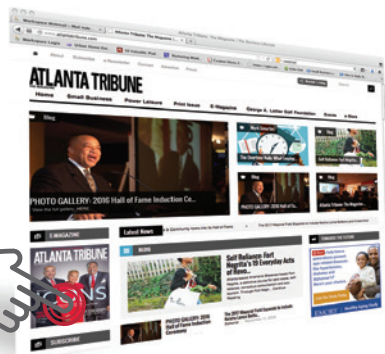
- 11 The Editor's View**
By Katrice L. Mines

LEISURE

- 51 To Do**
December/January Happenings
- 52 Getaway To**
KwaZulu-Natal, South Africa
- 55 The LookOut**
The Love List
- 57 FastLane**
2017 Infiniti QX30 – Shared tech brings a new segment for Infiniti
- 58 Getaway To**
Tallahassee, Fla.
- 60 Travel**
Blissbehavin' at Old Edwards Inn
- 63 Weekender**
Pay it Forward
- 64 TechByte**
Asana Can Help
- 65 Tip Sheet**
Apps for Tracking Business Mileage
- 67 For the Love of Food**
Savor the Flavor: Rosemary-Thyme Cornbread Madeleines
- 68 One More Thing**
2016 Hall of Fame | In Pictures



Have you seen our new ONLINE EDITION?



Visit us online at www.atlantatribune.com for a preview of our new online edition of the magazine!



Also don't forget to like us on Facebook and follow us on Twitter @AtlantaTribune.

CONTRIBUTORS



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



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



Leah D. Stone is a marketing professional who has worked in brand management with Procter and Gamble, and Kao Brands Company for more than 10 years. She is currently freelance writing and enjoys writing on a variety of topics, including business, social issues and entertainment.



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

ATLANTA TRIBUNE

THE MAGAZINE

WWW.ATLANTATRIEBUNE.COM
December 2016/January 2017
Vol. 30, No. 9

PUBLISHER

Pat Lottier – plottier@atlantatribune.com

EDITOR

Katrice L. Mines – kmines@atlantatribune.com

Associate Editor

Kamille D. Whittaker – kwhittaker@atlantatribune.com

ART DESIGN

Jayne Ogles

Photography

Alex Jones

Multimedia

American Technologies

National Sales Manager

Duane Torrence – dtorrence@atlantatribune.com

New Business Development

Armenious Patterson – ap1207@aol.com

Marketing Promotion & Circulation Coordinator

Allison Slocum – aslocum@atlantatribune.com

Social Media Interns

Camilla Mhute
Adesuwa Imafidon

ATLANTA TRIBUNE INTERNET EDITION

Editorial Staff

DISTRIBUTION

Publication Marketing & Distribution
404.216.1476

ADVISORY BOARD

John Brewer
Chairman/CEO,
Vantage Capital Group

Rodney Eason
Attorney/President,
Eason Law Firm

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

Brent Leary
Co-founder and Partner,
CRM Essentials LLC

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

Rodney Sampson
Opportunity Ecosystem

Gwen Thomas
President,
HR Now!

Marvin Woods
TV Host & Chef

Contact Us!

WWW.ATLANTATRIEBUNE.COM

Atlanta Tribune: The Magazine

875 Old Roswell Road, Suite C-100 Roswell, GA 30076
(O) 770.587.0501 • (F) 770.642.6501

E-Magazine - Atlanta Tribune is now available in full online! Get all of what you love in print at your fingertips on your computer, tablet and mobile device at www.atlantatribune.com.

Feedback - We welcome your comments on our publication and on the events that affect Black Atlanta. E-mail your letters to kmines@atlantatribune.com or tweet us at @atlantatribune and visit our Facebook fan page.

Article Queries - Writer and submission guidelines are posted online at www.atlantatribune.com.

Subscriptions - To subscribe, renew your subscription or purchase gift subscriptions to **Atlanta Tribune: The Magazine**, visit our Internet edition at www.atlantatribune.com or e-mail circulation@atlantatribune.com.

Visit us on the Web - Sign on to the **Atlanta Tribune** Internet edition at www.atlantatribune.com. You'll also find information online that you won't find in **Atlanta Tribune: The Magazine**.

LOWER RATES

with Citizens Trust Bank's Prestige Elite Visa



- No Annual Fees*
- No Balance Transfer Fees
- Every Day low APR*
not just an introductory rate

Apply Today!

www.ctbconnect.com
1.888.214.3099



CITIZENS TRUST BANK
A relationship you can bank on

*A variable 7.50% APR is for the Citizens Trust Bank Prestige Elite VISA card only. APR is calculated by using the Prime Rate as published in the "Money Rates" section of The Wall Street Journal. As of 12/31/2015 the Prime Rate was 3.50%. A penalty APR of 21.00% may be applied to your account if you make a late payment. If your APR is increased for this reason the Penalty APR will apply until you make six consecutive minimum payments when due. There are no annual, membership, foreign transaction or balance transfer fees associated with the Citizens Trust Bank Prestige Elite, Classic ATL credit card products. Penalty fees may be applied (Up to \$30) for Late Payments and over-the- credit limits. The penalty fee for Returned Payments (Up to \$32) may be applied.



follow us on:  

f What You're Saying...

🐦 TWITTER AND FACEBOOK CHATTER

✉️ **We love to hear what you're thinking!**

Email us, tweet us @atlantatribune or let us know on our Facebook fan page. We're listening.

2016 BEST OF ATLANTA

I literally just cried...what a beautiful article. I am truly honored by this recognition. Much appreciation and the sincerest thanks.

Marchet Sparks, Owner
Le Petit Marche

We really appreciate this recognition!

Ryan Wilson, Co-Founder
The Gathering Spot

It's a great feeling when you receive a congratulatory email stating Coze Event Space was selected "Best Event Space" by **Atlanta Tribune: The Magazine**. Four years later, it feels good to know that all the work we put into each Coze event is still being recognized. THANK YOU Coze team (Brad Smith, Amaris Clements, Cherice Reecie Roddy, and Phillip Spear) I couldn't create memories for our clients without you. Side note: It is awesome to see LOFT, the first venue I rebranded before opening Coze share this category with me. I must be doing something right. #BestOfAtlanta2016

Joy Harris, Owner
Coze Event Space

Congratulations to Charm partners Le Petit Marche and just add honey for their recognition as Best Food in **Atlanta by Atlanta Tribune: The Magazine!**
Charm Etiquette

Opportunity Hub is now TechSquare Labs – an incubator, seed fund and 25,000 square feet of co-working and corporate innovation space. We are driven to 'build something from nothing' with companies ranging from two guys and a laptop to established enterprises looking to stay ahead of the pack. We do this by combining experience in patents, research, and team building with a network that spans from freshman coders to FORTUNE 500 CEO's. Our current diversity and inclusion initiatives include CodeStart, TechHire and Tech Opportunity Fund; and a partnership with the Arthur M. Blank Family Foundation. Thanks for recognizing us and all the best.

Rodney Sampson, Chairman
Opportunity Ecosystem



2016 HALL OF FAME

My mentor is getting the praise he deserves. #Salute @thomasdortch
– **Gerald A. Griggs**
@AttorneyGriggs

Congratulations to a Blessed and Well-Deserved couple!
– **Malinda Thomas**

Cosmetic Dentistry-Orthodontics-Oral Surgery-Implant & Sedation Dentistry

Relax and Smile



Dr. Shawn P. Lottier, DDS, MAGD, DICOI
Mastership, Academy of General Dentistry
Diplomate, International Congress of Oral Implantologists



3400 Peachtree Rd. NE, S 1125
Atlanta, GA 30326
404-365-0211

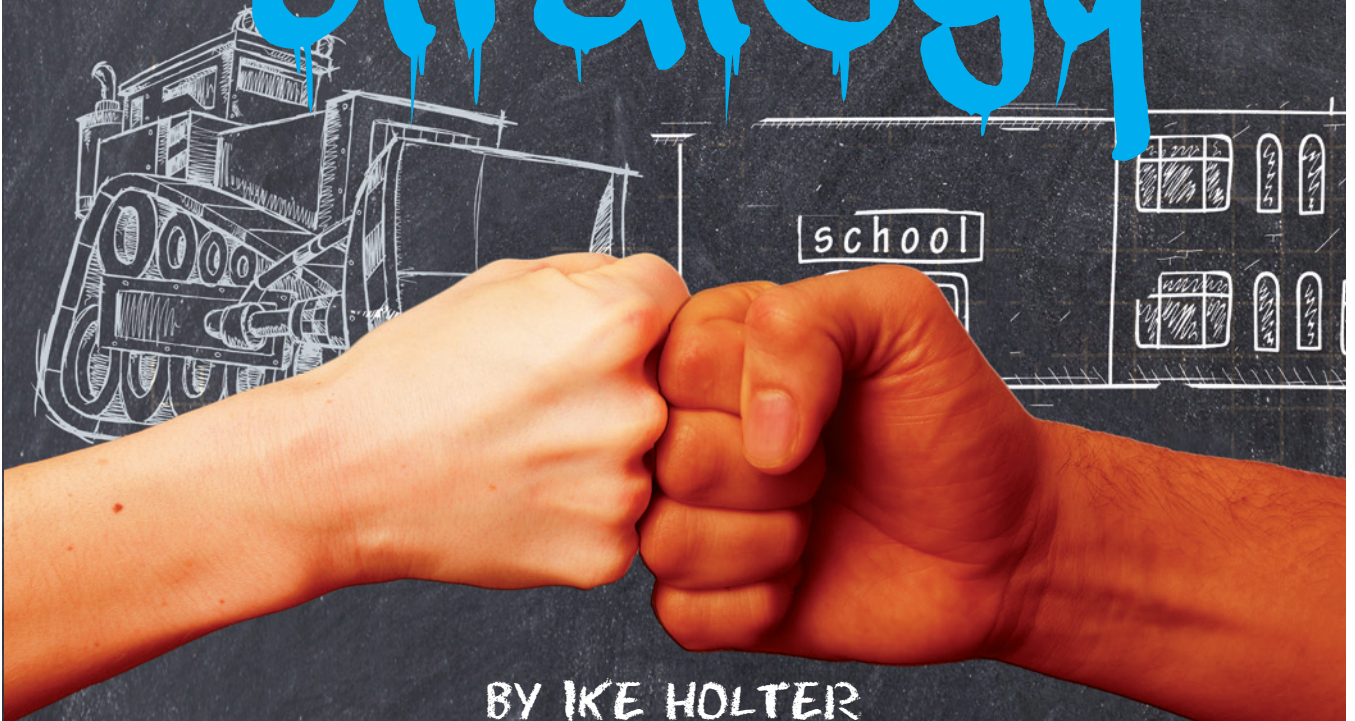
www.comfortsmilesatlanta.com

KENNY LEON'S
true colors
THEATRE COMPANY

Fulton County's Southwest Performance
Arts Center Presents

RAZOR SHARP COMEDY

EXIT Strategy



BY IKE HOLTER
DIRECTED BY JOHN DILLON
FEB 21 - MAR 19, 2017

SOUTHWEST ARTS CENTER
915 NEW HOPE RD ATLANTA 30331

"Exit Strategy is a taut, edge-of-your-seat drama about the future of public education from a vital new voice in American playwriting." - Broadway Black

FOR TICKETS:
TRUECOLORSTHEATRE.ORG | 1.877.725.8849

THE EDITOR'S VIEW

Midway through this year, I started thinking about the lessons of 2016. This has been a year of accelerated learning for me – from transformative experiences to a few “aha” moments when I finally overcame an obstacle that has impeded me up until now. (Those were some of the most impactful.) I was constantly making note of the differences I noticed in myself. In the past, I would have determined this year a letdown because of the growing pains. But, there is nothing like being able to see how the process has improved you; and I’m reminded that we are made stronger through our valleys – not the mountaintops. I’ve written several times about how rewarding it is to realize that you have increased your capacity, but those were instances that I had initiated. That was the difference for me this year; challenges arose that I hadn’t pursued. So, I’ve been quite introspective but also curious about what the most impactful lessons of 2016 have been for others.

I started asking friends, family and even colleagues about what they had learned this year that really stood out to them, and to my surprise hardly any of the responses overlapped. The thoughts that people shared were thoughtful and inspiring. So often in the past, I have counted the year a success if I achieved the goals I set and if everything had generally gone the way I hoped. This year, plans were disrupted ... strategies fell through, and life shifted in some pretty unexpected ways. But, somehow this feels like my most successful year yet because I maintained and am actually better in so many ways. I’m not closing out 2016 rushing toward 2017 for reprieve. I’m searching every day for the lesson that it has for me.

This month, we tapped Atlanta executives for their 2016 takeaways across the gamut – a query that we heard from many caused them to take pause.

Also, it’s that time of year when Atlanta Mayor Kasim Reed leads the city in one of the most prominent efforts to give back. In its 33rd year, the UNCF Mayor’s Masked Ball Atlanta is poised to add to the fund that has allowed the 72-year-old organization to assist more than 430,000 minority students in earning a degree. Is there a greater lesson than it is better to give than to receive? **AT**



Katrice L. Mines
EDITOR
kmines@atlantatribune.com

WHAT I WANT NOW ...



Milly Matador
\$33

US.ACCESSORIZE.COM



Adorbs Tee
\$30

TEESINTHETRAP.COM



Kat Von D
Shade + Light Eye Contour Quad
Rust

\$28

SEPHORA.COM



Amazon Echo Dot
\$49.99

BESTBUY.COM



This is my victory pose.
This Is Diabetes.™

"I feel better when I take care of myself. Even if it means a downward dog at 7:15 a.m. every morning right after checking my blood glucose level. I'm in harmony with my universe." — Norah

No one tells the story of diabetes better than the 29 million Americans who live with it every day. In honor of American Diabetes Month®, we'll showcase stories from those who understand this disease best — people with diabetes, their families and caregivers.

November is American Diabetes Month.
Share your story on social media using

#ThisIsDiabetes

Learn more at diabetes.org/adm



Sponsored by



National Oral Care Strategic Partner



AN ICONIC EVENING

Atlanta Tribune: The Magazine, joined by a renowned host committee including Georgia-Pacific Foundation president Curley Dossman Jr., Fulton County Commission board chairman Dr. John Eaves, and emcee Silas “Si-Man” Alexander, inducted a cadre of Community and Corporate Icons into its 2016 Hall of Fame at the 755 Club at Turner Field.

“Over the course of decades, our HOF inductees have each taken bold steps to leave a lasting imprint in their spheres of influence,” said Pat Lottier, publisher, **Atlanta Tribune: The Magazine** of the honorees. “We are honored to share their stories and to insert their narratives into the city’s history.

Alongside a special recognition of the Georgia Lottery for its more than \$17 billion in contributions to education in Georgia through the HOPE Scholarship, Atlanta Tribune inducted Tommy W. Dortch Jr., chairman and CEO of TWD Inc., and chairman emeritus of 100 Black Men of America; and Hank and Yvonne Thomas who have been marriage and business partners for more than 30 years.

A moving tribute was paid to Dr. Alvetta Peterman Thomas, who, after a 19-year tenure at Atlanta Technical College has taken on the role as president of Southern Crescent Technical College.

Atlanta Tribune also recognized Georgia State University students Camilla Mhute and Adesuwa Imafidon, recipients of the 2016-2017 Social Media Internship, powered by IBM.

Atlanta Tribune’s Hall of Fame Induction Ceremony was proudly supported by the Georgia-Pacific Foundation. Other sponsors included Georgia Power, The Atlanta Braves, Georgia Lottery, Hartsfield-Jackson Atlanta International Airport, UPS, and Publix Super Markets. **AT**

(Continued on page 68)

Walmart's Deisha Barnett Joins the Metro Atlanta Chamber of Commerce



Pivoting from Big Retail to the Atlanta civic fold, Deisha Barnett will lead the Metro Atlanta Chamber's executive communications, marketing, branding, and media relations. Overseeing seven staffers, she will be responsible for supporting the Chamber's work to drive job creation, enable sustained economic growth, and attract and retain talent.

Barnett will work in tandem with Kate Atwood, executive director of ChooseATL, a regional initiative that is focused on "telling a comprehensive story about Atlanta to grow the region's prosperity in the global economy." In turn, Atwood and her team will support the Chamber's marketing strategy of working to recruit and grow business investments in the region by attracting and retaining top millennial talent.

The Chamber is launching an updated marketing and communications strategy focused on Atlanta being a global knowledge capital.

"I am excited about being able to lead the team and the work, help grow communications and marketing professionals, and drive the work forward in a way that embraces communications strategies and tactics to attract talent and business to this area," says Barnett.

She added that her presence as an African-American woman, mother, and someone from a unique background will boost diversity at the Chamber.

"I have a personal passion for diversity and inclusion," Barnett says. "I believe the most effective teams are the ones that embrace diversity of thought."

Barnett is joining the Chamber after nine years at Walmart, where she directed communications strategy for the biggest shopping events of the year, such as back-to-school and Black Friday. She also led communications for the retailer's community giving and diversity initiatives. She was most recently senior director of corporate communications at the retailer. Previously, Barnett worked with internet service provider EarthLink, managing corporate communications. Earlier in her career, she was an account executive at Ketchum.

"I am excited about this role because it allows me to give back to a town that has been really good to me throughout my career." **AT**



Isabella Island Fishing Woman by Diane Britton Dunham

Gullah Christmas by Diane Britton Dunham

Visit Historic Beaufort, SC for a Moving Experience

Tours and Special Packages featuring art, entertainment, shopping and dining.

WWW.BCBCC.ORG

South Carolina
Just right.



BEAUFORT COUNTY
BLACK CHAMBER
OF COMMERCE
BUSINESS • ARTS • CULTURE



WHY WEIGHT LOSS SURGERY? BECAUSE HE NEEDS A ROLE MODEL

Surgery can mean more than losing weight, it can help improve some of the health conditions associated with obesity. We provide follow up, support groups and nutritional counseling after surgery.

Sign up for a **FREE seminar!**

844-204-3278
weightsurgeryamc.com

WELLSTAR
Atlanta Medical Center
SOUTH



Morgan Freeman
SU2C Ambassador
Executive Producer
of the documentary,
The C Word

Tonya Peat
Cancer Survivor

Be the breakthrough.

Breakthroughs are the patients participating in clinical trials, the scientists and doctors working together to advance the fight against cancer, and the brave survivors like Tonya who never give up. Let's be the breakthrough. To learn about appropriate screenings and clinical trials or to help someone with cancer, go to su2c.org/breakthrough. #cancerbreakthrough





SUPPORTING STUDENTS WITH MORE THAN
\$17 BILLION TO THE STATE OF GEORGIA FOR
EDUCATIONAL PROGRAMS SINCE JUNE OF 1993.

GEORGIA POWERED

Southface Energy Institute and Agnes Scott College released a case study that reveals how the college became the first non-profit institution to produce solar power through the Georgia Power Advanced Solar Initiative. This case study, funded by the Turner Foundation, offers specific insight into creative approaches to overcome the challenges to solar power projects. The publication will assist not only colleges and universities struggling to provide renewable energy on campus but also non-profit organizations that lack the upfront resources to fund solar initiatives.

Located in Decatur, Ga., Agnes Scott is a non-profit liberal arts college for women that recently celebrated its 125th anniversary. In January 2015, the college completed the installation of five solar photovoltaic arrays, which now produce 342,200 kW hours per year which is enough clean, carbon-free energy to power 31 average-sized U.S. homes. The arrays are part of the college's plan to reduce its carbon footprint and become carbon neutral by 2037.

The college's president, Elizabeth Kiss, says that finding innovative solutions to fight climate change fits squarely within the college's mission "to educate women to think deeply, live honorably and engage the social and intellectual challenges of their time."

The case study provides detailed information on the technical aspects of each project. Specifically, it covers the creative financing, innovative design and strong partnerships that led to this major success story in solar installation. Links in the case study provide additional information, including a sample lease for solar projects funded by investors but located on land or buildings owned by a nonprofit.

"These projects show what can be done in Georgia and the Southeast if colleges and universities, as well as non-profit organizations of all types, have the incentives and support that they need to be creative with renewable energy options," says Creech. "The Agnes Scott story is, no doubt, a critical step in the efforts to address climate change across the region." **AT**



TOP 4 REASONS TO BECOME A MEMBER

LEARN MORE AT HAWKS.COM/JOINTHECLUB



1 CUSTOMIZED GAME DAYS

Take advantage of our Gameday Experience features designed specifically to give you the ability to customize and enhance the way you take in a Hawks game!

2 HUGE SAVINGS

A Membership guarantees great savings on tickets, the first option to buy playoff tickets plus significant discounts at RED and Hawks Shop. Get the food and gear you want, for less.

3 ULTIMATE ACCESS

Take advantage of Exclusive Member-Only Events that'll be sure to make your Hawks experience even more memorable.

4 MEET THE TEAM

As a Member, you'll be able to attend events where you can mix and mingle with the team!

IT DOESN'T TAKE A ROCKET SCIENTIST TO HELP KIDS WITH THEIR EDUCATION.



Nope. All it takes is a scratch or two. Because every time you play the Lottery, Georgia kids are the real winners. That's because for over 20 years the Georgia Lottery has contributed over \$17.8 billion to education. On top of that, more than 1.7 million HOPE scholars have gone to college and more than 1.4 million four-year-olds have attended a Lottery-funded Pre-K Program. That qualifies as a rocket booster in our book.





Robert B. Jackson IV, Esq. ENVIRONMENT CHAMPION

Science is great, science is my passion, but I realized in time that law is where decisions are being made. For the most part, citizens believe the local (city and county), state and federal environmental agencies are protecting the environment and enforcing the laws against polluters. In fact, that is barely happening, if at all, due to budget cuts, lack of personnel, and political whims regarding enforcement.

Does being an environmental attorney require a special understanding of sciences and engineering, or can one excel in this specialty simply based on knowledge of the law?

Science and engineering background are not required. That said, in my opinion, those attorneys with a science background definitely have an advantage over those that don't. A lot of the work I do involves experts in science or engineering, and it certainly helps to understand better what they are saying.

What are the more challenging legal issues that you have overcome and prevailed over in favor of your client(s)?

Getting some money or injunctive relief for clients when every government official and agency they have contacted won't do anything to help them.

How do you stay current, and get the word out so clients find you and not your competitors?

Sadly, client competition is not really an issue; there are way more people out there with nuisance, trespassing and other pollution compliance issues than there are knowledgeable attorneys to pursue their claims. That said, I stay current by meeting my CLE requirements, also reading the advance sheets and keeping track of changes in regulations. I also comment on proposed

environmental regulatory changes and try cases often enough that my trial skills stay sharp.

What are your long-term goals as a lawyer, and as a business professional?

The most important indicators of whether a Georgia citizen is exposed to pollution where they live are race and income. If you are minority and/or poor in Georgia, guess what that means? Experienced engineers will tell you for example -- half-heartedly joking -- that the best soils for landfills are in minority neighborhoods. It's pretty much the same type of story for enforcement of environmental regulations in minority communities. If there is any enforcement, the penalties often are less expensive than just continuing to pollute. Not In My Backyard ("NIMBY"), a concept for avoiding the siting of polluting businesses, is a virtually unavailable concept for minorities and the poor in Georgia. Knowing these sad truths, my long-term goals as a lawyer and business professional are to cause much more equity (environmental equity) in the citing and enforcement of regulations on undesirable land uses (landfills, body shops, wastewater treatment plants, coal fired power plants, etc) in this state ... To make that difference. **AT**

When two school teachers living in the same subdivision endured dirty water issues in their faucets, so severe that they could not take a bath or drink water after heavy rains, they ultimately turned to the law for help. Environment attorney Robert B. Jackson IV was on the team that convinced a Cobb County jury after seven days of evidence to slap the builder with a \$2.35-million-dollar verdict in favor of the school teachers. A year later, in 2006, Jackson was featured in a *Super Lawyers* magazine article about him titled "The Lawyer Other Lawyers Made," which highlighted his mid-career turn from research engineer with the Environmental Protection Agency to a star attorney known for winning judgments against polluters, including a \$5 million verdict in 2012.

In addition to earning a Juris Doctor with *cum laude* honors at Georgia State University School of Law, Jackson also has a B.S. in agricultural engineering and a Master of Science from University of Georgia. A fourth generation Episcopalian and member of St. Paul's Episcopal Church in Atlanta, Jackson calls his family -- especially daughters Madison and Rachel -- his motivation.

Did you feel your law practice was a calling, and if so why?



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 or brian@esquire-connect.com.

ATLANTA TRIBUNE
THE MAGAZINE

**POWER +
LEISURE.**



ATLANTA TRIBUNE
THE MAGAZINE

SUBSCRIBE TODAY
WWW.ATLANTATribUNE.COM



**MONSTER
JAM**

GEORGIA DOME

JAN 14

BKT
GROWING TOGETHER

FS1

HOT WHEELS

AMERICA'S BEST
CONTACTS & EYEGLASSES

Computers shown are subject to change. © 2016 Feld Entertainment, Inc.

MonsterJam.com

Georgia's Applicants for Employment Can NOT Pursue Disparate Impact Age Discrimination Claims under the ADEA

Can a group of *applicants* for employment pursue age discrimination claims – alleging disparate impact – against an employer? Can that same group of *applicants* pursue such claims against the recruiting company helping to fill vacancies at the employer's work site? According to the 11th Circuit Court of Appeals, the answer is "NO"!

As background, the Age Discrimination in Employment Act is the federal law essentially prohibiting employers from discriminating against employees, on the basis of age, because they are 40 years old or older. In this case, Villarell applied for an employment opportunity with RJ Reynolds. RJ Reynolds used a contractor, Pinstripe, to review resumes and to identify top talent. As part of the screening process, however, RJ Reynolds gave Pinstripe specific guidelines which included identifying only candidates who were "2-3 years out of college." The guidelines also indicated that Pinstripe should "stay away from" applicants "in sales for 8-10 years." At the time of his initial application, Villarell was 49 years old. He applied to the Company multiple times, but was never hired. A lawyer contacted Villarell approximately two years after his rejection and indicated his belief that Villarell and others over the age of 40 were rejected for employment because of the hiring guidelines. Villarell sued – on behalf of himself and other applicants – for age discrimination. He claimed the Company intentionally refused to hire him because he was over 40 years old (e.g. disparate treatment claim) and that it used its hiring guidelines in a manner that prevented applicants – over the age of 40 – from gaining employment (e.g. disparate impact claim).

The Court's analysis focused primarily on Villarell's disparate impact claim. In short, the Court concluded that the Age Discrimination in Employment Act's disparate impact provision applies only to employees – not *applicants* for employment. Thus, while employees can sue employers for applying policies in a manner impacting them more negatively than younger workers, *applicants* for employment cannot do so. Applicants for employment also cannot pursue disparate impact claims against recruiting contractors applying such policies when making selection decisions on the employer's behalf.

Does this mean that older applicants for employment cannot sue employers advertising an interest in hiring only recent college graduates? No. In fact, the Court specifically indicated that applicants could continue pursuing age discrimination claims based on disparate treatment by showing that the hiring guidelines or the numerical data of persons actually hired evidenced age bias. For these legal and other business reasons, employers should consult counsel when developing employment selection guidelines. **AT**



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

YEAR END EVENT



Most 5-Star Ratings. Highest Owner Loyalty. Award-Winning Value.

\$1,000  **FORD
SMART
BONUS**

ON SPECIALLY TAGGED VEHICLES¹

Best Time to Shop America's Best-Selling Brand.²



* Among full-line brands offering multiple cars, pickup trucks and utilities. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). **Based on IHS Markit U.S. Total New Registrations Data for October 2014 to September 2015 and Owner Loyalty Analysis, Ford Division had the greatest percentage of owners who returned to market and purchased or leased another Ford Division vehicle in the 2015 Award Year. ¹Supply of vehicles with Smart Bonus is limited. Not available on Focus RS, Shelby GT350®, Ford GT, F-150 Raptor, F-650/750. ²2015 CY sales. See dealer or go to BuyFordNow.com to find specially tagged vehicles and for qualifications and complete details. For all offers, take new retail delivery from dealer stock by 12/20/16.



Go Further

BuyFordNow.com



Voya Foundation supports education in our communities.

Voya is proud to partner with UNCF.

At Voya Foundation, we are strongly committed to cultivating change and opportunities in our communities. Through grants, volunteering, employee giving and other partnerships, we are helping to improve our children's education. In these ways, we help empower the next generation to succeed in the classroom and in the community.

For more information about our educational initiatives, please visit: VoyaFoundation.com.

PLAN | INVEST | PROTECT

VOYA[®]
FINANCIAL

© 2016 Voya Services Company. All rights reserved. CN1122-29284-1217

Keep Track of Miscellaneous Deductions



Miscellaneous deductions such as certain work-related expenses you paid for as an employee can reduce your tax bill, but you must itemize deductions when you file to claim these costs.

Many taxpayers claim the standard deduction, but you might pay less tax if you itemize.

Here are some tax tips that may help you reduce your taxes:

Deductions Subject to the Two Percent Limit. You can deduct most miscellaneous costs only if their sum is more than two percent of your adjusted gross income. These include expenses such as:

- Unreimbursed employee expenses.
- Job search costs for a new job in the same line of work.
- Work clothes and uniforms required for your job, but not suitable for everyday use.
- Tools for your job.
- Union dues.
- Work-related travel and transportation.
- The cost you paid to prepare your tax return. These fees include the cost you paid for tax preparation software. They also include any fee you paid for e-filing of your return.

Deductions Not Subject to the Limit. Some deductions are not subject to the two percent limit. They include:

- Certain casualty and theft losses. In most cases, this rule applies to damaged or stolen property you held for investment. This may include personal property such as works of art, stocks, and bonds.
- Gambling losses up to the total of your gambling winnings.
- Losses from Ponzi-type investment schemes.
- You claim allowable miscellaneous deductions on Schedule A, Itemized Deductions, but keep in mind, however, that there are many expenses that you cannot deduct. For example, you can't deduct personal living or family expenses.

Investment-related expenses. You can deduct certain fees and other expenses for managing investments. The investments must produce taxable income. You'll deduct the fees and expenses under the 2 percent limitation rule.

- These include the cost of:
 - Safe-deposit box rental for storage of taxable securities
 - Investment books, magazines, and newsletters bought for investment advice
 - Computer software or online services used in connection with taxable investment activities
 - Computers used in whole or in part for investment purposes claimed as depreciation
 - Investment counseling and management
- You can't include the cost of attending investment seminars or meetings. **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.

IT DOESN'T TAKE A GENIUS TO KNOW THAT WHEN YOU PLAY, GEORGIA'S KIDS WIN.

It's elementary, actually. See, every time you play the Lottery, you're helping our kids get one step closer to their dreams. For over 20 years the Georgia Lottery has contributed more than \$17.8 billion to education. On top of that, more than 1.7 million HOPE scholars have gone to college and more than 1.4 million four-year-olds have attended a Lottery-funded Pre-K Program. Add those numbers up and, well, let's just say that's a hair-raising number of happy kids.



galottery.com

THE UNCF INSPIRES GIVING



Today's students are faced with numerous obstacles in pursuit of a college degree. Throughout the nation there is a disparity between minority and majority groups in terms of education, wages and career opportunities. Although great strides have been made in recent years to close the gap, much is still needed to bring parity between the groups as the critical leveling factor in the workforce and in society is education.

Virtually every fast-growing, high-paying career category requires a college degree, while the combination of changing demographics and U.S. employer's unmet need for college-educated employees is threatening American economic competitiveness.

COVER STORY

With so much at stake, the United Negro College Fund has positioned itself to play an integral part in the nation's pursuit of its goals. UNCF and its 37 member historically black colleges and universities have extensive experience in identifying and enrolling students with potential and supporting them through graduation. Recently, UNCF set an aspirational goal, or "North Star," to increase the total annual number of African-American college graduates by focusing on activities and programs that ensure more students are college-ready, enroll in college and persist to graduation. One way to reach its North Star is through innovative partnerships with progressive organizations that will provide pathways for talented students to achieve their higher education goals.

Another avenue that will provide resources to bolster the organization's newest effort is funding. Enter the Atlanta Mayor's Masked Ball. The UNCF Mayor's Masked Ball is a signature fundraising event in many markets across the country – including Atlanta. The Atlanta Mayor's Masked Ball is the oldest and most successful UNCF Ball and marks its 33rd anniversary, December 17, 2016, at the Atlanta Marriott Marquis. The last and most festive major holiday event in the city, the ball is hosted by the Honorable Mayor Kasim Reed. This year's honorary co-chairs are Brannigan Thompson, senior vice president, Voya Financial, and Donta' Wilson, senior executive vice president and chief client experience officer, BB&T. In 2015, the ball set a record of 1,500 guests and raised more than \$1 million.

Heading the organization as president and CEO since 2004, Dr. Michael L. Lomax has spearheaded the UNCF's raising of more than \$2.5 billion, helping more than 92,000 students earn college degrees and launch careers. Annually, UNCF's work enables 60,000 students to go to college with UNCF scholarships. Before coming to UNCF, Lomax – who also founded the National Black Arts Festival – was president of UNCF-member institution Dillard University and a literature professor at Spelman College and at Morehouse College, which is his alma mater.

Justine Norman Boyd is regional development director for the Atlanta region of UNCF – overseeing the development initiatives of five states which support 20 HBCUs. Prior to joining UNCF, she was CEO of the YWCA of Greater Atlanta and has more than 17 years of Executive Leadership experience in nonprofit management, government administration and external affairs. Under her leadership, the YWCA (a premier women's serving agency) operated a Woman in Transition shelter; Early Learning Academy facility; and 10 after-schools programs to include Teen Girls in Technology, wellness, racial justice and education.

Founded in 1984 by former UNCF vice president Billye Suber Aaron during former Atlanta Mayor Andrew Young's first administration, the Mayor's Masked Ball is supported by major corporate partners, civic organizations and friends of UNCF. Hosted annually by the sitting mayor and team of local influencers, each year guests – including celebrities, entertainers and public officials -- numbering 500 to 1,500 attend. Over the years, Masked Balls have raised more than \$30 million.

This year's headlining musical guest is singer, drummer and percussionist Shelia E. who will join celebrity host J. Anthony Brown, comedian, actor and radio personality. Egypt Sherrod, HGTV host of "Flipping Virgins" and "Property Virgins" will host the red carpet, and the 2016 honorees are Jack Sawyer, Shan Cooper, Tommy Dortch, Erica Qualls-Beatty and Ed Baker.

The evening will include a parade of dignitaries, elegant dining, recognition for three corporate / non-profit community partners, silent and live auctions, dancing and live entertainment.

The UNCF Mayor's Masked Ball is a spirited way to support the organization's mission of providing college access to low- and moderate-income students, and strengthen the capacity of its member HBCUs. **AT**



Sheila E.



Mayor Kasim Reed



J. Anthony Brown

DONTÁ WILSON

By Leah D. Stone

In 1944, the United Negro College Fund, now known as UNCF, was founded with the intent to help more African-American students attend and graduate from college. Since its inception, it has awarded hundreds of millions in scholarships and helped almost half a million students obtain college degrees. The mission of UNCF is to build a robust and nationally recognized pipeline of under-represented students who become highly-qualified college graduates prepared for rich intellectual lives, competitive and fulfilling careers, engaged citizenship and service to our nation.

This year BB&T's Chief Client Experience Officer Dontá L. Wilson was tapped to be an honorary co-chair for the marquee event with Brannigan Thompson senior vice president of Voya Financial. Wilson has a long history of service in the community including serving on the board of directors for the Ron Clark Academy, Georgia Chamber of Commerce, Atlanta Metro Chamber and as a founder and board member of I Am My Brother's Keeper inner city mentor program. He began working with BB&T in 1995 in the Bank Operations department and has more than 20 years of experience in the financial sector. In August of this year, he assumed his current role as chief client experience officer and joined BB&T's Executive Management team – priming him for an elevated role with the UNCF.

"I have been involved with UNCF for years. I am passionate about finding ways to help our youth be able to achieve educational success and I was attracted to the UNCF as they have been an institutional leader in this area. My wife is a first generation proud graduate of a HBCU, so I know firsthand how important UNCF is in ensuring that students have the opportunity to enjoy the same education that she was fortunate to receive."

In BB&T, the UNCF has found a partner that aligns with its core values of success, judgment, happiness and character. A part of the BB&T mission is to make the communities in which they work better places to be and through partnership with UNCF they are able to financially support students who will one day thrive within those communities.

"One of the tenants of our BB&T mission is to make the



communities in which we work better places to be and we accomplish this in many ways to include our commitment to finding opportunities to provide scholarships to youth. UNCF is a fantastic partner organization to help us support future scholars in which ultimately become the future leaders of our communities."

He continues, "UNCF creates opportunities for students to have the pursuit of happiness. Without UNCF there would be thousands of education opportunities unachieved. Our community needs UNCF and BB&T is proud to support UNCF as a way to support our community."

Wilson has had the opportunity to be a part of many community impact events, however, the honorary co-chairship of the Mayor's Mask Ball is one of the highlights of his tenure in Atlanta. "The Mayor's Mask Ball is absolutely the showcase ball of the year. The Mayor's Ball showcases all of Atlanta's leaders, it showcases all of the great HBCU(s), it showcases all of Atlanta's finest entertainment, but most importantly it showcases all of Atlanta's commitment to philanthropy and to our youth. We began our relationship with this amazing ball several years ago and we look forward to participating for many more years. To know that I had a small part in ensuring that students will get the opportunity to pursue their education goals is significantly gratifying and humbling." **AT**

BRANNIGAN THOMPSON

By Jacqueline Holness

Self-proclaimed “country boy” Brannigan Thompson, senior vice president of Organization, Leadership and Talent at Voya Financial, has come a long way from his childhood growing up on a farm in Shelby, N. C., a small town nearby Charlotte. One of six children, he was the first in his immediate family to go to college. His background is one of the reasons why he is excited about being chosen as one of the honorary co-chairs of the 33rd Annual United Negro College Fund Atlanta Mayor’s Masked Ball.

“I understand the importance that a college education has made in my life. That it really has helped to break generational curses for my immediate family, and there is a significant amount of pride that my family has with me getting an opportunity to get that education,” says Thompson, who received an undergraduate degree in finance and economics from the University of North Carolina at Chapel Hill.

“I was not fortunate enough to go to a historically black college or university,” Thompson says. “However, I have a host of nieces and nephews that I know that if we didn’t have those institutions, they wouldn’t have that opportunity to get that secondary education.”

Thompson, who is a co-chair of the ball along with Dontá Wilson, BB&T Bank senior executive vice-president and chief client experience officer, was asked to be a co-chair by Dr. Michael Lomax, UNCF president and CEO. “Quite honestly, I’m very, very thrilled and humbled to have been asked. I’ve actually been attending the ball for over five years.”

As a co-chair, Thompson is primarily responsible for fundraising. “At the end of the day, we have a goal of a million dollars that we want to raise going into the ball. So Dontá and I are both responsible for ensuring that we’ve got the right people at the table understanding the UNCF story. Of course, we always want to bring in some new donors that haven’t strategically partnered with UNCF in the past so Dontá and I have worked more specifically on that. It’s easy when you understand the dividends that come from pouring into the lives of so many different college kids.”

Voya Financial, one of the corporate sponsors of the ball, has financially supported UNCF as a strategic partner, giving more than \$100,000 annually to the minority education organization for at least a decade, according to Thompson. “Voya Financial has offices in different places -- not just in Atlanta. Our strategic objective is to become America’s retirement company and so we know that we need to reach and partner with different organizations that can reach different parts of our great country.”

“Setting the stage for the evening,” is another one of Thompson’s duties as a co-chair. “We want to make sure that this particular evening is one of the highlights of the year in Atlanta from an overall gala perspective,” says Thompson. “So we want to keep in touch with the theme set by the honorable Ambassador Andrew Young and Billye Aaron when they started this ball 33 years ago. We want it to be an elegant experience. I’ve heard that Billye Aaron always wanted to have a gala with gowns down to the floor and there are obviously the masks so we wanted to protect that. And by the same token, we want to make sure that the ball is continually fresh and new. So this year, we’re bringing in Sheila E. as the entertainment. With the passing of Prince this year, it will be a great contribution there.”

Thompson says Voya Financial’s support of UNCF has paid off for the financial, retirement, investment and insurance company. “We like to use the term dividends. We’ve invested in UNCF and we’ve gotten a tremendous amount of dividends. And we’ve gotten them in a couple of key categories. First and foremost, the students who’ve graduated from UNCF member institutions, we’ve hired a number of them because they are very bright.”

More teachers, a substantial part of Voya Financial’s customer base, are aware of the company because of its strategic partnership with UNCF as well. In addition to family, Thompson credits teachers for providing a “blanket of support” that helped him to achieve his goals. “And that’s the reason why I’m proud to work for a company that really does continue to help teachers provide a degree of financial freedom so they can retire honorably.”

As a result, Thompson believes he must give back what was given to him.

“I’m a dividend of individuals who poured into me. It’s not just something that is nice to do. I absolutely must do it.” **AT**





Check us out.
We are only
a click away!



ATLANTA TRIBUNE

THE MAGAZINE

Visit Atlanta Tribune: The Magazine's
Web site at

www.atlantatribune.com

We deliver black decision makers
directly to your computer!
Our website brings you insightful
information on business, careers
and wealth building. Atlanta's premier
business sources only a click away!



Book your Rosen Centre Hotel Accommodations

Call 800-204-7234

Please state "Bill Dickey East/West Celebrity Golf Classic".

THE BILL DICKEY SCHOLARSHIP
ASSOCIATION'S CHAIRMAN,
BOARD OF DIRECTORS
& NBA/NFL CELEBRITIES
cordially invite you to join us for the

2017 Bill Dickey East/West Celebrity Golf Classic

at
Rosen Centre Hotel
Orlando, Florida
January 13, 14 & 15 2017

*"Building Hope...
One Stroke At A Time."*

Educating youth is an essential cause unifying all Americans. As leaders and members of our communities, you understand the pressing demands and the compelling circumstances that made educating our youth a priority and a goal of the Bill Dickey Scholarship Association [BDSA].

Join... the BDSA's Board of Directors, NBA/NFL celebrities, amateur golfers, and national leaders for two great days of exciting activities and gratifying competition at the Bill Dickey East/West Celebrity Golf Classic, January 13-15, 2017 at the Rosen Centre Hotel.

Event Benefits Include:

- ◆ Two days of spectacular golf competition at Shingle Creek Golf Club, a high-level 18-hole, par-72 championship course newly redesigned by Arnold Palmer Design Company
- ◆ Great on-course contests and prizes
- ◆ Exciting trophies and prizes
- ◆ Tax deductible donation
- ◆ Gift bag
- ◆ Award reception and banquet
- ◆ Great food and camaraderie
- ◆ Hospitality suite
- ◆ Entertainment
- ◆ Raffles & prizes

The Event Registration Fees:

- ◆ Registration – Individual Player \$500
- ◆ Non-golfer Registration - \$200

For more info and to register, visit www.billdickey.org or call 602-258-7851.



Building on Diversity One Vendor at a Time.

We are always looking for the **best value** and **highest quality** and invite you to participate in contracting opportunities for a diverse range of goods and services.

For more information on how to register or view current opportunities, log on to www.atlantahousing.org and select "Doing Business with AHA."



UNCF DIRECTORS

Portrait by Timothy Greenfield-Sanders



Since 2004, **Dr. Michael Lomax** has been president and CEO of UNCF, the nation's largest private provider of scholarships and other educational support to African American students and a leading advocate of college readiness: students' need for an education, from pre-school through high school, that prepares them for college success. Lomax has worked diligently to provide educational opportunities for

African Americans and other Americans of color.

Before joining UNCF, he was president of Dillard University in New Orleans and a literature professor at UNCF-member institutions Morehouse and Spellman colleges. He also served as chairman of the Fulton County Commission in Atlanta, the first African American elected to that post.

At UNCF's helm, Lomax oversees the organization's 400 scholarship programs, which award 10,000 scholarships a year worth more than \$100 million. He also launched the UNCF Institute for Capacity Building, which helps UNCF's 37 member historically black colleges and universities become stronger, more effective and more self-sustaining. Under Lomax's leadership, UNCF has fought for college readiness and education reform through partnerships with reform-focused leaders and organizations. He serves on the boards of Teach For America and the KIPP Foundation. He also co-chaired the Washington, DC, mayoral education transition team and the search committee for a new DC school chancellor.

Lomax serves on the boards of the Smithsonian Institution's Museum of African American History and Culture and the Studio Museum of Harlem. He founded the National Black Arts Festival.



Therese Badon has been employed with UNCF since 2005. As a result of her fundraising success, she has been promoted several times within the organization, currently serving as vice president of development and is responsible for overseeing 12 local offices and 38 staff members with an annual revenue goal of \$19 million. She previously served as the regional development director for UNCF, overseeing five

states. Before joining UNCF, Badon served as the executive director of alumni relations and annual giving at UNCF-member institution Dillard University in New Orleans. She also served as a banking officer at Capital One Bank, where she worked for 12 years.

Badon has been a strong advocate and supporter of education for minorities and low-income students aspiring to fulfill the dream of earning a college degree. After Hurricane Katrina, Badon had the privilege of working with former Presidents Bill Clinton and George H.W. Bush, on the "Wave of Hope" campaign in 2005 that generated more than \$4 million to support seven damaged colleges and universities along the Gulf Coast.

She is an elected official of the Orleans Parish Democratic Executive Committee representing District E.

Badon has a bachelor's degree in business administration and management from Dillard University in New Orleans and was honored in 2008 and 2014 as one of New Orleans "Business Women of the Year."



Maurice E. Jenkins Jr. is Executive Vice President, National Development responsible for managing all development activities for the organization with an annual fundraising goal of \$62.5 million.

He began an extensive career with the United Negro College Fund as project manager in 1990 – later serving in other roles such as area development director for Georgia, South Carolina and Tennessee; vice president, Southeast Field Operations; senior vice president, Southern Field Operations with supervisory responsibility for one of three UNCF region offices in the country

overseeing fundraising activities of 9 UNCF offices covering 13 southern U.S. states; and executive vice president for Field Development at UNCF providing oversight and developing fundraising strategy for the 24 UNCF field offices in the U.S.

Jenkins' affiliations past and present include Boys & Girls Clubs of America's National Higher Education Access & Scholarship Task Force; Board Chair, The Piney Woods School (Mississippi); Leadership Atlanta Class of 2003; and member of the Coca-Cola Scholars Foundation National Scholarship Selection Committee.



Justine Norman Boyd has a long and exemplary record of service, leadership, and advocacy. She is currently the regional development director for the Atlanta Region of UNCF where she oversees the development initiatives of five states which supports 20 Historically Black Colleges and Universities. UNCF is the nation's largest and most effective minority education organization.

Prior to joining UNCF, she was president of JNB Strategies LLC, a consulting firm specializing in the delivery of a full range of services to market and promote non-profit organizations. In 2014, her strategy, development expertise and leadership was instrumental in the success of the "Save the Interdenominational Theological Center (ITC)" campaign which positioned the seminary to over accreditation probation.

Justine served as CEO of the YWCA of Greater Atlanta and has more than 17 years of executive leadership experience in nonprofit management, government administration and external affairs. Under her leadership, the YWCA operated a Woman in Transition shelter; Early Learning Academy facility; and 10 after-school programs to include Teen Girls in Technology, wellness, racial justice and education.

Boyd is past president of the Atlanta Fulton County League of Women's Voters and has received numerous leadership accolades including the 2011 Atlanta Dream Inspiring Woman Award presented by SunTrust and the 2011 High Heels in High Places from The Trumpet Awards Foundation. She received a bachelor of arts degree in English from Georgia State University.



Native Atlantan **Sam Burston** is in his 17th year as a seasoned development professional for the United Negro College Fund. Based in Atlanta, he is responsible for key national fundraising initiatives with a focus on national alumni, UNCF member school engagement, faith based initiatives and UNCF portfolio of 77 signature national fundraising special events throughout the country.

Prior to joining UNCF, Burston spent many successful years in

Atlanta's hospitality industry as director of Sales and Marketing and hotel manager for chains including Radisson, Sheraton, Crowne Plaza and Choice Hotels.

Also an accomplished visual artist, he participates in numerous exhibitions and festivals annually throughout the southeast and for more than 20 years has supported numerous local organizations by designing awards and donating his work for live and silent auctions.

His civic involvement includes Concerned Citizens of Clayton County, served as vice chair for the Clayton County School Board Ethics Commission, lead judge for the NAACP annual Act-So art competition and mentor for the Association of Fundraising Professionals. Burston holds a Bachelor of Arts degree in education from Morris Brown College.

An active civic and community leader, Mr. Jenkins has received numerous awards and recognitions including the NAACP "Charles Harper Leadership" Award YMCA 2002 "Partner with Youth" Award and the Alpha Phi Alpha Presidential Citation. He attended Howard University and the University of Maryland in College Park where he received his Bachelor of Science Degree.

PAST HONORARY CHAIRPERSONS

• Clarence Avant	• Shelia Trappier Edwards	• Hala Modellmog
• Ed Baker	• Evern Epps	• Gail Nutt
• Erica Qualls Beatty	• Gloria Johnson Goins	• Jackie W. Parker
• Eldrin Bell	• Nathaniel Goldston	• Gary and Lori Peacock
• Veronica Biggins	• Sheryl R. Gripper	• Bobbie J. Porché
• Scarlet Pressley-Brown	• Tad M. Hutcheson	• Helen Smith Price
• Dr. Willie H. Clemons	• Booker T. Izell	• David M. Ratcliffe
• Ralph Cleveland	• Valerie Jackson	• Lee E. Rhyant
• Judge Brenda Hill Cole	• Ingrid Saunders Jones	• Lovette Russell
• Shan Cooper	• William "Bill" Lamar	• D. Jack Sawyer, Jr.
• Sallie Adams Daniel	• R. Charles Loudermilk	• Temi Silver
• Richard A. Dent	• Miranda Mack McKenzie	• Steve Smith
• Thomas W. Dortch, Jr.	• Jerome Miller	• Geri P. Thomas
• Curley Dossman	• Rhonda Mims	• Harriette D. Watkins
• Jo Roberson Edwards	• Shirley Mitchell	• Carolyn M. Young

BEHIND THE SCENES OF THE ANNUAL



Billye Aaron Raises \$1 Million for UNCF

In 2015, HBCU major funder and UNCF Atlanta Mayor's Masked Ball co-founder Billye S. Aaron gifted the United Negro College Fund a \$1 million donation.

In a tradition she started a several years ago, in lieu of birthday presents for her 79th celebratory dinner, wife of baseball legend Hank Aaron and the first African-American woman to host a daily talk show in the Southeast asked her guests donate to her UNCF scholarship fund. And they did in a big way. With a goal of reaching a million dollars, \$112,000 was donated at the dinner last year, which she matched and added it to funds she had already raised.

Started by Mrs. Aaron and former Mayor Andrew Young in 1983, the Ball is a much-anticipated holiday event that raises unrestricted dollars for UNCF's support for local students.

ATLANTA MAYOR'S MASKED BALL



1. (Clockwise) Maurice E. Jenkins Jr., Jack Sawyer, Dr. Michael Lomax, Justine Boyd, Dr. Valerie Montgomery Rice, Hank Aaron, Billye Aaron, Rubye Lucas
2. Kim Fields and Chris Morgan with Johnny Gill
3. 2015 Ambassador Andrew Young and Carolyn Young enter ballroom
4. Justine Boyd, Shan Cooper and Michael Lomax



5. Chris Tucker and Andrew Young
6. Grant Hill, Tamia, Justine Boyd and Michael Lomax
7. A MMB 2014 Throw Back
8. Michael Lomax, Billye Aaron, Maurice Jenkins and Sam Burston (Photo by Caselove Productions.)



9.



10.



11.

- 9. The ladies love Johnny Gill
- 10. Mayor Reed and Mrs. Sarah Elizabeth Reed with mic
- 11. Brannigan Thompson on the red carpet



BIG IDEA

Ideas are a dime a dozen. In business, it's implementation that counts... and throw in perfect timing for good measure.

By Kamille D. Whittaker



LOOK FOR OPPORTUNITY, BUT DON'T WAIT FOR IT
A sustainable business should generate out of an identification of an opportunity. Waiting for the best version of an idea to hit you could mean you losing your core idea to a competitor who is more nimble, flexible and less risk averse. Price testing, marketing message corrections and general fine-tuning can be done along the way.

Atlanta's Food Truck scene has swelled to the point of permanent social fixture – offering every type of fare imaginable; and creating the prime conditions for communal eating and mobile imbibing. But who is providing the libations? Most start-ups *start up* as simply as that: a question, a *need* identified and an answer. Idea manifested, The Alcohol Heroes – headed by husband and wife duo Tiffany and Scott Richardson – now bring cocktails to Atlanta's vibrant food truck scene with their Cocktail Truck where none existed before.

Like most business ideas – it found *them*.

"We worked as bartenders together at 300 Atlanta and a number of other bars around metro Atlanta for years," explains Tiffany. Our customers would often ask us if we did private parties. We didn't at the time but thought it would be a great way to make extra money for the household. Our clients enjoyed our service so much that through word of mouth our private bartending service became popular around the city."

As their visibility grew, they wanted a name that expressed who they were and

the type of service that they wanted to provide to our clients.

"We started off as The MixMasters for a while, but a close friend suggested we change it to The Alcohol Heroes after hearing it shouted out on a popular radio song at the time. This phrase fully represented our team. Not only did we come to 'save the party,' we also deeply believed in the responsibility of safe alcohol service for all of our clients."

The laws governing alcohol started to change as time went on and bartenders began to need licenses, permits and insurance to work at some of the larger venues.

"If we wanted to continue to grow we had to change our business model. We changed from being a staffing service to a fully functional beverage catering service."

This, however came with its own sets of challenges.

"The biggest obstacle was looking for the 'yes' when everyone kept telling us no. We went from city to city looking for someone to license our service. We were told many times that no municipality would license

MAKE A BUSINESS PLAN

A business concept, financials, requirements and strategies should be inked in meticulous detail. Once in place, pick a few potential customers to share your ideas. Allow questions and healthy criticism to evaluate the credibility and potential of your idea.

a service like ours nor would we be able to get insured to serve or sell alcohol outside of a restaurant or liquor store. We were told no such license existed at the time and would probably never exist. We couldn't even mention the idea of a cocktail truck without getting a laugh in the face."

They knew that their concept was unique and had seen a few other companies doing something similar at festivals and other events; but they just could not figure out how to do it officially and *legally*.

"We asked a few catering companies in the area but they, too, weren't giving up any secrets to what could be new competition. We almost gave up but after a lot of research and patience on our part we eventually found a city that was willing to give something like our business a chance."



LEARN THE TECHNICALITIES OF THE INDUSTRY

Learn the nitty-gritties and technicalities of your industry and market. This helps both with creating a bond of trust with customer relations and when it comes time to wrangle with vendors.

They were at a juncture where they had a viable business model and a greenlight on licensing, but that was about it. "We had no credit and could not get a traditional loan so we had no money when we first started. Moreover, neither of us had been to business school and had no idea where to start when it came to running a business. We had to learn through trial and error about being business owners and we had to use

our own money to grow our business from the start. We quickly learned the value of community business resources, business networking and mentorships in our area. Even to this day, we have never gotten a traditional loan from a bank and our business still continues to grow. It's taken a little longer this way but at least we are not in debt, and that's a great feeling."

They've also learned to be nimble and recover quickly. On their first day as beverage caterers, The Alcohol Heroes, ordered way too much product – thus, sinking their liquor expense budget from the start. Now, they have a better system on how they order and control inventory.

Lesson learned.

"Know that it's okay to start small. Look at your business from a long-term perspective and put positive energy around the idea of sustainable and consistent growth and not a get rich quick scheme. At the end of the day, have fun. If it isn't fun it isn't worth doing."

Verna Jennings Cleveland and her business partner Hillary Dunson

had been friends for 10 years or so, engaging in small entrepreneurial enterprises and community service projects together when the 'Big Idea' hit. Hillary and her husband were on a business trip in Arizona and walked into an olive oil shop. They ended up spending hundreds of dollars and had the products shipped home. Their idea was to open such a place in Atlanta.

"Hillary was looking to do something for herself. She was working in husband's dental office and I was working as a political strategist for the

last 30 years. I was also looking to do something for myself – something my two daughters would be proud to be a part of."

Still, Verna was, what would become Atlanta Olive Oil Company's first tough sell.

"Hillary approached me about the idea and I said, 'No, thanks.' I was not interested in being a foodie-type. I am not even a cook, don't like to cook ... I had never even gone into an olive oil shop. I felt you had to be passionate about what you do in order to do it well."

But Hillary wouldn't take no for an answer. "We took a field trip to three or four other olive oil shops around the metro area so that I would better understand the concept. I was interested in the concept, but was still non-committal. Then we started doing our research and looking at the financial parts of it and thinking of time commitment – both of us have kids and husbands with busy schedules."

Verna eventually said yes. "What brought me from no to yes was the persistence of my partner – she felt like this could be a good business for both of us. It was a niche opportunity – there weren't very many in Atlanta yet."

But they wanted to do it differently. "We wanted to have a place that would also serve as a facility that people in the community could use as an event space. The other shops are like old candy stores. So, we started looking for space during our information-gathering phase. Mind you, we were still putting together business plan and still convincing our husbands that this was more than just a hobby. So we hadn't gone the traditional finish-your-business-plan before-you-start route."

West Midtown's burgeoning foodie scene would turn out to be the perfect anchor.

"The area was up and coming, trendy and relatively inexpensive and it also had a great event space. We took the dive. Hillary jumped right in to the foodie aspect like the selection of products and distributors, and I focused on the business management. We kind of stayed out of each other's lanes and trusted each other. We were able to devise a business model based on our strengths to open up really fast and



CREATE A WEBSITE AND LOGO/BRAND

A good website – complete with an appealing logo and color palette – is like an extension of your company and most often the very first impression that can help convert customers faster. Using resources online such as free listings, online directories, and social media to showcase your work can help save money and time in gaining your first few customers.

WHEN DESCRIBING HIS/HER BUSINESS IDEA, THE ENTREPRENEUR SHOULD ANSWER THE FOLLOWING QUESTIONS:

- What is my product/service?
- What does my product/service do?
- How is it different or better than other products/services?
- Who will buy the product/service?
- Why will they buy the product/service?
- How will the product/service be promoted and sold/offered?
- Who are my competitors?

BIG IDEA

produce something really fast that people really like.”

To optimize the space and innovate, they host events and tastings featuring their “Guiltless Cocktails” – olive oil and balsamic vinegar infused cocktail creations that appeal to every palate. The location is not in a heavily foot trafficked area, so, having penetrated all of their circles of influence to initially keep the business afloat, they believe if they were in the planning stages again, they would devise a model where they would duplicate and scale faster; one that would reach more customers even faster – introducing them to the world of olive oil.

“We’re still fine-tuning our marketing strategies and the finances are always a challenge. When you start a new business offering a product and you have a brick and mortar there’s a set overhead. Any profit has to be reinvested back into the business. A lot of people by now would have had to close their doors.”

Instead, they opted to modify *when* their doors would be open.

“When we first opened we had a very customer-oriented focus. We were at-home moms and we wanted to be accessible to people who drop their kids off to school in the morning and do their shopping. So, we were open 7 days a week from 9 a.m. to 7 p.m. in order to catch the morning carpool crowd and also the working person who would come after work. We got a reality check and revised our operating hours to when we were most busy. Now we are open 6 days a week from noon to 7 with shortened hours on the weekend. Also at first, Hillary and I would split shifts and now we have a staff of part-timers and we go in one day a week to meet in the shop.”

For the business school grad duo, time management and *timing* is everything.

“If we had gone the traditional route of completing business plan and getting attorneys lined up, it would have probably been another two years and we probably wouldn’t have done it. You have to take risks and if you’re smart enough, you can minimize risks.” **AT**



LAWYER UP

An attorney will ensure you have the proper paperwork, permits, insurance and licensing to ensure you can legally operate. In addition, a business cannot operate without a local permit or any state licenses required for your enterprise.

SYSTEM
5 ELECTRONICS, INC.



Call (404) 756-0736 Today!

Home Security

Featuring the latest Green Technology - save up to 40% on utilities

\$24.50
/MO.

(Based upon
our annual
payment plan)



Use web or mobile interfaces to:

- Arm or disarm your system
- Control lights & thermostats
- Watch live or recorded video
- Receive notifications when cars pull into driveway



Driveway Probe
(detects vehicles that pull into your driveway)

Present this coupon & save 15% on the price of a new system!

system5electronics.com

LESSONS OF 2016

The most successful people have one thing in common: a passion for learning. And further, they understand the power of leveraging the lessons they learn. Leaders will tell you that there is no end to the instruction that life presents. So, as 2016 draws to an eventful close, we've been reflective around the AT offices about the transformative experiences that shaped us this year; and we decided to tap some of the leaders in both your and our inner circles to share theirs.



I believe that in order for me to be successful I must be willing to do what most people are not willing to do. In my business career, I have deliberately taken on projects, business ventures and assignments that many people would not dream of accepting because of the complexities and the sacrifices that it would require. Many times, I had to sacrifice working very hard long hours, take many financial risks and or not having the ability to be a social butterfly with my friends. For me, I always look for what others will not do because it leads to the road of boundless success; a road traveled by few.

Alicia M. Ivey

**President, Goldbergs Concessions Corporation
Chairman, Phoenix Drilling Corporation**



Perhaps the best lesson learned was one that started professionally but brought me enormous personal satisfaction. Whether we are focused on a for-profit or not-for-profit mission, there can be little to no satisfaction in the achievement of goals if there is not substantial meaning or contribution to your fellow man. I have learned that a motivating and satisfying experience for me is to know that the work I do directly impacts (benefits) those who would otherwise not have access to basic essentials that we take for granted. The personal satisfaction of knowing that I contributed to the well-being of others is the ultimate reward.

Ron Frieson

**President, Foundation and External Affairs, Children's
Healthcare of Atlanta**



The idea of putting labels to separate us by what decade we were born serves no purpose when it comes to accomplishing personal or community goals. I'm a Baby Boomer. That means I have certain skills that are invaluable. I know how to own my position which is something I learned from my elders who are now called Traditionalists. However, those who are younger than I am want success, health, satisfaction and a good quality of life. The fact that they are GenXers or millennials is irrelevant. What matters is how we can pool our collective experiences to reap individual achievements that benefit the whole alphabet of generations because we're all in this together. Separation for us has never been a good thing.

Leona Barr

President and CEO, Atlanta Business League



2016 brought me the lesson of knowing how wonderful it is to gain support from others by taking bold actions. Arnika Dawkins Gallery will soon celebrate its 5th anniversary, and the outpouring of support from the Atlanta Community has been inspiring. Some would consider it a bold move to open a fine art photography gallery; even bolder to specialize in showing art by and of African Americans. This specific focus has allowed me to become a valuable resource to art collectors and artists alike.

Arnika Dawkins

Owner, Arnika Dawkins Photographic Fine Art Gallery



In 2016, I turned 60 years old and I learned how fast life goes by and not to waste it. Every minute is precious, and I will continue to do what I can to help others and expect nothing in return. I will keep enjoying my wife and adult children, and prepare my kids to run the business. I learned to enjoy life and fight through the fear that holds me back. Life is great and I am thankful for my health, thankful for my love ones and close friends. I learned I can make a positive difference in the world, laugh every day and make someone else smile.

C. David Moody

President and CEO, C.D. Moody Construction



In 2016, I faced a lot of change, both professionally and personally. Professionally, my employer became more efficient and simplified its operations. Personally, I sent my first child off to college. I learned to appreciate that change is inevitable, and it always comes with an opportunity. I took the opportunity to expand my role at work to help — increasing the ability for me to produce high-value results and grow my own skillset. I also took the opportunity to be more present when my family is together and I communicate with my son a lot more now that he isn't home.

Brannigan Thompson

Senior Vice President, Head of Organization, Leadership and Talent, Voya Financial



The year 2016 was filled with disappointment, uncertainty, betrayal and change. At this stage of life, we expected to be permanent residents of easy street, but multiple unexpected events disrupted our lives. Amazingly, we rebounded each time. Our grandnephew graduated from Annapolis. Soon thereafter our beautiful twin grandniece and grandnephew were born. The tension and stress of protracted design and construction processes culminated in a very successful building opening. Nevertheless, recent gale winds of unfortunate political upheavals threaten to shake us to our core. However, we are strongly rooted, having weathered many storms during 39 years of marriage and practice together. The Joker beats any Trump hand.

William J. Stanley

**Founding Principal, Stanley, Love-Stanley, P.C.
Ivenue Love-Stanley,
Managing Principal, Stanley, Love-Stanley, P.C.**



As my business grew over the years my greatest challenge has always been hiring and maintaining employees. This year I had a major epiphany. I spent a great deal of time promoting people and giving them raises based on what I would have wanted for myself at their age or point in their career versus promoting and rewarding based on actual skill and ability – not potential. I found myself in a cycle of hiring and firing. I've learned to confidently review based on the work and not based on nostalgia.

Myleik Teele
 Founder, curlBOX



Morris Brown College has always welcomed not just high-achieving students but also those who have struggled financially, socially, and even academically. These students come to us with a determination to pursue careers and become positive contributors in our society. The greatest lesson I have learned is that if we who cherish HBCUs make a concerted effort to invest financially in our students, especially those who might not fit into a traditional college setting, we all become the beneficiaries. When those students gain essential industry and technology-related skills they are able to successfully integrate into our thriving economy.

Dr. Stanley J. Pritchett, Sr.
 President, Morris Brown College



Over the past year, I have had both challenges and triumphs, and the resounding lesson I have learned is humility. Throughout my life, I have set goals, developed plans, and achieved. That was my success formula. However, sometimes life can bring a tsunami, and often at those moments, there is no script, degree, or relative who can help you. I found myself in unfamiliar terrain. What I thought I knew, faded. In those moments, I realized that although I was at the focal point of all that was happening in my life, it really wasn't about me; it was about a higher purpose.

There were battles that I didn't have to fight, because God already had the victory for me. I have learned it's not about me, it's about Him!

Marvin Arrington Jr.
 Fulton County Commissioner, District 5



One of the most important lessons I've learned this year is that 'Leadership Matters.' As a proponent of small business development, I see the impact that great leadership can have on an organization. Proper training, coaching and development of authentic leaders can be the difference between success and failure for any company. Leaders must possess not only the vision and the courage to guide the organization, but must win the trust of their teams through solid decision-making and inclusive, principled leadership. There is no other resource more vital to the prosperity and sustainability of a small business than great leadership.

Stacey J. Key
 President and CEO, Georgia Minority
 Supplier Development Council



THERE'S NOTHING QUITE LIKE WARM FRESH BREAD, especially if it's homemade. With 15 settings for different kinds of homemade bread, including French bread, sweet bread, and even gluten-free bread, this easy-to-use bread maker even features three loaf size options. You won't be able to bake enough delicious loaves to keep up with how many times the bread basket gets passed around the table.

T-fal Actibread
\$153
Overstock.com



AMAZON FIRE TABLET

Amazon's best-selling tablet allows users to catch up their reading or browse the Web with this tablet, which offers access to Amazon Underground to download apps and games, and discover exciting new entertainment. Front and rear cameras let you capture memorable moments or chat with friends.

\$49.99
Amazon.com



TAITTINGER NOCTURNE ROSÉ

is a Sec champagne composed of Chardonnay, Pinot Noir and Pinot Meunier. Blended from approximately 30 vineyards and from multiple vintages, the wine is laid down for three years to age before disgorgement. A 17.5 g/L dosage of sugar cane combined with slow cellar aging creates a round and smooth rosé champagne that is perfect to enjoy late in the evening, especially with friends.

\$83.99



THE OLLOCLIP 4-IN-1 LENS

turns your iPhone's built-in-camera into a Fisheye, Wide-Angle, or Macro lens (10x and 15x). It's a must-have for any traveler.

\$80

Bestbuy.com



KODAK EKTRA, a smartphone specifically designed for

photographers, boasts a 21-megapixel fast focus camera and phenomenal 13-megapixel front-facing camera. The ultra-slim android device has 32GB memory, MicroSD cards expandibility and 4K video capture capability.

\$550

Kodak.com

THE "SIMPLE & DELICIOUS COOKBOOK"

showcases more than 600 pages of recipes and photos making it the biggest cookbook of fast-fix recipes in the Simple & Delicious collection. Indulge in 1,314 easy-to-create recipes for family-pleasing foods, segmented so home cooks can choose recipes that take 30 minutes, 15 minutes and even five minutes to create.

\$18.06, hardcover



Image courtesy of Hilton Hotels & Resorts

LOOKING FOR A QUICK WINTER GETAWAY?

Hilton Hotels & Resorts' Capital Coolcation may be the perfect gift to share. Explore exciting neighborhoods from Georgetown and Dupont Circle to Silver Spring and Crystal City. With so many free attractions from 16 Smithsonian museums, the National Zoo, and picturesque monuments, you'll have endless cool things to do, see, and share. Package perks including themed craft cocktails, unlimited coffee and hot cocoa, Wi-Fi and late check-out, to an abundance of exciting holiday and winter themed activities around town, including premier dining and cultural attractions.

Packages available through April, **starting at \$109 per night**
Capitalcoolcation.com

Small Shop, Big Dreams

By Dexter Webster, managing principal, dTc Advisory

How do you best handle all the important business tasks while growing your business venture? Let's assume you have done the basics such as having a solid strategic plan. To make the most of your time, you should focus on automation, setting priorities and focus.

Prioritization

You don't have to complete all tasks in one day. Instead, you should assess the value of each task (money generated or cost reduction) with required completion date (incorporate lead time). Once you have the above information, you can list "in order" the tasks that will return the greatest value to your business. Following the 20/80 rule, 20 percent of your tasks will yield 80 percent of the value. This is the focus area.

Now, how to focus. Here are a few points from Roxann Roeder's "5 Habits That Will Get You 30 Percent More Productive"

Focus Management

1. Each day, you should focus on activities that move your business forward – things you must do.
2. To best do this, take time each day to get yourself going. Do something for your health at the start of the day without checking email or other busy activities. Healthy Body = Healthy Mind.
3. Prior to jumping into the day's work, take time to identify your priorities based on the model listed above. You will be able to identify three projects and five tasks that can move the projects forward.
4. List the people who you must reach out to before end of day, no matter what.
5. List the people you need to hear from or need some something to get your day's work done.
6. List any import activity you can complete by end of day.
7. After completing steps three through six, you can create three blocks of 50 minutes where you will focus on the work identified uninterrupted. After each 50-minute block, take 10 minutes to refresh with a break to clear your mind and recharge.
8. Lastly, make sure you take an hour break to get away from the desk/office for free thought.

And finally, how to automate for growth.

Automation

Once you know what you should do and the value of the tasks, you should look to automate what you can or find tools to help you better manage what you do. My recommendation is to use a tool like 17 Hats that will help with lead capture, contact management, quotes, invoicing, payment, bookkeeping, customer interaction, project/workflow management, to do lists and more while automating tasks and integration with other features.

Another recommendation is to automate your sales and marketing functions. Depending on your business and where you are, Constant Contact or Act! CRM will help with automating customer interactions that can be programmed based on customer actions. For example, you can automate a response to a customer who sends in an inquiry or response to a newsletter using Act! CRM. These tools free up the small business to focus on tasks that require human interaction and are unique in nature. **AT**



Dexter Webster leads the day-to-day operations for dTc Advisory. Dexter has extensive experience in operations, customer service, technology, product and management consulting working for FORTUNE 100 companies. Dexter is responsible for developing strategic partnerships, and representing dTc externally. He can be reached at info@dtcadvisory.com.

Do You Have a Will?

While you're setting resolutions and preparing to jumpstart a diet or workout regimen for next year, consider adding one more thing to your recalibrating – an estate plan. No, it's not a process people generally look forward to, but it is a necessary and beneficial. An estate plan provides peace of mind for you and gives clear direction to your loved ones about your wishes. So we've taken the liberty of gathering a few pointers for you.

Get the conversation started

It's important for your survivor's to understand your intentions and plans for your estate, and the only way they can know that is by you sharing your wishes. Lack of open communication during estate planning will hinder your beneficiaries during an already difficult time. Being clear and concise about not just your wishes but the state of your affairs as well as where all of your important documents will be kept

Determine who gets what

It is true that some people can get away with not having a will; most, however, should have a plan for how to avoid probate and how they want to have their property distributed after they are gone. Without a will, the laws will decide who inherits your assets including nonfinancial assets, such as family heirlooms. A will also allows parents to name a guardian who will care for their minor children should something happen to both parents.

Review insurance policies

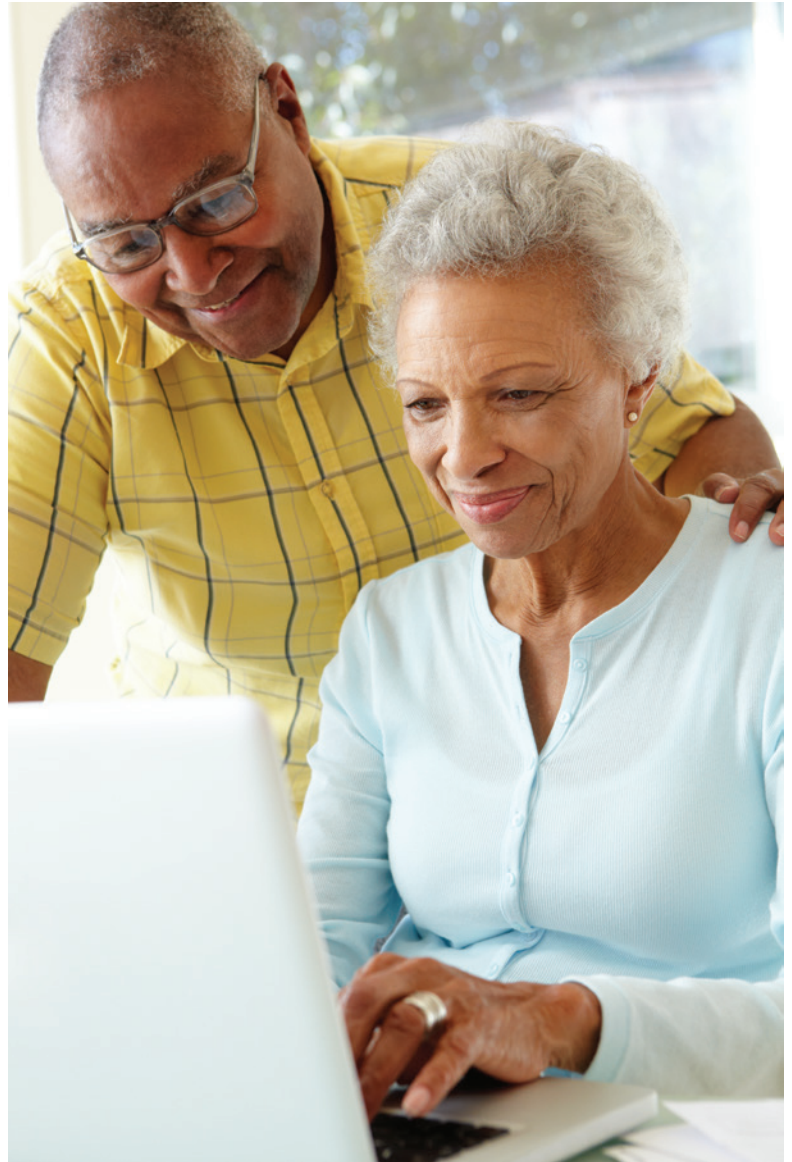
Life insurance policies, retirement plans, and payable-on-death accounts should be reviewed periodically to be sure the executor and beneficiaries match what your will states and your most current desire for provisions.

Create essential end-of-life documents

A power of attorney lets your agent manage your finances and legal affairs.

A release-of-information form allows doctors to share your medical records with designated individuals.

Advance directives: A durable power of attorney for health care names an agent to make medical decisions on your behalf. A living will specifies the medical treatment you do or do not want at the end of your life. **AT**



In Five Years You Won't Buy Anything; You'll Subscribe to It



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

We all know about Netflix and Spotify now, but just over six years ago a relatively new concept was just beginning to emerge called the Subscription Economy. And the company evangelizing the term was billing/subscription management platform Zuora. Zuora co-founder and CEO Tien Tzuo recently shared his thoughts on the state of the Subscription Economy. Below are a few key takeaways from our conversation.

How far have we come with the subscription economy in recent years?

Tien Tzuo: Five years ago when we talked about this, there was a lot of skepticism. People really didn't see it coming yet. Uber really wasn't around. We weren't picking up our phone to try to get from point A to point B. Netflix was still a DVD company. Blockbuster was still around. Fast forward to today. You don't have to buy a car now; there's Uber, there's Lyft. More people are going from a two-car family down to one-car families, or even getting rid of their cars altogether. And obviously with movies we're just simply used to pointing our phones and our TV sets to whatever we need to get the music and the movie services we want. So I would say, today, we truly do live in a subscription economy.

Have you seen a change in the way new subscription business model companies are developing?

Tien Tzuo: The old model was creating a product and then feeding it through different channels. How do I get into the store? How do I sell my salespeople? How do you get other partners to sell it? To let them buy it online? As long as I can ship as many units of these products as I need to I'm good. But this new model is about customers subscribing to services which they expect to get better and better over time. How do I build an agile innovation platform that responds to what my customers are telling me? I don't have to build a hit product from day one. I can get something into the marketplace that people find valuable, and then work with my customers and iterate on that product and go deeper and deeper.

What does it take to be a successful business today compared to five years ago?

Tien Tzuo: There's a statistic out there that says half the *FORTUNE* 500 companies will cease to exist in the next 15 years. That's pretty incredible. And so the pace of innovation and change is so big now. If you look at the *FORTUNE* 500 companies doing well they are transforming. IBM and General Electric aren't talking about themselves as product companies anymore. IBM is talking about selling cognitive data services. GE isn't saying we're about light bulbs or washing machines. They're saying we're about IoT (Internet of Things), software, machine learning, etc. They're aligning their offerings to be more appealing to modern consumption tastes of today's consumer.

Where will we be in five years with the Subscription Economy?

Tien Tzuo: Salesforce.com founder Marc Benioff says people overestimate how much they can change in a year, but they completely underestimate how much change can happen in 10 years. When we started Salesforce in 1999, people were still accessing the Internet over dial-up modems and nobody used Google for search. The idea that our world would exist today with smartphones and always on networks, I don't know how many would have imagined that 10 years later. So we're going through this right now. And in five years I truly believe that you won't be buying anything; you'll subscribe to it. **AT**

American Technologies

High Definition Video . Web Development
Training . Consulting
Brand Development . Photo Services . Press Kits

Beyond the Cutting Edge . . .



Brace Yourself the Future of Business is Here!

Digital Media Marketing is an effective way to reach millions
Use 4K HD Video to tell your business story and get results!



Your Message Should Be Heard Professionally Around the Globe.

Say it Strong, Keep it Clean, and Make it Powerful



BRAND DEVELOPMENT USING VIDEO

GREAT QUALITY, POWERFUL RESULTS

The media image that you use in public on or off line says a lot in "one click" about you and your business. Visual Presentations are the driving force of conversations, communication, and sales. The next time you want to express your vision or mission before a large audience, on the web, or in an important meeting, say it correctly with the right production.

We've been around for 21 years creating products in media that helps Non-profits, Businesses, TV Commercials, Movies, and Social Media Campaigns Express themselves with excellence.

Call NOW!

678 518-8600

Sales Consult with us today!

770 910-4495

www.AmericanTechnologies.co



Follow us!



THE PERFUME SPOT



Seasonal Sales Event
UP TO 80% OFF

Online Discounted Fragrances

USE PROMO CODE PRT32 FOR AN ADDITIONAL 20% OFF!

WWW.THEPERFUMESPOT.COM

OVER 2 MILLION SATISFIED CUSTOMERS • 100% AUTHENTIC FRAGRANCES • MONEY BACK GUARANTEE

leisure power



p52

Welcome to your downtime

December/January
51 // TO DO

Getaway To
52 // KWAZULU-NATAL, SOUTH AFRICA

The Love List
55 // THE LOOKOUT

2017 Infiniti QX30 – Shared tech
brings a new segment for Infiniti
57 // FASTLANE

Getaway To
58 // TALLAHASSEE

Blissbehavin' at
Old Edwards Inn
60 // TRAVEL

Pay it Forward
63 // WEEKENDER

Asana Can Help
64 // TECHBYTE

Apps for Tracking
Business Mileage
65 // TIP SHEET

Savor the Flavor: Rosemary-
Thyme Cornbread Madeleines
67 // FOR THE LOVE OF FOOD

2016 Hall of Fame | In Pictures
68 // ONE MORE THING

Try a little TENDERNESS[®]



— and save 77% on world-famous Omaha Steaks —



Perfect Gifts
GUARANTEED

Get our world-famous, exquisitely tender Omaha Steaks[®] Filet Mignons, Top Sirloins, and more. 100% guaranteed and delivered right to their door, save 77% when you order the Family Gourmet Feast.

The Family Gourmet Feast

- 2 (5 oz.) Filet Mignons
 - 2 (5 oz.) Top Sirloins
 - 2 (4 oz.) Boneless Pork Chops
 - 4 Boneless Chicken Breasts (1 lb. pkg.)
 - 4 (3 oz.) Kielbasa Sausages
 - 4 (4 oz.) Omaha Steaks Burgers
 - 12 oz. pkg. All-Beef Meatballs
 - 4 (3 oz.) Potatoes au Gratin
 - 4 (4 oz.) Caramel Apple Tartlets
 - Omaha Steaks Seasoning Packet (.33 oz.)
- 44240VEB

Reg. \$215.90 | **Now Only \$49⁹⁹**

Limit 2 pkgs. at this price. Your 4 free sausages will be sent to each shipping address that includes the Family Gourmet Feast 44240. Standard S&H will be added per address. Not valid with other offers. All product, prices and sales are subject to Omaha Steaks, Inc. Terms of Use and Pricing Policy. Visit omahasteaks.com/terms-of-useOSI Expires 1/31/17.



PLUS, 4 more
Kielbasa
Sausages
FREE!

©2016 OCG | 608B120 | Omaha Steaks, Inc.

1-800-951-2139 ask for 44240VEB | www.OmahaSteaks.com/enjoy39

December

33RD ANNUAL MAYOR'S MASKED BALL

SATURDAY, DECEMBER 17, 2016
ATLANTA MARRIOTT MARQUIS

Join the United Negro College Fund and Atlanta Mayor Kasim Reed at Atlanta's signature fundraising gala. Founded more than a quarter century ago by former Mayor Andrew Young and Billye S. Aaron, the ball's purpose is to involve celebrities, dignitaries, civic leaders, volunteers, public officials and other supporters in the annual local fund-raising activities for UNCF.

Uncf.org



January



26TH ANNUAL TRUMPET AWARDS

JANUARY 21, 2017
COBB ENERGY CENTER

The awards, conceived by Xernona Clayton, acknowledge the accomplishments of men and women who have significantly contributed to enhancing the quality of life for groups and individuals by partnering with the cause of justice and equality for all.

Trumpetfoundation.org

DIVERSITY SUMMIT 2017

TUESDAY, JANUARY 24, 2017
GEORGIA POWER CORPORATE HEADQUARTERS

Atlanta Tribune: The Magazine rounds up diversity experts and corporate inclusion insiders to help grapple with the question: "How Far Have We Come Since King?"

atlantatribune.com



Travel Journal

KWAZULU-NATAL, SOUTH AFRICA

By Katrice L. Mines



KwaZulu-Natal – known as “the garden province” of South Africa – was established in 1994, when the Zulu Bantustan territory of KwaZulu and Natal Province were merged. There are few places better for your feet to touch the soil of the Motherland for the first time than the southernmost tip of the continent. Home to the Zulu monarchy and one of the country’s most popular tourist destinations, KwaZulu-Natal stretches from Port Edward in the south to the borders of Swaziland and Mozambique to the north. Its western part is marked by the beautiful and dramatic Drakensberg mountain range, and its coastline is dotted with small towns, many of which serve as seasonal leisure hubs.

It was July, winter in the region, when South African Airways delivered me into Johannesburg and from there to Durban – the largest city of the province and major center of tourism because of its warm subtropical climate and what is widely considered some of the best beaches in the world.

My first destination – the Oyster Box, an upscale colonial-style hotel overlooking the Indian Ocean just minutes from Bronze Beach. Old world charm with modern sensibilities, the 86-room hotel feels proper. An intermingling of genteel clientele and hipsters populated the go-to beach resort noted for its cull of meat and vegetarian curry dishes. And yet, one feature after another shuffles into prime focus as a magnet, from Dolphin-watching on the Ocean Terrace and Oyster Bar to its award-winning spa featuring Turkish Hammam and sensation shower, and fine dining in The Grill Room.



A complete restoration of the property, which opened its doors originally as The Oyster Lodge in 1863, between 2007 and 2009 involved the careful preservation of several original landmarks within the structure. The grand, revolving door at the entrance originally from the Royal Hotel in Durban, the familiar wrought-iron balustrade and the recognizable black and white checkerboard floor was reinstated throughout.

The pink sky atop of crisp, white wave crests crashing below hotel balconies make this the obvious retreat while away to Durban. But, my overnight at The Oyster Box was a mere introduction to the beauty and wonder of South Africa. Bright and early on day two, I was off to the village of St. Lucia and a river cruise down the estuary for views of hippos, water birds, and the Nile crocodiles. Seeing animals, unrestrained in their natural habitat is an encounter best experienced first-hand. The guide bid us farewell with a warning to beware of

wandering hippos at night. It was duly noted.

On my way out of St. Lucia, I was invited to visit one of the area's Zulu villages, Khula, and was welcomed into the modest one-room hut of a grandmother who was the sole guardian of her eight grandchildren. She was fast at work making placemats by hand from discarded potato chip bags and reeds she'd collected. The income from her sales had been sustaining her family since she lost her husband a few years ago. Though she spoke only Zulu, the impact of our brief encounter sufficed.

My few hours in Khula felt like what I came to Africa to experience, though what had drawn me to the continent, was the lure of Safari. It was the perfect primer for two solid days of planned game drives in open wildlife vehicles at Hluhluwe and Mkhuzi Game reserves. Hoping to glimpse the Big Five – African lion, African elephant, Cape buffalo, African leopard, and rhinoceros and possibly a cheetah is an energy I'd always imagined to be nothing short of magnificent; I wasn't wrong. And it wasn't long into the first



LUNCH HERE:

Fordoun Hotel & Spa – Set on a former dairy farm, this quaint, refined hotel is just miles from the town of Nottingham Road and 33.6 km from Karkloof Nature Reserve. **Skye Bistro** is its fine dining restaurant set in the heart of the exquisite KwaZulu-Natal Midlands. From beautiful log burning fires in the winter evenings to watching the sunset from the veranda over the rolling lawns of Fordoun, **Skye Bistro** is the perfect place to have a relaxing sumptuous meal. Its light café style lunches capture the leisure of a bygone era.

Sleeping Hippos in St. Lucia Estuary



Drakensberg Mountain trail



Dundee, KwaZulu-Natal

DO THIS:

Drakensberg Helicopter Flip – see parts of this spectacular world heritage site few others have seen amongst the soaring peaks of the Drakensberg mountains or the magnificent countryside of the Northern KwaZulu-Natal.

excursion before our guide spotted rhinoceros, giraffes and elephants.

Hluhluwe, with its rolling hills and open Savannah grasslands remains an incredibly scenic reserve as it is the oldest proclaimed game reserve in Africa and world renowned for its conservation of black and white rhino; in fact, the largest population of white rhinos in the world. Wide open terrain, Mkhuze is situated in Northern Zululand, a nearly 100,000-acre game reserve distinguished for its birding possibilities. This utopia with loop roads, hides and panoramic views, and thick dense bush, grasslands and pans gives you the feeling of being in the true Africa of yesterday. A collection of accommodation styled huts within the reserve where you can quietly observe unsuspecting white and black rhino, leopard, elephant, giraffe, nyala, wildebeest, hyenas and cheetah make for an extraordinarily up-close safari experience.

Days four and five were spent at the foot of Zululand’s Ghost Mountain in the namesake Ghost Mountain Inn. The intimate and chicly rustic 50-room hotel is ideal for being situated to explore the array of coastal and wildlife reserves. Nature enthusiasts will appreciate its scenic splendor for guided walks and boat cruises accompanied by rangers. A connection with the land in Africa was something I’d always imagined would leave a lasting impression on me. Each stop through KwaZulu-Natal was a complete elevation of that expectation.

Around me, the mountains rose up like a great coliseum of vibrant hues as I was headed next to Drakensberg to explore authentic bushman rock art. uKhahlamba Park in the Drakensberg Mountains boasts the greatest concentration of San Bushman rock art in South Africa, much of it in remote, supremely beautiful surroundings with paintings of animals like the revered eland antelope, human figures and therianthropes (a metamorphosis from human to animal) representing an otherwise lost culture. All of the Drakensberg paintings are on cave sandstone, a rock custom built for the purpose. It erodes in a way that produces weatherproof overhangs so the artist can work on the sandstone which is porous causing the paint applied to sink in and “grip.” The scenes depicted with pigments from blood, rock or soil rich in ferric oxide (rust), charcoal, melted fat, beeswax and heat from fire for color variation are dynamic and the features distinct.

As our tour group hiked down the uneven paths of the stunning wilderness back to bottom of the mountain, the sensation of all that I had experienced traveling throughout the region was a steady swell. I had lived here and had soaked in every taste, sight and sound. This, was seeing the world. Africa is always a good idea. **AT**



View of Drakensberg Mountains



San Bushman rock art



Children selling sweet bread in Zulu village



Grandmother in the Zulu village

SLEEP HERE:

Fairmont Zimbali Resort, situated inside the exclusive Zimbali Coastal Estate, is a tranquil retreat offering the utmost in stylish comfort and unrivalled service. Located 30 minutes from Durban, this beachfront North Coast hotel provides easy access to the province’s attractions. From King Shaka International Airport, the Fairmont Zimbali Resort is easily accessible.

THE LOOKOUT

The Love List

MY VICARIOUS LIFE
MYVICARIOUSLIFE.COM



• Fresh Sugar Lip Showcase

\$77

FRESH.COM



• In the Company of Women

\$20

BARNESANDNOBLE.COM



• Brown Fur Trim Coat

\$99

GLAMOROUS.COM



• Dr. Yaba Blay x PPW |

Professional Black Girl Tee

\$25

PHILADELPHIAPRINTWORKS.COM



• Narciso Rodriguez for her Eau de Toilette

\$80

SEPHORA.COM



• Silver Tassel Heeled Loafers

\$100

RIVERISLAND.COM



• UO Faux Fur Mule Slipper

\$29

URBANOUTFITTERS.COM



• TEMPTU AIR Skin & Hair Perfection Set

\$245

NORDSTROM.COM



• COACH Swagger Wristlet (pebble leather)

\$275

COACH.COM

Photo provided by River Island, Philadelphia Printworks, Coach, Sephora, Fresh, TEMPTU, Glamorous, Barnes and Noble, and Urban Outfitters

2 YEAR PRICE GUARANTEE

ASK ABOUT
OUR NATIONWIDE
BUNDLING!
+
DIRECTV
High-Speed Internet, provider varies by market.
+
SUPERFAST
INTERNET

Switch to DIRECTV and lock in your
TV price at \$50/month for 2 years when
you have AT&T Wireless!

SAVE
over
40%[^]

\$ **50** ⁰⁰
MO.
plus taxes
for 24 months
w/24-mo. TV agmt &
qualifying AT&T Wireless*

INCLUDES:

SELECT™ All-Included Package –
Over 145 Channels
Monthly fees for a Genie® HD DVR
and 3 add'l receivers

PLUS:

HBO **STARZ** **SHOWTIME** **CINEMAX**
for the first 3 months at no extra cost[‡]

ALL DIRECTV OFFERS REQUIRE 24-MO. AGREEMENT. ADD'L FEES APPLY. *New approved residential DIRECTV customers only (equipment lease req'd).

Req's qual. AT&T Wireless phone svc during 2nd year. Credit card req'd (except MA & PA). Pro-rated ETF fee (up to \$480) and Equipment Non-Return fees apply.

CALL NOW and ask about Next Day Installation.

IV SUPPORT HOLDINGS LLC

IVS 800-712-1672



DIRECTV
AUTHORIZED DEALER

[^]Savings based on HD DVR system for 4 rooms and comparison between SELECT standard package offer vs. All-Included package offer over 2 years.

\$50 2-YR SELECT ALL-INCLUDED PACKAGE PRICE: Ends 1/21/17. New DIRECTV residential customers who bundle w/ eligible new or existing AT&T wireless svc. Price includes SELECT All-Included TV Pkg and monthly fees for a Genie HD DVR + three (3) add'l receivers. Eligible Wireless: Consumers only. Sold separately. Req's AT&T postpaid svc on elig. plan (excl. Lifeline & Residential Wireless) on a smartphone or phone (excl. Wireless Home Phone). Svcs: Svc addresses must match. To be elig. for 2nd-yr price guarantee both services must remain active & in good standing during 2nd year. Price Guarantee: TV pkg only. After 24 mos. or loss of eligibility, then-prevailing monthly rate for All-Included TV Pkg applies, unless customer calls to cancel/change service prior to the end of 24 mos. Price excludes taxes, equipment upgrades/add-ons and other chrgs. Some offers may not be available through all channels and in select areas. See att.com/directv. **DIRECTV SVC TERMS:** Subject to Equipment Lease & Customer Agreements. Must maintain a min. base TV pkg of \$29.99/mo. Add'l Fees & Terms: \$19.95 Handling & Delivery fee may apply. Programming, pricing, terms and conditions subject to change at any time. Visit directv.com/legal or call for details. **WIRELESS SVC TERMS:** Subj. to Wireless Customer Agmt (att.com/wca). Svcs are not for resale. Credit approval req'd. Deposit may apply. Fees, monthly & other charges, usage & other restrictions apply. Pricing, promotions, & terms subject to change & may be modified or terminated at any time without notice. Coverage & svc not avail. everywhere. You get an off-net (roaming) usage allowance for each svc. If you exceed the allowance, your svcs may be restricted or terminated. Other restr's apply & may result in svc termination. See att.com/wireless or a store for details.

‡ PREMIUM MOVIES OFFER: After 3 mos., then-prevailing rate for all four (4) premium movie pkgs applies (currently \$53.99/mo.) unless canceled or changed by customer prior to end of the promotional period.

Offers may not be combined with other promotional offers on the same services and may be modified or discontinued at any time without notice. Other conditions apply to all offers.

©2016 AT&T Intellectual Property. All Rights Reserved. AT&T, Globe logo, DIRECTV, and all other DIRECTV marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks are the property of their respective owners.



2017 INFINITI QX30

Shared tech brings a new segment for Infiniti

By Brian Armstead

Platform sharing among automobile manufacturers has taken place for years.

For example, the VW Group's vaunted W12 engine is used in Volkswagen, Audi and Bentley models. Why build something new when you can keep the bean counters happy by dipping into the corporate parts bin?

But what is not always known is manufacturers share technology amongst other companies, even those they would normally consider to be the "enemy," or major competitor.

So, it really came as no surprise when Daimler-Benz and Renault-Nissan announced they would join forces in technology/product sharing.

Up first in the U.S. market is the Infiniti QX30, which shares running gear with the Mercedes-Benz GLA 250. The QX is Infiniti's first foray into the compact, premium utility segment.

When you first approach the 2017 QX30, you'll

be super impressed with the styling. Externally, this luxe compact ute is all Infiniti, which means it's gorgeous and well-contented. Where the GLA's styling takes no risks, Infiniti jumps into an Olympic sized pool with a deep breathing front fascia and sensuous side sculpting. QX30's tall beltline gives the impression this premium active crossover is taller than it is, and Infiniti's trademark, crescent-shaped C pillar lets buyers know the DNA is all Infiniti.

Inside, it's good to know the interior is also not a rubber stamp of the GLA. The only shared interior bits are power seat controls and the key fob. For example, the GLA's telematics screen sits atop the central dash like a permanent iPad. Infiniti's screen is integrated into the central dash, but below the dash hood. It's a coin toss as to which design is better, but the hooded screen works well within QX30's design theme.

QX30 road manners are very respectable. Underhood lies a Mercedes 2.0 liter, turbocharged, inline four-cylinder motor

outputting 208 horsepower and 258 pound-feet of torque. Power is channeled to the pavement through a 7-speed dual-clutch automatic transmission with steering wheel mounted paddle shifters. Front-Wheel Drive and All-wheel Drive powertrains are available, depending on trim level.

As far as luxury and convenience go, the QX30 offers a raft of standard and available features. The seven-inch telematics screen offers monitoring of Bluetooth phone and audio streaming, and controls a full suite of standard and available apps, including Infiniti's proprietary "InTouch" system which integrates navigation, convenience, security and entertainment into a state-of-the-art system.

The 2017 QX30 is a well-executed collaboration between automotive titans.

Prices range from \$29,950 (Base) to \$38,500 (Sport). **AT**

Weekend Jaunt:

TALLAHASSEE

By Kamille D. Whittaker



Proof Brewing Company



Shrimp and Grits at The Edison



The Edison at Night

Lake Lafayette

It was like something out of Zora Neale Hurston's novel, "Their Eyes Were Watching God." The part where Janie and Tea Cake go out to work in the muck of the Florida Everglades with the Seminoles and other migrant workers – taking heed to the impending hurricane and heading north to higher ground. I imagine Tallahassee might have been one of those places. The weekend I drove roughly five hours from Atlanta down to Tallahassee found most of Florida and Georgia's east coasts and outlying islands ravaged by Hurricane Matthew. Thousands had evacuated to Tallahassee for respite and sanctuary, with Tallahassee swelling to accommodate. Tallahassee is homely like that – in the "never met a stranger" kind of way. A few hours in and you quickly learn what holds the city – a perfect balance of history and the contemporary – together: There's, of course, unwavering pride in FSU and equally a playful disdain for University of Miami; a burgeoning and unpretentious culinary scene; the occasionally rowdy yet mostly gentele capital city politics; the Marching 100 at FAMU; and a Prime Meridian marker that not so subtly renders Tallahassee ground zero – the reason why so many grow up, possibly leave but find their way back.

Something about Tallahassee's blend of Southern charm and Floridian cool is magnetic.

It could be – beyond the boisterousness of politics and punts – the nature-sanctioned quiet. Year-round mild temperatures, lush, green landscapes, rolling hills populated with massive live oaks, vast tracts of protected forests, more than 600 miles of trails, five rivers, 20 lakes and

miles of uncluttered coastline make Tallahassee a paradise for those wanting to spend time outdoors, especially those whose interest include hiking, fishing, paddling, birding and wildlife viewing – all under Harry Smith Outdoors' purview.

There's a saying that you should stay in nature long enough for the creatures in the immediate ecosystem to stop startling and alerting until they consider you "one of their own". For two hours we kayaked three winding miles with Harry on a still water river tributary of Wakulla Springs on the lookout for manatees, turtles and the elusive but ever-present alligator visible just below the surface, guarding the Spanish moss-covered boat slips -- each its own historical relic.

More historic relics on dry land are housed on the highest of Tallahassee's seven hills in Florida A&M University's Black Archives. The center's mission includes collecting, preserving, displaying and disseminating information about African Americans and people of Africa worldwide and notables from FAMU. The collection is the most extensive in the Southeast matched only by the encyclopedic knowledge of Greg Cohen – Lofty Pursuits Ice Cream, Victorian Candy and Toys shop owner, living archive; also a wizard. While tinkering with a Victorian-Era candy maker contraption and between bites of soda foundation-good ice cream, sherbets, sorbets and the best root beer float that side of the Prime Meridian –

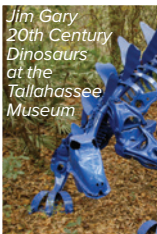
Tallahassee's entire history was at the tip of his tongue.

The John G. Riley House and Museum, he says, was built in 1890 on the outskirts of the historic Smokey Hollow neighborhood by John G. Riley, civic leader and Lincoln High School principal. The house, like many others, has been restored and is a museum honoring Riley and other prominent African-American leaders.

Also, in the 19th century, following the Civil War many freedmen migrated to the area once settled by the French and it developed into a thriving middle-class African-American community. Only a few original structures remain with preservation efforts underway. Famous musicians including Ray Charles, Nat Adderley and brother Cannonball Adderley – sons of FAMU faculty – lived and performed in this community; and Blues men Bobby Rush and Bobby Blue Bland performed at the Bradfordville Blues Club, Florida's only spot on the National Blues Trail. That one we knew well. The night before, we had made the sojourn to the classic club, thrillingly off the beaten path in the backwoods. A narrow, bumpy road showed no signs of ending until it did – marked by a sprawling willow-like tree with the club in the distance -- a heartbeat pulsing in the inky black of night.

By now, we're affectionately calling the city "Tally" – because that's just what you do.

You come; you hang in Railroad Square with the arts and leisure crowd; you grab a pesto and smoked salmon mashup at the Uptown Cafe and cap the night with a peanut butter and jelly burger or the Monte Cristo

Jim Gary
20th Century
Dinosaurs
at the
Tallahassee
Museum

at the Midtown Caboose. Opt to catch the game on screens there or head near campus to Madison Social's coveted views of the FSU stadium -- where you can pick a side (FSU or bust) and duke it out over chicken and waffles and avocado and arugula toast.

Or, you hold court with Kiersten Lee who, after a 19 year career in banking, Lee decided to open Paisley Café on a whim with her father's Chicken Salad Croissant recipe as the cornerstone of a menu, full of entrees that she "prays over." Being able to provide the highest quality ingredients -- seven ingredients or less for each entree -- and highest level of customer service is Paisley's foundation -- her warmth, the flavor. Asked the source of the delectable scent that sauntered out from the chef stations while we were waiting for our seats, Lee replied with a mischievous grin, hinting at both things to come and already come to pass: "What you smell ... is love." **AT**



Manatees in Wakulla Springs



Paisley Cafe



Midtown Caboose



Table 23



Tamahawk Steak at The Edison



Kayaking with Harry Smith Outdoors

EAT

Turn it up a notch with Table 23 and The Edison -- two of the recently opened best Tally's culinary scene has to offer. Both restoration marvels, the former, an iconic porch built and reimagined with the "original bones" of the 1920's restored residence under a canopy of live oaks on Thomasville Road; and the latter a literal beacon where diners overlook the expanse of Capital City Amphitheater and Cascades Park, 24 acres of rolling hills, waterways and gardens. The restored, century-old former electric utility buildings feature light bulb motifs throughout -- hence the namesake, The Edison. Dine indoors within the building's rustic century-old walls and under vintage looking lights, at a cozy chef's table in the kitchen, or on decks overlooking the rolling acreage. Signature cocktails and locally brewed beers are served on the patio and in a beer garden lined with brick walls and featuring an iron spiral staircase from the structure's heyday as an electric building. Try the Smoke Signal, a blend of Four Roses Small Batch Bourbon, Raw Sugar, Walnut Bitters, Cedar Smoke with an Orange Twist or the Rosewater Pink Lemonade, or both.

POUR

Fans of craft, darks, sours and hoppy IPAs toast the year-round mild temperatures at PROOF Brewing company, serving hometown brews in an open-air tasting room and beer garden, complete with lawn games and an art park. Bring your own food and try the Mango Wit -- a full bodied, creamy Belgian Wit brewed with a generous amount of ripe organic mangos that captures the refreshing flavor of summer.

ZIP

Jim Gary's 20th Century Dinosaurs made from reclaimed auto parts, dot the walking and zip lining trails of the 52 acre natural history museum which features the native habitats of indigenous Floridian wildlife.

CRUISE

After a lunch at the Lodge at Wakulla Springs, enjoy a Jungle Boat Cruise which takes you on a nature tour from the Springs up the river. Experienced guides tell you about the environment, wildlife, and history of the springs.

STAY

Home2 Suites by Hilton in Tallahassee State Capitol offers smart and intuitive extended living spaces that syncs with the vibe of the city -- contemporary, savvy, sophisticated and economical. **AT**

For the full Tallahassee experience, go to VisitTallahassee.com.



BLISSBEHAVIN' AT OLD EDWARDS INN

by Regina Lynch-Hudson
Photography by Courtland C. Bivens III

HIGHLANDS, N.C.

Located in magical Highlands, N. C., Old Edwards Inn and Spa is nestled atop a picturesque plateau of North Carolina's fabled Blue Ridge Mountains – offering an Old World setting for Yuletide refuge. Resembling a scene from a vintage Christmas card, the wee village of Highlands consists of a three-street downtown ... a medley of quaint boutiques, eateries serving gourmet comfort foods, and charming inns with Old Edwards Inn reigning as Queen of the Hill.

The sights, sounds and aromas of a European-inspired holiday come alive inside the welcoming doors of Old Edwards Inn. Think atmospheric guestrooms, suites and cottages; nostalgic movies by the fireplace; music and merriment in the library/parlor-like Hummingbird Lounge; as well as a variety of enticing amenities and activities. The elves at Old Edwards Inn work day and night to guarantee a joyful stay.

www.oldedwardsinn.com





woody and cozy. But rusticity doesn't mean sacrificing elegance. The wine cellar (featuring Madison's Wine Spectator award-winning wine list) can be reserved for intimate soirées of up to a dozen guests.

Christmas Day menus are creatively contemporary. You don't have to opt for turkey and stuffing as duck or quail and a mouthwatering medley of meats routinely parade the menu. Dessert seekers delight in innovative indulgences such as Molten Chocolate Cake dressed with berries and Mascarpone Ice Cream or Chocolate Mousse laced with Cranberry Marmalade. You'll discover more culinary excellence in The Grill Room, Art's at the Lodge coffee café and bar, the alfresco Wine Garden and The Spa Café.

SPARKLE-TIME: Following an Anti-Aging Radiant Glow Facial at the inn's spa, my face glistened. The state-of-the-art treatment heals, hydrates and revitalizes the skin using Red LED light therapy. A soothing range of pamper services deserve to be at the top of your wish list.

SANTA'S STOCKING: Highland's streets are filled with an enchanting collection of stores that tempt shoppers with a range of European and mountain-made antiques, specialty souvenirs and country decor. By far, my favorite repeat-destination for 'gifts-for-self' is Rosenthal's, a 28-year-old family-owned boutique that carries the region's most unique selection of furs and designer apparel. www.rosenthalsboutique.com **AT**



SURROUNDING WONDERLAND: Thanks to the Inn's pristine location, impeccable service, and sumptuous food, you'll have a jolly good time without venturing off the grounds. If you do decide to wander, there's an expanse of forestland for hiking or horseback riding at nearby Dillard House Stables. www.dillardhousestables.com

SEASON'S SERVINGS: Madison's Restaurant, the inn's AAA Four-Diamond eatery, prepares farm-to-table fixings that will have guests flocking. Festive food colors, textures and flavors are a hallmark of Old Edwards Inn's distinguished culinary crew, thanks to handpicked produce from on-site gardens and ingredients from local farmers. Open for breakfast, lunch and sumptuous three-course dinners, the upscale-lodge's style motif is



Blissbehavin' In covers top bliss destinations where busy executives 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



JOIN US FOR AN EVENING OF SOULFUL JAZZ AND HOLIDAY MUSIC
PERFORMED BY MARIA HOWELL AND SPECIAL GUEST ARTISTS!

A SEASON OF SOUL

Concert Benefitting Students Without Mothers, Inc.

EVENT HOSTED BY RENEE ALSTON AND MARIA HOWELL

TICKETS: \$50 EACH

Visit tickets.scadshow.com for tickets
Call SCAD at 404-253-2740 or
Students Without Mothers
at 404-250-3232 for more information.



Sunday, December 11, 2016 at 6PM
Live at SCAD
(formerly 14th Street Playhouse)
173 14th Street
Atlanta, GA 30309



PROCEEDS WILL BE USED TO PROVIDE COLLEGE SCHOLARSHIPS FOR STUDENTS WHO
ARE WITHOUT THEIR MOTHERS DUE TO DEATH OR OTHER UNFORTUNATE CIRCUMSTANCES

DESIGNED BY WWW.KOOZIARTS.COM

WEEKENDER

PAY IT FORWARD



Set aside your weekend time and resources to give back this holiday season.

DRESS FOR SUCCESS

Dress for Success empowers women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

<https://atlanta.dressforsuccess.org/>

OPEN HAND

Open Hand helps feed some of our most vulnerable community members: the health challenged and elderly. Through home delivered meals and nutrition education, Open Hand provides assistance to people with critical, chronic, or terminal diseases. Lend a hand with providing financial backing, or volunteer your time to help prepare meals or deliver them. <http://www.projectopenhand.org/>

ATLANTA MISSION

Atlanta Mission helps families and individuals facing homelessness – providing emergency shelter, residential recovery programs, job attainment and transitional housing across multiple ministry centers across Metro Atlanta. Give financially, or volunteer your time or a “high skill” such as addiction counseling.

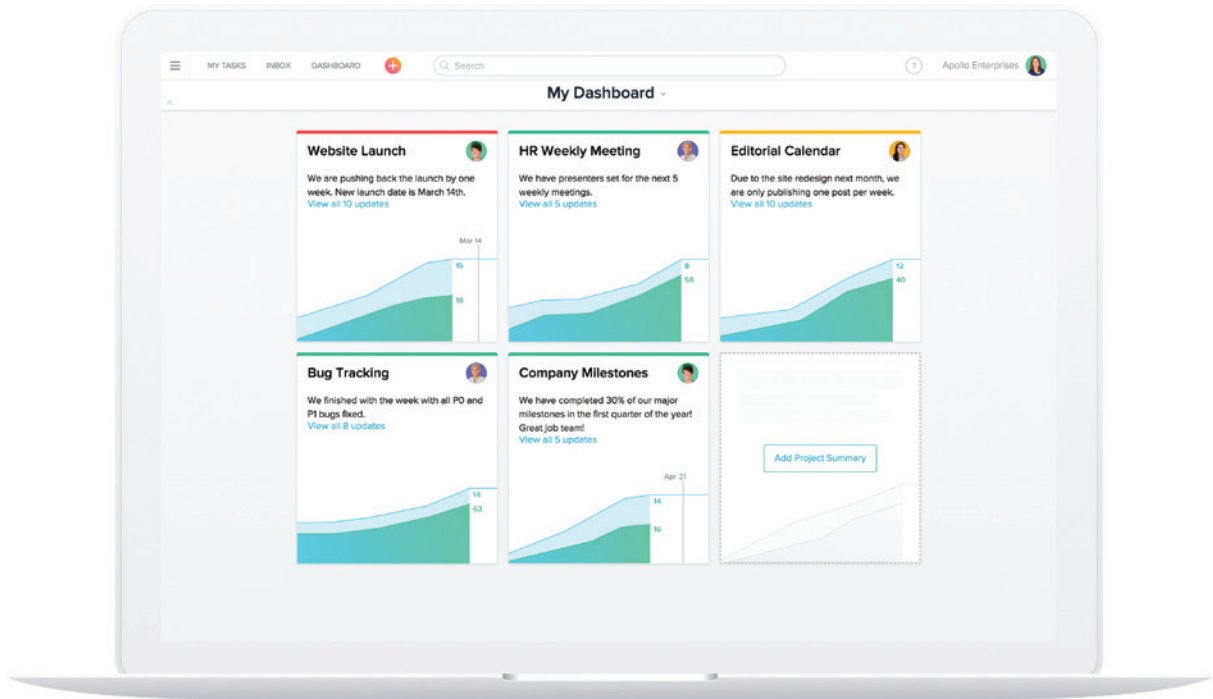
<http://atlantamission.org/>

WELLSPRING LIVING

Wellspring Living serves the thousands of girls and women in Atlanta who fall victim to sexual abuse and exploitation. Needs: time, money and connections.

<https://wellspringliving.org/> **AT**

ASANA CAN HELP



Time is one of the most valuable commodities you have; some say second only to your health. We are always looking for ways to maximize the hours we have in each day and balance life's demands. Asana can help. Promising to take you from chaos to clarity with tasks, projects, conversations and dashboards, program enables teams to move work from start to finish. Want to see progress for any project without scheduling a status meeting? Asana can help. A progress dashboard allows users to see which tasks have been completed

and how many are outstanding. You can make ideas happen succinctly by turning conversations into actionable tasks, so you can take the next step, receive only the team updates you need, instead of a flood of unwanted messages via a smarter inbox. Feature by feature from task conversations and calendars to file access, you can build your projects, your workflows, your goals and your team. Need more? Asana Premium can help. **\$0 for teams of up to 15 people | \$8.33 per member monthly for premium access AT**

APPS FOR TRACKING BUSINESS MILEAGE

Every business owner, no matter how small, must keep good records. But whether it's keeping track of mileage, documenting expenses, or separating personal from business use, keeping up with paperwork is a seemingly never ending job.

No matter how good your intentions are in January, the chances are good that by summer that mileage log is looking a bit empty. Even worse, you could be avoiding tracking your mileage altogether -- and missing out on tax deductions and credits that could save your business money at tax time.

The good news is that there are a number of phone applications (apps) that could help you track those pesky business miles. Most of these apps are useful for tracking and reporting expenses, mileage and billable time. They use GPS to track mileage, allow you to track receipts, choose the mileage type (Business, Charitable, Medical, Moving, Personal), and produce formatted reports (IRS compliant HTML and CSV tax return reports) that are easy to generate and share with your CPA, EA, or tax advisor.

Here are three popular apps that help you track your business mileage:



1. TripLog - Mileage Log Tracker

Works with: Android and iPhone

What it does: Tracks vehicle mileage and locations using GPS

Useful Features:

- Automatic start when plugged into power or connected to a Bluetooth device and driving more than five mph
- Reads your vehicle's odometer from OBD-II scan tools
- Syncs data between the web service and multiple mobile devices
- Supports commercial trucks including per diem allowance, state-by-state mileage for IFTA fuel tax reports, and DEF fuel purchases and gas mileage



2. Track My Mileage

Works with: Android and iPhone

What it does: Keeps track of mileage for business or personal use

Useful Features:

- Provides mileage rates used to calculate the deductible costs of operating your automobile
- Allows you to group your trips by client
- Tracks multiple drivers and vehicles tracking
- Localized and translated into more than 20 languages



3. BizXpenseTracker

Works with: iPhone and iPad

What it does: Tracks mileage, as well as expenses and billable time

Useful Features:

- Allows you to choose which way you want to track your mileage
- Remembers frequent trips
- Creates reports in PDF format or CSV for importing into Excel
- Ability to email your reports and photo receipts

AT

Share the gift that becomes a Tradition

Taste, compare, explore & enjoy 3 varieties of SeaBear's smoked wild salmon – the legendary flavor of the Pacific Northwest since 1957



"We, along with neighbors, enjoyed all three varieties as hors d'oeuvres during an "at-home" cocktail hour. I am ordering more!"

-K. Bell, California

SeaBear.com • 800-908-6963

SAVE \$10

~~\$37.99~~ **Holiday Special \$27.99**

Use offer code **SHARE215** during checkout by 12/15/16 for regular shipping. Product #1-03004-1



Savor the Flavor:

ROSEMARY-THYME CORNBREAD MADELEINES

In the South, there are moments when I wonder if any semblance of a real winter will ever surface. Seventy-plus degree temps through Christmas aren't uncommon and can bode less than favorably for this Southern girl who longs for the more characteristically cooler weather that winter dreams are made of.

And then it all comes together. Winter decides to dust off any remaining cobwebs from the previous season and finally make its entrance – accompanied by a blizzard effect in some parts of the country, and typically a milder, yet welcomed, cold snap in my parts. If you're fortunate enough to enjoy even fleeting snowflakes, they make for warm and cozy inclinations, including whipping up some

chicken soup for the soul – and baking a batch of homemade, herbed cornbread madeleines.

Starting with my trusted cornbread recipe, I gave a savory twist to these delicacies – replete with fresh rosemary and thyme – and the yield was just as scrumptious as my sweet renditions; and just as gorgeous. Although the temps may fluctuate, I'll continue to relish my soup and cornbread combo, made all the better in the beautiful little package of madeleines.

Happy Holidays and Happy Eating!

ROSEMARY-THYME CORNBREAD MADELEINES

Ingredients:

1 stick (8 ounces) unsalted butter
1 1/2 cups yellow cornmeal
1 cup flour
1/3 cup sugar
1 tablespoon baking powder
3/4 teaspoon kosher salt
1 1/2 cups milk
2 large eggs
2 teaspoons fresh rosemary, finely chopped
2 teaspoons fresh thyme, finely chopped
Heavy drizzle of honey (optional)

Special Equipment: Madeleine Baking Pan

Instructions:

Preheat the oven to 400 degrees F. Grease and flour the baking pan. Melt the butter in a small saucepan, pour the butter into a large bowl and set aside to cool.

In a medium bowl, add the cornmeal, flour, sugar, baking powder, and salt, and stir to combine. To the large bowl, add the milk, eggs and honey (if using). Toss in the dry ingredients and stir until just combined.

Spoon the batter into a madeleine pan(s) using a tablespoon measure. Bake for 15-20 minutes, until madeleines are light brown and the edges are browned (don't overbake!). Remove to a cooling rack and allow to cool for 10 minutes. (Repeat as often as necessary with remaining batter.) Serve warm and enjoy! **AT**



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

2016 Hall of Fame | In Pictures



Myrna White, Hartsfield-Jackson Atlanta International Airport; **Curley Dossman Jr.**, Georgia-Pacific Foundation; **Cherryl M. Harris**, Georgia Power; Publisher **Pat Lottier**, Atlanta Tribune: The Magazine; **Sabrina Jenkins**, Atlanta Braves; **James Hutchinson**, Georgia Lottery; **Krista Nelson**, Delta Air Lines; **Bill Fesseh**, UPS. **Publix** and **UPS** were also Corporate Sponsors.



Atlanta Tribune Intern **Adesuwa Imafidon**; **Charmaine Ward**, Georgia-Pacific



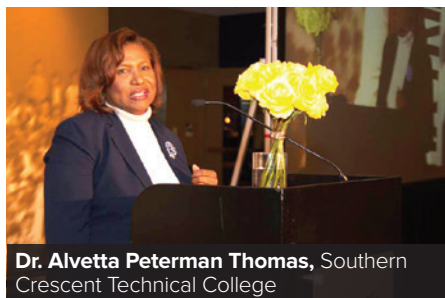
Editor **Katrice L. Mines**, Atlanta Tribune; **James Hutchinson**; **Azael Martindale**



Atlanta Tribune Intern **Camilla Mhute**; **Charmaine Ward**



Almeta E. Cooper, Morehouse School of Medicine; Hall of Fame inductees, **Yvonne** and **Hank Thomas**; **Katrice L. Mines**



Dr. Alvetta Peterman Thomas, Southern Crescent Technical College



Katrice L. Mines; **Dr. John Eaves**, Fulton County Board of Commissioners; Hall of Fame Inductee **Thomas W. Dortch Jr.**



Atlanta's Jazz Station

Classic. Cool. Contemporary.



Morris Baxter
Morning Jazz
6A - 10A



Rivablue
Midday Jazz
10A - 2P



Jamal Ahmad
SOUL of Jazz
2P - 7P



Debb Moore
Jazz at Sundown
7P - 10P

WCLK.COM



A Broadcast Service of Clark Atlanta University



SEASON'S BEST

THE FIRST-EVER CADILLAC XT5. TAILORED TO YOU.



2017 **\$429** PER MONTH¹ / 36 MONTHS / **\$4,299** DUE AT SIGNING AFTER ALL OFFERS

XT5
LUXURY

ULTRA-LOW MILEAGE LEASE FOR WELL-QUALIFIED LESSEES.

No security deposit required. Tax, title, license, dealer fees extra.

Mileage charge \$.25/mile over 30,000 miles. At participating dealers only.

VISIT YOUR CADILLAC DEALER TODAY.

¹Example based on national average vehicle selling price. Each dealer sets its own price. Your payments may vary. Payments are for a 2017 Cadillac XT5 Luxury with an MSRP of \$45,890. 36 monthly payments total \$15,435. Option to purchase at lease end for an amount to be determined at lease signing. GM Financial must approve lease. Take delivery by 01/03/17. Mileage charge of \$.25/Mile over 30,000 miles. Lessee pays for excess wear and tear charges. Payments may be higher in some states. Not available with some other offers. Residency restrictions apply. ©2016 General Motors. All Rights Reserved. Cadillac®