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THE MAGAZINE

FEBRUARY 2018
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THE
YEAR
TO GET
THINGS
DONE





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Constance Baker Motley — the only woman lawyer on the Brown vs Board team and the first African-American woman to argue cases before the US Supreme Court. She also won cases to desegregate the universities of Georgia, Mississippi, Alabama, housing, transportation, lunch counters, museums, libraries, parks and freed Martin Luther King, freedom riders, and sit-in protesters from jails.

CONVERSATION & BOOK SIGNING

By Gary L. Ford Jr



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THE EDITOR'S VIEW



The race for Atlanta's 60th mayor was close. But when the dust cleared on December 5, 2017, the day of a runoff held after neither candidate Keisha Lance Bottoms or Mary Norwood received an absolute majority in the November election, Atlanta had a mayor named Keisha.

This was the popular refrain on social media signifying that not only would the City of Atlanta continue its four decade-long legacy of black leadership but that the second woman in history to helm the city was truly one of the people. Lance Bottoms is a daughter of Atlanta who, for nearly eight years, represented a large portion of the historic Southwest Atlanta community as a member of the Atlanta City Council. She is a member of the Atlanta Alumnae Chapter of Delta Sigma Theta Sorority Inc., the Atlanta Chapter of Jack and Jill of America, the Dogwood City Chapter of the Links Inc. and a member of the National Center for Civil and Human Rights — Women's Solidarity Society. Lance Bottoms is a sister, a daughter, a mother and a mentor; and black women showed up for one of their own.

More interesting than the idea of the vote being swayed toward someone black women voters related to, however, is the notion that they used their influence to elect someone they believed best for *their* communities at-large.

National media honed in on the racial divide that has been a glaring factor in the last two mayoral races, both won by narrow margins. But, what is more striking is *who*, in these contests, where Norwood, a white independent garnering about 80 percent of the white vote, and Lance Bottoms, a black Democrat, who captured about three-quarters of the black vote, is controlling the tide. According to Professor William Boone of Clark Atlanta University, "It's the black women's vote that is carrying the day."

We witnessed it in the Alabama election of Doug Jones, and so, like Boone has queried, the national conversation has turned to whether those in power will begin to *cater* to this demographic in attempts to maintain power. Will political candidates and operatives actively court the black female voting segment? As writer Doreen St. Félix said in a recent *New Yorker* piece ("How the Alabama Senate Election Sanctified Black Women Voters"), "The election of the Democrat Doug Jones to a Senate seat in the Republican stronghold of Alabama has stimulated an appraisal of the black female voter's political power."

And it's clear, the value is great. **AT**

In this month's special cover story about Mayor Keisha Lance Bottoms, we get a glimpse into what to expect from her administration. Lance Bottoms has declared her first 100 days in office, a time in which she will take measurable actions to prioritize equity, affordability, a stronger partnership with the school system, and access to transit.



Katrice L. Mines
EDITOR

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SAVE THE DATE



This year, Atlanta Tribune: The Magazine will continue their tradition of celebrating Superwomen in business by partnering with AtlantaDailyWorld.com in hosting the Women of Excellence Awards Ceremony. This highly anticipated event will take place on March 29th at the Fairmont and will recognize Atlanta's most accomplished and influential African-American women.

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Goodie Nation is partnering with UBS, the world's largest wealth manager, and Village Capital, an organization that finds, trains and invests in entrepreneurs solving real-world problems, to launch the VC Pathways program in Atlanta.

VC Pathways is a national program that will train and support African-American, Latinx and female founders to increase their competitiveness for seed-stage venture investment and early-stage incubator and accelerator programs. Local supporting pipeline partners include the Metro Atlanta Chamber of Commerce, ATDC at Georgia Tech, Startup Atlanta, EnrichHer, BuiltXWomen, Atlanta Tech Village, Amplify 4 Good, Village Microfund, Invest Atlanta, Plywood People, and Black Angel Tech Fund.

Goodie Nation will work with UBS and Village Capital to select a cohort of founders to participate in a three-month program that provides entrepreneurs with hands-on training, advice and tailored engagements from local mentors, investors, UBS executives and financial advisors who will help their companies become investment-ready.

"VC Pathways is an invaluable extension of UBS's ongoing commitment to advancing inclusive entrepreneurship," says

Jamie Sears, UBS head of Community Affairs, Americas. "Many of our clients are entrepreneurs in these cities, so we are excited to be playing a part in strengthening the pipeline of diverse founders and giving startups access to investors, best-in-class training, and other resources that will help their businesses succeed."

"This is an incredible opportunity to help some of Atlanta's best startups reach their potential," says Joey Womack, CEO and founder of Goodie Nation. "Moving forward, we see VC Pathways as an amazing vehicle to assist Goodie Nation strengthen our curriculum and provide more opportunities through pipeline partners as we march toward creating sustainable social impact startups."

"There is no shortage of potential among underrepresented founders. They have firsthand experience in solving critical issues faced by the majority of the U.S. population," says Allie Burns, managing director of Village Capital. "What's lacking is the social capital and tangible resources to scale these solutions. We're hoping that, through this program, startups will gain exposure to the thought-process behind investment decisions and a framework to use milestones to clearly communicate their growth and success." **AT**

Yvonne Cowser Yancy Joins The Fresh Market Inc.



The Fresh Market Inc., a leading specialty grocery retailer, has named Yvonne Cowser Yancy as the company's senior vice president and chief human resources officer.

Yancy joins The Fresh Market with more than 20 years of experience in human resources in both private and public sectors. She will be responsible for its field and home office human resource and benefit functions, including talent acquisition, organizational design and development, training, compensation and health and wellness functions.

Yancy has extensive experience in the human resources field, having worked with several *Fortune* 500 companies including GE Capital, Ashland Inc., Lincoln Financial Group, Turner Broadcasting and SunTrust Bank. Prior to assuming her new position at The Fresh Market, she served as the commissioner of human resources for the City of Atlanta, where she oversaw all HR functions that impacted 8,500 employees and 5,000 retirees, such as health and wellness benefit plans, labor relations, talent acquisition, HRIS and the employee assistance program.

"[Yvonne's] ability to design, implement and lead HR initiatives will help cement The Fresh Market as an industry leader from a hiring and employee satisfaction standpoint," says Larry Appel, president and CEO of The Fresh Market.

An Atlanta native, Yancy holds an MBA in employee relations from Georgia State University and a Bachelor's degree in economics from Northwestern University. She has a lifetime commitment to civic and charitable organizations, such as the Atlanta Chapter of The Links Inc., and is a former member of the SHRM Atlanta Board of Directors. She currently serves on the boards of the progressive arts organization WonderRoot and the Central Outreach and Advocacy Center, which provides services to local homeless Atlanta communities.

"The spirit of The Fresh Market is an integral piece of what sets this company apart in the industry," Yancy explains. "As I join The Fresh Market team, I am committed to applying my experiences in both the public and private sector to further a prosperous and welcoming workplace for all of our employees."

Founded in 1982, The Fresh Market Inc. is a specialty grocery retailer focused on providing fresh, delicious food with friendly service in a warm and inviting atmosphere. **AT**

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UNIVERSITY OF GEORGIA REPORT: HBCUS GENERATE \$14.8 BILLION IN ECONOMIC IMPACT



Historically Black Colleges and Universities generate \$14.8 billion in economic impact annually, according to a stunning new report by the United Negro College Fund.

The landmark study titled, “HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities,” finds that public HBCUs account for \$9.6 billion of that total economic impact, while private HBCUs account for \$5.2 billion.

“The estimate includes direct spending by HBCUs on faculty, employees, academic programs and operations, and by students attending the institutions, as well as the follow-on effects of that spending,” according to the report.

The combined economic impact is equivalent to a top 200 ranking on the *Fortune* 500 list of America’s largest corporations.

“The presence of an HBCU means a boost to economic activity, on and off — and even well beyond — campus. Stronger growth, stronger communities, more jobs and a more talented workforce,” UNCF authors wrote in the report.

According to the UNCF report, Howard University generates \$1.5 billion in total economic impact and 9,591 jobs for its local and regional economies.

“Every dollar spent by Howard University and its students produces positive economic benefits, generating \$1.58 billion in initial and subsequent spending for its local and regional economies.

The study, conducted by the University of Georgia’s Terry College of Business Selig Center for Economic Growth, found that Hampton University generated \$270 million in total economic impact and 2,249 jobs for its local and regional economies.

“For each job created on campus, another 1.7 public- and private-sector jobs are created off campus because of Hampton University-related spending,” the study says. “Looked at in a different way: Each \$1 million initially spent by Hampton University and its students creates 11 jobs.”

While Morehouse College generated a total economic impact of \$188 million and 1,580 jobs, Spelman College accounted for \$199 million in total economic impact and 1,625 jobs.

North Carolina A&T State University generated \$488 million in total economic impact and 4,325 jobs for its local and regional economies.

“It’s the first time that we’ve had a study conducted by such a professional institution to recognize the importance of HBCUs and particularly the impact on our community,” according to Miles College president Dr. George T. French Jr. “We’ve talked in general terms, but to quantify this is important so that our partners can understand the value of

(Continued on page 43)

The Honest Belief Defense Often Shields Employers From Liability, Even If Decisions are Based on Inaccurate Facts

When making employment decisions impacting employees, employers can sometimes make those decisions using inaccurate information. As long as the employer “honestly believed” the inaccurate information and there is no evidence or only a “scintilla” of other evidence that discrimination may have motivated the decision, then the “honest belief” defense can shield an employer from liability. What does this “honest belief” defense really mean in practical terms? In short, it means that the reasons an employer uses to justify a decision can be inaccurate or wrong, but as long as those reasons were honestly believed and not based on discrimination (e.g. bias against persons based on certain protected characteristics like race, gender, religion, age, national origin, disability, etc.), then the employer has not violated the law.



The 11th Circuit Court of Appeals, applied the “honest belief” doctrine in *Perry v. Batesville Casket Co.*, 121 FEP Cases 1111 (11th Cir. 2014). In that case, the employer fired an employee because the employer honestly believed the employee falsified his time sheets. Apparently, there was a discrepancy between the working times the employee reported on his time sheets and the working times indicated by the Company’s GPS records. After terminating the employee, the employer discovered there were instances where the discrepancies could be explained because the employee was completing required work-related paperwork or performing vehicle inspections after exiting the vehicle. The employee sued, claiming age discrimination. To support his claim, the employee presented evidence that a younger employee told the employer that he wanted more hours of work shortly before the employee’s termination. The employee also produced evidence that his supervisor knew there were practices and policies that could explain the discrepancies between the employee’s time sheets and GPS records. Importantly, the employee failed to provide these explanations before his termination. Ultimately, however, the Court held that the employee failed to “cast enough doubt” on the employer’s honest belief that its time sheet policy had been violated. Thus, the Court ruled in the employer’s favor by granting its motion for summary judgment against the employee.

How could employers and employees ensure that employers have accurate — and complete — information before making employment decisions? One key is for employers to be clear about the reasons for the termination decision and to ensure they have asked the right questions and gathered accurate information before taking action. For employees, it is important to provide clear and comprehensive explanations for the conduct that is causing the employer’s concern. Employees should explain why they believe their conduct does not violate Company policies. In many instances, a solid explanation can be the difference between a termination decision and the employer imposing other types of disciplinary action. Without key information, an employer is left to make decisions based on the information available at the time and, absent evidence of discrimination, Courts will support the employer’s decisions, even if based on inaccurate information. **AT**



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TaxSMARTS

Important Tax Changes for 2018

It's always a sure bet that there will be changes to current tax law and 2018 is no different now that many of the tax provisions pursuant to the Tax Cuts and Jobs Act of 2017 are in full effect. Here's a checklist of tax changes to help you plan the year ahead.

Standard Deduction

In 2018, the standard deduction increases to \$12,000 for individuals (up from \$6,350 in 2017) and to \$24,000 for married couples (up from \$12,700 in 2017).

Alternative Minimum Tax (AMT)

In 2018, AMT exemption amounts increase to \$70,300 for individuals (up from \$54,300 in 2017) and \$109,400 for married couples filing jointly (up from \$84,500 in 2017).

HEALTH/MEDICAL

Self-only coverage. For taxable years beginning in 2018, the term "high deductible health plan" means, for self-only coverage, a health plan that has an annual deductible that is not less than \$2,300 (up \$50 from 2017) and not more than \$3,450 (up \$100 from 2017), and under which the annual out-of-pocket expenses required to be paid (other than for premiums) for covered benefits do not exceed \$4,600 (up \$100 from 2017).

Family coverage. For taxable years beginning in 2018, the term "high deductible health plan" means, for family coverage, a health plan that has an annual deductible that is not less than \$4,600 and not more than \$6,850 (up \$100 from 2017), and under which the annual out-of-pocket expenses required to be paid (other than for premiums) for covered benefits do not exceed \$8,400 (up \$150 from 2017).

Penalty for not Maintaining Minimum Essential Health Coverage

The penalty has been eliminated under the TCJA.

AGI Limit for Deductible Medical Expenses

In 2018, the deduction threshold for deductible medical expenses is temporarily reduced (tax years 2018 through 2025) to 7.5 percent (down from 10 percent in 2017) of adjusted gross income.

Medicare Taxes

The additional 0.9 percent Medicare tax on wages above \$200,000 for individuals

(\$250,000 married filing jointly), which went into effect in 2013, remains in effect for 2018, as does the Medicare tax of 3.8 percent on investment (unearned) income for single taxpayers with modified adjusted gross income (AGI) more than \$200,000 (\$250,000 joint filers).

Long-Term Capital Gains and Dividends

In 2018 tax rates on capital gains and dividends remain the same as 2017 rates (10 percent, 15 percent, and a top rate of 20 percent); however, threshold amounts are different in that they don't correspond to new tax bracket structure as they did in the past.

Estate and Gift Taxes

For an estate of any decedent during calendar year 2018, the basic exclusion amount is \$11,200,000, indexed for inflation (up from \$5,490,000 in 2017). The maximum tax rate remains at 40 percent. The annual exclusion for gifts increases to \$15,000.

TAX CREDITS

Earned Income Tax Credit

For tax year 2018, the maximum earned income tax credit (EITC) for low- and moderate-income workers and working families rises to \$6,444, up from \$6,318 in 2017.

Child Tax Credits

For tax years 2018 through 2025, the child tax credit increases to \$2,000 per child, up from \$1,000 in 2017. The refundable portion of the credit increases from \$1,000 to \$1,400 so that even if taxpayers do not owe any tax, they can still claim the credit.

EDUCATION

Interest on Educational Loans

In 2018 (as in 2017), the \$2,500 maximum deduction for interest paid on student loans is no longer limited to interest paid during the first 60 months of repayment. The deduction is phased out for higher-income taxpayers with modified AGI of more than \$65,000 (\$135,000 joint filers).

Saver's Credit

In 2018, the AGI limit for the saver's credit (also known as the retirement savings contribution credit) for low and moderate income workers is \$63,000 for married couples filing jointly, up from \$62,000 in

2017; \$47,250 for heads of household, up from \$46,500; and \$31,500 for married individuals filing separately and for singles, up from \$31,000 in 2017.

BUSINESSES

Standard Mileage Rates

In 2018, the rate for business miles driven is 54.5 cents per mile, up from 53.5 cents per mile in 2017.

Section 179 Expensing

Indexed to inflation after 2018, the 2017 deduction was enhanced to include improvements to nonresidential qualified real property such as roofs, fire protection and alarm systems and security systems, and heating, ventilation, and air-conditioning systems.

Bonus Depreciation

Businesses are allowed to immediately deduct 100 percent of the cost of eligible property in the year it is placed in service after which it will be phased downward over a four-year period.

While this checklist outlines important tax changes for 2018, additional changes in tax law are more than likely to arise during the year ahead. *Read the full list of changes at www.atlantatribune.com* **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.



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CHANTAL JONES, ESQ.

Bred For Impact

West Philadelphia-bred and raised, Chantal Jones, Esq., grew up inspired by her father's personal interest in politics and working in the community. Her parents raised her with a sense of freedom to voice her opinion advocating for better resources and positive change. When her favorite evening past time became joining her father as he faithfully watched the television series "The Practice," the expectation became clear that Jones would one day be an attorney whose work impacted the lives of everyday clients.

Today, Jones, a graduate of Widener University School of Law, helms her own busy law firm, Chantal D. Jones, Attorney At Law, which focuses on real estate, closings and contract issues, while also being associated with Reavis & Associates, P.C., a national all-female entertainment law firm that provides experienced legal and business affairs services to creative, athletic, political and cultural professionals. A dancer who at the age of 12 was accepted into a teen and young adult theater at the Prince Music Theater in Philadelphia, Jones is a graduate of the Philadelphia Dance Company, has received professional vocal training, acting, and dance classes, and has performed in musical theater productions. This has sparked her interest in always having entertainment law as a significant part of her legal practice.

1. Have you had a mentor in or outside of the law, and if so, who is that person?

My cousin Dr. Brooke Mobley was the first person in my family who went to college and pursued a doctoral degree. Growing up, I followed her around everywhere and always wanted to be like her -- a member of Alpha Kappa Alpha Sorority Inc. and have a prestigious title -- and so I did. In college, I interned for an attorney named Donyale Y.H. Reavis at her firm, Reavis & Associates, P.C. She was the first woman that I looked up to and saw firsthand what it meant to truly be a lawyer. My other mentor is Attorney Michelle Simpson. She has been a great confidante and colleague, always there to offer professional advice when necessary.

2. What is a typical day in your practice — and an exciting day?

A typical day consists of meeting with a client to discuss a certain matter or editing and negotiating a contract, establishing a business entity, and conducting a real estate closing(s) all in the same day. An exciting day ... well every day has a sense of excitement to me because of its possibility. But I would say that closing an entertainment deal really makes me feel great about being able to assist someone in bringing their dream to fruition.

3. What recommendations do you have for young attorneys who may want to run their own practice, but believe it's not viable with so much competition and more experienced attorneys in Atlanta?

Well, this goes back to your first question, which is mentoring. With the right mentors, you will be encouraged to step out on your own even if you are helping your mentor develop her practice. Beyond that, if you believe in yourself and God, anything is possible. There are always experienced attorneys willing to help so don't be shy about aligning yourself with those who you could learn from along the way. Just get out there, network and be careful.

4. What is your long-term plan for your practice and life?

Long-term, I would like to have my own entertainment talent management agency and be married with children living bicoastal, happy and free.

5. Describe Chantal Jones, Esq. in five words or less.

Genuine, determined, grounded, charismatic and optimistic. **AT**



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...For the people

ALL RISE

By Kamille D. Whittaker



Among the many citywide coalitions and alliances on display during Atlanta's 60th Mayoral Inauguration, Emory University political science professor Andra Gillespie noted that the shouts-outs and signifying to middle class black organizations like the Links, Delta Sigma Theta and Jack & Jill "... highlight why Keisha Bottoms won. Norwood's links to them were weaker." Clark Atlanta University's political science professor William Boone also made note when discussing the state of local politics: "It's the black women's vote that is carrying the day. Black women are registered in higher numbers than black males, black female turnout is at a higher rate than black males. In terms of percentages, black female turnout is at a rate that is equal to or in some cases exceeding even white males. That element within the black voter pool is the element that is very significant; So, the question is, who will those in power begin to *cater to* in attempts to maintain their power?"

Indeed, Mayor Keisha Lance Bottoms' storied ascendancy to the city's top slot was a stew of southern politics, "magic" and 759 votes where, for now, electoral influence remains in the hands of African American strongholds.

After an electoral quagmire in early November, Democrat Bottoms faced independent Mary

Norwood in a nonpartisan runoff to succeed Mayor Kasim Reed, who was term-limited from seeking re-election.

The vote, in fact, split the city nearly in half, with the northern part voting for Norwood and the southern, bottom-heavy region voting for the former councilwoman.

East Atlanta, Kirkwood and Old Fourth Ward areas were ironically the real battlegrounds of the race. In Kirkwood, the northern part went for Norwood and the southern part chose Lance Bottoms. In southeast Atlanta, Grant Park and Ormewood Park went for Norwood, while the rest of the area favored Lance Bottoms.

There were many factors that could have changed the complexion of Atlanta's mayorship for the first time since 1974. Like other anchors of major metropolitan regions, Atlanta — for which 473,000 residents call home — has struggled with severe income inequality, gentrification woes and increased housing unaffordability alongside a pending transparency probe and, always, transit gridlock. But simultaneously, it has soared in areas of economic development, public private partnerships and attention to the black business sector. In fact, over the years, and certainly since Mayor Maynard Jackson, Atlanta's policies regarding its engagement of black-owned businesses have cultivated fertile business conditions. Programs like the City of Atlanta's Women's Entrepreneurship Initiative — a brainchild of Reed — were critical to making sure that MBEs remain key stakeholders in conversations about Atlanta's growth.

An executive decision in the second full week of her administration signaled Lance Bottoms' platforms would be acted upon swiftly when she and Atlanta Public Schools Superintendent Dr. Meria Carstarphen jointly announced that the City of Atlanta had reached an agreement with APS to transfer deeds for 50 properties to the school system — putting an end to what resembled a stalemate during the former administration. The Bottoms Administration has submitted an ordinance to the Atlanta City Council to authorize transfer of the Quitclaim Deeds — without restriction or condition.

"Mayor Bottoms' action today introducing legislation to quitclaim the remaining deeds to Atlanta Public Schools' properties signals the beginning of a new and positive partnership with the City," says Carstarphen. "I thank Mayor Bottoms and her Administration for honoring the commitment to Atlanta Public Schools to relinquish the

deeds," Dr. Carstarphen added.

"During my inaugural address, I announced my Administration's commitment to partner with Atlanta Public Schools on our shared priorities of high-quality public education for all our children and creating access to affordable housing for all our city's families," says Lance Bottoms. "Today is an important step forward in fulfilling our promise to transfer 50 deeds to APS, and I look forward to working with Superintendent Carstarphen and our School Board on strengthening public education for all of our children, for every family and every community."

In the coming weeks, the City and APS will work together to address a handful of remaining properties which need additional legal review.

Bottoms also announced that she will appoint a Chief Education Officer to her senior staff who will act as a liaison between the Administration and Atlanta Public Schools and provide counsel to the Mayor on issues of early childhood education, vocational training, apprenticeships and her intention to establish a college savings account initiative for all students enrolling in Atlanta Public Schools.

Education is the keystone of stated priorities in her first 100 days in office, alongside her commitment to underscoring the city's rapidly morphing socio-economic parity and affordability issues.

"It's no secret that we have economic disparity in Atlanta. My Administration will prioritize affordability and equity in the City of Atlanta. We cannot stand by and watch prosperity for some push others out of the City and strand them on the margins of society. In the coming months, we will roll out a \$1 billion-dollar affordability plan that will create equity and provide opportunity for all Atlantans. It will be the largest affordable housing investment in our city's history."

A daughter of a long line of Atlanta residents, Lance Bottoms often mentioned on the campaign trail knowing first-hand the devastation when neighborhoods begin to experience displacement — having watched displacement come to her own family in previous waves of development in the city.

"That is why my proudest accomplishment as a councilmember is authoring legislation establishing Displacement Free Zones to keep longstanding residents

in their homes. As a result, the City of Atlanta has developed a first-in-the-nation public-private fund to pay property taxes for 20 years for residents of neighborhoods at risk of gentrification and displacement. As Mayor, I will bring that same program to high gentrification-risk neighborhoods throughout the city.”

Lance Bottoms has floated using property and development rights owned by the city to seek \$500 million in private investment for a housing affordability and anti-displacement trust fund.

“Our city is best when public and private come together for urgent tasks that are necessary both economically and morally. A dedicated fund will allow us to increase neighborhood stability and investment through the public acquisition, rehabilitation, and sale of vacant properties to income-qualified buyers or mission-driven developers,” says Lance Bottoms, predicting it can fund targeted down payment assistance and property tax mitigation projects. And, importantly, it can finance the construction of critically necessary affordable units.

She also announced her commitment to introduce a comprehensive ethics and transparency reform package that will ensure the City’s contracting and procurement process is beyond reproach.

“We have done our due diligence for eight years to put Atlanta’s finances in a strong place. Now we must maintain and use that solvency as a runway where everyone can take flight to achieve their dreams. We must also re-inspire confidence in our city government. That’s why I plan to introduce the most sweeping ethics and transparency reform package in our city’s history,” she explains. “We will make lobbyists register, and require increased disclosure from our elected officials, including the release of their tax returns. We will clean up our contracting and procurement process by bringing in leading procurement experts to conduct a top to bottom review of our



purchasing department and recommend any and all changes necessary to ensure tax payers feel confident city contracts are awarded on merit and merit only. I believe that transparency enables good government, and I will not rest until all the business of city contracts is beyond reproach. Nothing less is acceptable.”

Additionally, Lance Bottoms announced her goal of achieving a AAA credit rating, the highest rating possible for a municipal government, for the first time in the City’s history. She announced an expansion of the Clean City Initiative to beautify highway entry and exit ramps throughout the city in recognition because Atlanta is a world-class city, and its infrastructure and credit should reflect this. The infrastructure aesthetics will be paired with transit-oriented efforts to build on the largest expansion of MARTA in its history.

“I look forward to working with our state and regional partners as we identify ways to expand transit throughout the metro area. Families are depending on us and Atlanta’s future depends on it,” says Lance Bottoms.

“I am honored to have the privilege of serving the people of Atlanta, and I am thrilled to serve as only the second woman Mayor of our great city,” Lance Bottoms continues. “As the 60th Mayor of Atlanta, I will seek a new understanding, one grounded in civility and productive dialogue, to build a greater Atlanta. Within my first 100 days in office, we will take measurable actions to prioritize equity, affordability, a stronger school system, and access to transit. The theme of our campaign was ‘Keep Atlanta moving forward, leaving no one behind,’ and that is what I intend to do as Mayor.” **AT**

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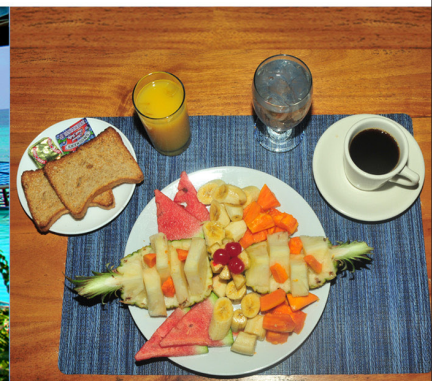
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HOW TO CHANGE YOUR LIFE


By Jacqueline Holness

Although Terrell Dinkins wanted to be a stockbroker at 18 years old, and even majored in finance at Georgia Southern University, she drifted into a career in pharmaceutical sales after a stint in banking. “I felt like I was overworked and underpaid,” says Dinkins. “I thought about working in the finance department at a hospital. But with pharmaceutical sales, I thought I could still help people and make more money.”

Nearly 20 years later, when her company downsized, Dinkins rearranged her résumé to emphasize her financial planning experience following her layoff. The next month, a recruiter contacted her about working for a financial services company. “I never had to look for a job, but it was a job in which you were paid by commission. The very thing I feared doing when I was 22 years old — the fear of not having a steady paycheck — I ended up being recruited to do,” says Dinkins, who ultimately opened her own business OBN Wealth Advisors in 2016.

The decision to choose or change a career is major in an array of life-long choices one might face, such as whom to marry, where to live and when to sell the business, according to Ruth Chang, a Rutgers University philosophy professor. Chang is known for her viral TED Talk “How To Make Hard Choices,” and her paper “Hard Choices” was published in the *Journal of the American Philosophical Association* in 2017. However, Chang admits to making the wrong choice when she initially chose a career in law rather than philosophy in her TED Talk. “I came from a modest immigrant family where my idea of luxury was having a pork tongue and jelly sandwich in my school lunchbox, so the thought of spending my whole life sitting around in armchairs just thinking ... well, that struck me as the height of extravagance and frivolity.”





However, Chang, like Dinkins, returned to her original field of interest. "Fear of being an unemployed philosopher led me to become a lawyer and as I discovered, lawyering didn't quite fit. It wasn't who I was. So now, I'm a philosopher and I study hard choices."

Atlanta-based career counselor and psychotherapist Mary Jane Murphy-Gonzales says the average person changes careers seven times in a lifetime. Still, she advises against the popular phrase, "Jump and the net will appear," in making career changes. "No career counselor will advise you to do that unless the jump is four feet or less. Slow down and think things through." Murphy-Gonzales says one of her clients, who had a comfortable, corporate job, wanted to leave his job before working with her. "He discovered he was depressed, and once he was treated, he was extremely glad he didn't leave his position."

Another big life change is deciding when, or if, to start a family. Shiketa Gresham and her husband met while students at the University of Georgia and married in 2002, after they graduated from college two years prior. However, it wasn't until 2009 that Gresham got pregnant with their first child. "We waited seven years to have children because we wanted to be debt free first," says Gresham. "Both of our parents were teen moms so we wanted to make sure that we were okay financially first." During that seven-year period, the couple paid off roughly \$70,000 in debt which included student loans, wedding expenses and more." Now in 2018, two children later, the couple is still debt free except for a home mortgage.

Married in 2015, MarcheLe Nelson and her husband are now considering starting a family. "During our first year of marriage, we purchased a home together. The second year we focused on building my husband's business and we also wanted to travel." Now, Nelson, who will be 40 years old soon, is ready to consider parenthood although she admits to being fearful about it. "I'm scared to death. I work in education, and I see so many children struggling and making wrong turns."

The decision to sell a business is a big life change as well. Donna Atkins, a certified business broker with Coldwell Banker Commercial Metro Brokers, recommends that Georgia business owners start with the Georgia Association of Business Brokers. "We're the only business brokerage association in the state of Georgia," says Atkins, who specializes in the health and wellness industry.

Whatever decisions are to be made when you're looking to make a life change, inner reflection more than external research should be the deciding factor, particularly with "on a par" decisions, according to Chang. "So the lesson of hard choices: reflect on what you can put your agency behind, on what you can be for and, through hard choices, become that person." **AT**

FOOD ABUNDANCE

By Kamille D. Whittaker



If Eugene Cooke and wife JoVonna Cooke's big ideas could be distilled into a single mantra, it would be: "Keep your garden close" and you will stay healthy — physically and fiscally. Another distillation might be complementarity: The two have made wellness through sustainable food systems a perpetual life cycle — both heading plant-based operations that feed into one another. Through MaituFoods, JoVonna is working to develop culturally appropriate and accessible educational materials that highlight the benefits of healthy nutrition through a vegan diet.

Since 2008, MaituFoods has served more than 2,000 vegan school lunches to children through a subsidized vegan lunch program, and more than 1,500 vegan meals to families and private chef clients. The MaituFoods' Plant Based Pregnancy Program works similarly, providing women with the knowledge and guidance to achieve a healthy pregnancy and optimal postpartum recovery.

The overall mission of MaituFoods is to honor the art of food rituals, and to serve humanity in a way that promotes the least harm and the most good for people, animals, and the environment.

With her husband Eugene, food justice activist and urban farmer, JoVonna co-founded Grow Where You Are, a grower-led collective committed to increasing local food sovereignty by assisting individuals and communities in creating sustainable, plant-based local food systems. Grow Where You Are has transformed numerous urban spaces in disadvantaged neighborhoods in Atlanta by establishing community food gardens and vegetable farms using exclusively veganic growing methods.

"We plant food in the very areas we live, amongst the people who need it the most. We created spaces that people can see in their everyday lives," says Eugene who attributes the impetus for rolling up his sleeves and backing into the revolutionary, African and Indigenous-descended and spiritual groundings of mindful agro-ecological living to family and community. "I wanted to

be able to feed my family. That meant planting fruit trees, and seasonal vegetables, getting rid of the yard and using irrigation systems to grow food."

Eugene partnered early with Rashid Nuri, who had just finished his work with the USDA and travels to Ghana. He invited Eugene to come to Atlanta to help start small, mini urban farms. The two co-founded Truly Living Well Natural Urban Farms in 2007, as a for-profit business, which proved to be very difficult, even though they were ahead of the curve.

"We were trying to sell to the restaurants, and it was working somewhat, then we decided to transform Truly Living Well into a non-profit organization based on educating people about the need for local food abundant systems. From there, we were able to receive grants and foundation support; we opened up Wheat Street Gardens — a four-acre mini farm in downtown Atlanta, right across from the historic MLK Memorial." Once Truly Living Well was on solid footing, he transitioned into founding The Good Shepard Agro-Ecology Center and subsequently, the Grow Where You Are organization.

Over the last 10 years, Eugene has assisted in the creation of 18 urban farms, 14 school gardens and more than 40 home food gardens; and has planted 400-plus fruit trees in cities throughout the United States as well as in Jamaica, Haiti and Kenya, where he trained local residents in veganic growing methods and ecological restoration.

The Cookes are committed to demonstrating that food can be grown abundantly without disrupting or depleting ecosystems.

"It's important for us to know that we can take our own health into our own hands. My folks taught me how to plant food and keep a small garden in the suburbs, because they come from a tradition of farmers throughout the Midwest and the south. The point is the land." **AT**



COMMUNITY CLOSE-UP: PowerMyLearning

Take a minute to imagine your life without technology. Can you even do it? Today, from our cars to our homes to our schools and businesses — we're all wired, whether we're trying to get our homework or jobs done, pay the bills or stay connected with our family or loved ones.

But when it comes to the role of technology, there's a very real story of the haves and the have-nots: Those who have the opportunity and access to harness the power of tech, and those who don't — causing them to fall further and further behind.

Underserved and economically disadvantaged communities and individuals have significantly less access to reliable Internet and the tools, resources, and skills needed to take advantage of that connection than most Americans. The most recent American Community Survey, issued by the United States Census Bureau, cites that nearly 30 percent of the metro Atlanta community does not have Internet at home. That number jumps to 49 percent when you consider families earning less than \$35K/year.

According to PowerMyLearning's intake data, 73 percent of the households with students the organization serves have annual incomes of \$35,000 or less, more than 64 percent of parents have no credential beyond a high school diploma and more than 50 percent do not have Internet access.

So, how do low-income, under-resourced individuals get access to technology? And how can they ever catch up?

PowerMyLearning and Google Fiber have been working together to address the challenges of digital literacy, access and inclusion in metro Atlanta's under-resourced communities.

PowerMyLearning provides personalized learning for students and includes families and teachers in that process. As an educational nonprofit, they work with underserved schools in Atlanta to support tech-focused 21st Century learning, ensuring every student has an equal opportunity to succeed and preparing them for the jobs of tomorrow.

The organization focuses on enhancing home and classroom learning environments by providing students at partner schools with laptop computers loaded with educational games, and facilitating interactive workshops to support learning outside of the classroom.

PowerMyLearning also teams up with Title I Schools, offering them a wide range of programs that increase family involvement in learning, support educators with personalized learning and addresses the challenges of STEM integration.



Since 2007, PowerMyLearning has served more than 27 schools and 22,000 students and families in the Atlanta region.

The outcomes are truly incredible. Each year, the organization's partner schools outperform comparable schools in math proficiency by an average of seven percentage points. Eighty-eight percent of students develop student ownership, agreeing that they know how to find learning resources on their own. Ninety-four percent of teachers improve at using data to drive their instruction. And 95 percent of parents become more confident they can help their child learn.

One example is DuBois Integrity Academy, a STEM-focused State Charter School that embraced PowerMyLearning's programs since opening its doors in 2014. Over the last three years, 3rd through 5th grade students there have made academic gains in all of the core subjects, in part by employing more integrated technology in their educational approach.

Additionally, the school has seen growth on the College and Career Readiness Performance Index, the state's official school performance assessment tool, in the areas of achievement and growth, outperforming other schools in their district.

"The excitement between the teacher and the student is evident," says Craig Cason, executive director of DuBois Integrity Academy. "PowerMyLearning brings a reality to the technology; it is a touch relationship that crosses between parents, students, teachers, and administrators, and it's a partnership that is second to none."

"I believe that education is the fastest way out of poverty, and

we have a solution," Kwame Johnson, executive director of PowerMyLearning Greater Atlanta says. "We have a proven track record for increasing student achievement by strengthening the learning relationships between students, teachers and families so every student succeeds."

PowerMyLearning encourages companies and individuals to get involved by assisting with refurbishing and preparing technology and helping families at digital learning workshops. PowerMyLearning always needs computer donations, including used ones. These laptop computers will be placed in the hands of local students who are eager to learn and excited to explore the educational power of technology. **PowerMyLearning.org**

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LIFE HACKS YOU NEED NOW

What did we do before our favorite life hacks? We don't even want to know.



Most travelers prefer luggage in darker shades; It's an obvious choice when thinking about the longevity of your travel accessories. Yes, it hides scuff marks and general wear, but it also looks similar to hundreds of other bags cycling around the baggage belt at the airport. **If you simply can't resist that black oversized suitcase, take the time to attach an easily recognizable and differentiating piece of fabric or eclectic tag to the handle of your bag** — even if it's a carry-on size that you'll store overhead in the cabin. It may seem like a superficial gesture that frequent travelers make, but it serves a variety of purposes from helping you distinguish your bag quickly to helping others do so, if it ever misplaced.

Also, take a few minutes to fill out the information card that comes with new luggage. One of the first things airline officials ask you when trying to track a lost bag is if there is anything in or on your bag that has your identification.



Ward off poor time management and anxiety by making a quick to-do list each evening for the next day.



Drink 8 to 12 ounces of water first thing after waking. It helps to activate your organs. Also, drinking a glass of water 30 minutes before a meal aids in digestion.



Hopefully, you never lose your phone but if you do, having your contact information on your lock screen is a great way of ensuring that you get it back more quickly. Change your lock screen to a photo of your name and whatever contact information you'd like people to use if they find it.



Keep your laptop keyboard clean with something you may already have at your fingertips. **You can clear crumbs and dust easily with an old makeup brush or even by running the tacky part of a sticky note across the keys.**



To preserve your fresh herbs, drop them into an ice cube tray and fill each square with olive oil. Once they're frozen, remove them and freeze in freezer-safe bags for later use.



Are you a fan of discounts and free stuff? **Join the incentive programs for the places you like to shop and dine.** Many grocery stores with fuel centers, for instance, not only allow the store's member incentive card users \$.03 off per gallon of gas, there are also special promotions that offer double and other times as much as four times the fuel point accumulation on certain days on all your grocery and gift card purchases. Other retailers or restaurants offer frequent coupon and birthday rewards for members of their incentive programs.



Dave Ramsey offers a household budget guide:

- 5 to 15 percent on food
- 10 to 15 percent on charity/giving
- **10 to 15 percent in savings**
- 25 to 35 percent on housing

Then the rest of your budget, including clothing, transportation, insurance and entertainment would be allocated to 100 percent.



A nifty saving challenge: Fill up a two-liter bottle with dimes. You should have about \$500 by the time it's full.



Need to relax? Start by exhaling. Sometimes, that's all you need to do.



After you pay your car off, begin putting that same amount from your budget into your bank account each month to cover maintenance, repairs and even a down payment on your next car.



- Vinegar takes out grass stains.
- Baby powder and chalk absorb oil in fabrics.
- Denim rubs out deodorant stains.
- Lemon juice removes sweat stains.



If you do a lot printing, **don't spend an exorbitant amount of money on new ink cartridges.** Take empty ones to Costco and have them refilled for \$10.



Trying to lose weight? **Spice up your food a bit.** Spicy foods trick your taste buds into being satisfied with smaller amounts of food.



Using your phone while it's charging is said to weaken the battery. It's why the cord that comes with your phone is shorter than the cords you purchase separately.



When shopping for plane tickets, the best days to buy are Tuesday and Wednesday. The best days to fly are Tuesday, Wednesday and Saturday.



Stressed? These foods can help:

- Tuna
- Green Tea
- Almonds
- Bananas
- Pasta
- Grapes
- Corn Flakes
- Watermelon
- Orange Juice
- Oatmeal

Pull out your recipe books and do some meal planning before going to the grocery store to liven things up and help you come up with a variety of healthy and fresh ideas. **AT**



HOW TO: SHAKE OFF THE FEAR AND JUST DO IT

By Leah S. McDaniel

When was the last time you beat back anxiety to pursue something outside of your comfort zone? If you think about it, even just briefly, you'll likely find several things top-of-mind that you've always wanted to try, that are on your bucket list or have been longtime goals. And, in many cases, what's stopping you from going after those things is nothing more than fear of the unknown. It happens to the best of us. But, this can be the year you overcome what's holding you back once and for all. And we've got the insight to help you do it. We reached out to four experts for tips: entrepreneur Libryia Jones, founder of Wanderist Life and Wandering Mom; D. Ivan Young, Ph.D., certified master coach and personality type expert; Atlanta native Rev. Hope Sims Sutton, CEO and founder of She Is Powerful Inc., and president of CoachDiversity Institute, Dr. Towanna Burrous. Each weighed in with timely advice on getting to your next level.

Identify and Assess Your Fear

Fear can be rooted in different areas, from concern of failure or procrastination to uncertainty of how to get started; however experts agree that the best way to move past fear is to attack it head on. Young challenges those struggling with fear to confront it.

"The monster in your head is nothing like the monster under your bed, because what you make up is far greater than what you have to confront," Young explains. "If you can have enough passion to go beyond what you're scared of, there's a reward for you."

Sims Sutton agrees, "I invite people to confront and name their fear. Often you find your fear is not your own, but may have been placed by others that haven't fulfilled their own dreams."



Write Down What You Want

Writing down what you want to achieve is a key tool to manifesting your dreams. It allows you to better understand exactly what you want, and more importantly why you want it. Jones, who recently completed “My Wander Year” escorting 30 people around the world for 12 months, encourages others to not focus on the big scary thing.

“Focus on the little things you can do. Think of it as moving bricks, breaking the idea into pieces, and as you complete each step, suddenly you look around and you have a building. Planning a year abroad for 30 people and basing a company around it is a big scary thing that kept me up at night, but when I broke it into a series of small steps, it wasn’t scary at all.”

According to Burrous, “The key to being successful with your vision is setting goals for that vision. Every goal is a piece of a puzzle making the vision more relevant and attainable to you. The key is to make goals SMART (specific, measurable, achievable, relevant and timely) because if you’re too vague with a goal you won’t achieve it.”

Use Your Fear to Help You Achieve Your Goal

Instead of allowing fear to hold you back, let it fuel your passion. Acknowledge that fear exists and don’t let it take control of you. Fear, Burrous contends, is merely a mindset.

“Fear is a constant companion, but can serve as a great signal that we need to overcome something. You have nothing to regret if you never take a step; and you can stay stagnant and have nothing to deal with. One step toward your goal is better than nothing.”

Honor your feelings and emotions, but re-direct your inner voice and quiet the negative self-talk.

“Don’t give yourself permission to not pursue your goals because of what you label fear; harness that energy toward the courage to move forward,” Sims Sutton says.

Learn, Leverage and Leap

As you create goals to support your vision, use the blueprint designed by those before you to guide your pursuit. Read books on topics that interest you and stories of others that have accomplished what you are trying to achieve. Watch videos on YouTube and other websites that will help motivate and inform you as you craft your plan. Finally, create an accountability circle to help keep you on task. Options include finding a local or online life coach as well as tapping trusted friends and colleagues.

“If you know you have not been successful at accomplishing a goal in the past, ask yourself what stood in the way of it,” Burrous suggests, “then surround yourself with people who can hold you accountable in a style that works for you.”

Jones contends that great mentors should be inspiration, but warns not to wallow in comparison.

“The only difference between your mentor and yourself is action, but as a dear friend says, ‘comparison is the thief of joy and they were one day you.’”

Once your plan is determined, it is key to remember that your main obstacle is yourself.

“If you want to do something, it will cost you something: time, humbling yourself or money. But what good comes from embracing mediocrity? God only steers moving vehicles and you can’t achieve anything divine until you make up in your mind that failure is not an option.” **AT**



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

If You Aren't Using Facebook Messenger to Interact With Customers, Somebody Else Might be

When you see a stat like "330 million people used Facebook Messenger for the first time last year to connect with a small business," it's a huge indicator that a major change is happening — and it's only the beginning. This was one of the findings from a study commissioned by Facebook, and to better understand how customers are using Messenger to interact with businesses I spoke with Linda Lee of Facebook's Messenger team. Below are a few of the key takeaways that may help you understand how Messenger can help you connect with customers.



What are some of the reasons customers are reaching out and interacting with small businesses on Facebook Messenger?

Linda Lee: The simplest and easiest way for businesses to get going in having these conversations is by turning on messaging on their Facebook page. You'll see that when customers are navigating to a small business's page on Facebook they can easily tap that button they see at the top of that page that says "message now" or "message us" to ask those questions.

It's really a variety of questions that we're seeing. Some of it is around answering questions around specific services or products where they need more details or specifications. Maybe they've already bought a product or a service [and] they have a question or an issue that's come up. It's an easy way for customers to reach out to businesses directly and get that personal response back from them.

How does Messenger help companies leverage the power of bots to interact with customers?

Linda Lee: Well, with bots it's really just automation that is going to help these businesses manage the number of inquiries or the number of conversations they're seeing come through from customers. If

you turn on messaging on your Facebook page, there are automated replies, instant replies that you can set so that if a customer were to try to message you during your off hours, you can have that message reply and let them know that you're away. You can set their expectations on when they can expect a response back. That's one level of automation.

Are there ways companies can leverage interaction from a marketing perspective with Messenger?

Things like our Click to Messenger Ads are a really easy way for businesses to leverage the targeting capabilities of Facebook app systems. And tools to set ad campaigns, let's say, in Facebook Newsfeed, help drive potential customers — and perhaps even existing customers where they're interested in additional products — into your Messenger experience.

Aprille Franks-Hunt offers a good example of how you can utilize Messenger in this way. She's a Master Business Coach, and she's done a fantastic job of working from the ground up and utilizing Messenger and Facebook Newsfeed ads to drive some of her marketing campaigns and get more sign-ups around some of the coaching sessions and products that she has available.

These are just a few ways you can get started using Messenger to engage customers and prospects. And you better get moving fast — your customers may already be one of those 330 million talking with your competitors. **AT**



Tonya Peat
Cancer Survivor

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

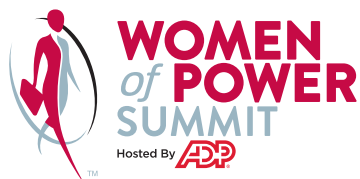
Be the breakthrough.

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



Stand Up To Cancer is a program of the Entertainment Industry Foundation, a 501(c)(3) charitable organization. Please talk to your healthcare provider about appropriate screenings for your age, sex, family history and risk factors; and about clinical trials that may be right for you. Photo by Nigel Perry

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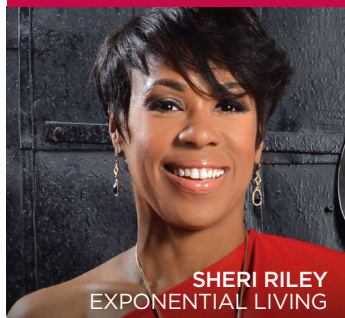


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Hammonds House Museum Launches 30th Anniversary Season with Carrie Mae Weems Exhibition, "From Here I Saw What Happened and I Cried"

Hammonds House Museum launched its 30th Anniversary Season with an exhibition and film by acclaimed visual artist, Carrie Mae Weems in January. The exhibition, "From Here I Saw What Happened and I Cried," exposes how photography has played a key role throughout history in shaping and supporting racism, stereotyping and social injustice. It runs until April 29.

The installation is comprised of appropriated museum and university archival photographs of enslaved African and African-American people in the American South during the 19th and 20th centuries, now narratively reassembled by Weems. Among the photographs she selected were daguerreotypes commissioned in 1850 by Swiss naturalist Louis Agassiz who intended to use as visual evidence supporting his African inferiority theories.

"When we're looking at these images, we're looking at the ways in which Anglo America — White America — saw itself in relationship

to the Black subject," Weems says. She focuses on heightening critical awareness on the intent of the original photographs and giving the subjects a level of humanity and dignity.

"This body of work was created in 1995-1996 at the invitation of the J. Paul Getty Museum in response to an exhibition of African Americans in early photography," says Hammonds House Museum Interim Executive Director, Leatrice Ellzy. "How fortunate are we to have an opportunity to exhibit this work against the backdrop of present day America? 'From Here I Saw What Happened and I Cried' tells an ageless story. It pulls us into a reality which is both historic, contemporary and repetitive."

Also on view is "People of a Darker Hue," a 14-minute short which invites the viewer to reflect on enforcement practices and policies that impact communities of color. Weems narrates the film with her dignified cadence and at once becomes informer and mourner as she speaks the names of those unarmed men and women killed due to police violence. The film will play continuously during museum



hours. "People of A Darker Hue" perfectly complements the exhibition and the times we are living in.

Weems will discuss the exhibition from 2-3:30 p.m., February 4, 2018 at the Auburn Avenue Research Library on African American Culture and History. **AT**

(Continued from page 17)

University of Georgia Report: HBCUs Generate \$14.8 Billion in Economic Impact

understand the value of our institution. It's a win-win for our region and for government partners who look to partner with us."

The report revealed that the 1,634-student Alabama school generated \$67 million for its local region. Each \$1 million initially spent by Miles College and its students creates 16 jobs.

"It's eye-opening and, in addition to the 730 jobs created, there's a 1-to-1 match; for every full-time job at Miles, we create another job in our region," French says. "So, we have about 377 employees on campus, but because of that, we've created 350 off-campus jobs."

The benefits flow to Miles College's graduates, who'll enter the workforce with sharper skills

and vastly enhanced earning prospects, according to the report.

As an example, the 196 Miles College graduates from 2014 can expect total earnings of \$497 million over their lifetimes — a stunning 77 percent more than they could expect to earn without their college credentials.

"What you're looking at is, when you round it to 200 students, they already have over \$2 million more in earning potential in their careers which increases by \$1.1 million, because of having a degree from Miles College," French explains. "I think it's important to have this conversation for young people, who must decide if college is worth it. At the end of the day, it's a great economic decision."

The figures also allow college officials to approach state and local government officials, when funding for recruitment and other programs are needed, French says adding that because of the report he believes the city will be even more cooperative with Miles College.

"With this study, we can go to the government and say we need additional money for cutting-edge programs and recruitment," he says. "We've requested and will have a meeting with the city to compare our master plan with what the city is doing. Here we are, this economic engine with a \$52 million annual budget and we can help this city with its master planning and their master plan may intersect with what we're doing." **AT**

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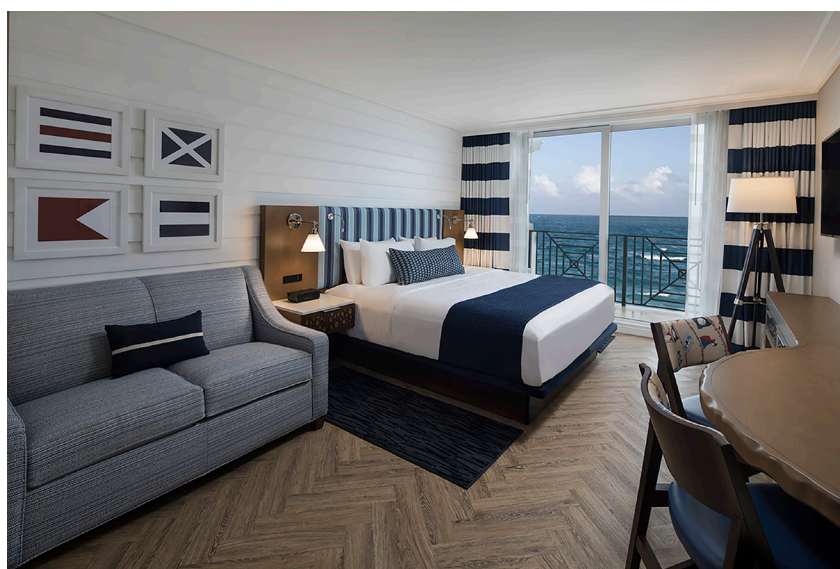
HUTCHINSON SHORES RESORT & SPA ... *worth the wait*

By Katrice L. Mines

Hutchinson Shores Resort & Spa, just north of Palm Beach, recently opened in Jensen Beach, an undiscovered haven on Florida's east coast. It's the first new resort in the area in almost two decades — drawing travelers from abroad and locals alike. When I checked in to the hotel on a Sunday late last year, I was flanked by couples — in for a few days — whose homes were right up the road. They, like virtually everyone else in the town of 11,000, had been anticipating an escape to the beachside property just steps from the ocean.



The balmy air and sound of crashing waves were a welcomed adjustment from the abruptly chilly weather that arrived early in Atlanta. Cool wood grains, muted hues and nautical décor lead into a coastal-inspired respite of 178 guest rooms, and 8,000 sq. ft. of meeting and event space reflecting the ocean's color spectrum of blues, greens and pearl, and delivering a feeling throughout of oceanfront retreat and seafaring luxury.



With a timeless color palette of clean white and rich navy, accommodations offer guests three choices of views: Resort, Oceanside and Pool. Each room option signals relaxation with crisp linens and pops of rich striped textiles, spacious overhead tiled showers, granite countertops and private balconies ensuring the perfect space to unwind on the Treasure Coast.



Easy access to iconic museums and attractions like the Elliott Museum and Florida Oceanographic Society, and restaurants in downtown Stuart add dimension to what could be an all-encompassing vacation within the resort. Whether you prefer to soak up the sun or indulge in a day of pampering at the spa, there is no shortage of options for replenishing. A sundeck with two heated pools and a Jacuzzi along with lounge chairs, and attendants ready to bring you a towel or a cool refreshment, are sometimes all you need. If your getaway plans include staying active, even while away, the hotel has you covered with its high-tech fitness studio and special yoga session and fitness classes on the beach.

The memory of Hutchinson Shores will be firmly set on your palate by Drift Kitchen + Bar where the menu combines contemporary American Bistro with fresh local seafood selections. Wood-fired pizza, fresh caught seafood, hand-selected wine lists, prime cuts, house-made pastas and decadent desserts make Drift a journey's end in and of itself. If you're in for dinner on a quiet night at Drift, pull the chef to the side for a quick tutorial on the pasta; and thank me later.

From start to finish, this destination was worth the wait. **AT**



Isabella Island Fishing Woman by Diane Britton Dunham

Gullah Christmas by Diane Britton Dunham

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2018 JEEP WRANGLER: TRAIL RATED



By Brian Armstead

I've always admired the Jeep brand and the people that follow it with cult-like regard.

Since the Jeep legacy started during WWII as a low cost, go anywhere utility vehicle; the legend of the brand has truly grown. Each year, thousands of Jeep enthusiasts gather at points around the globe to celebrate their ownership, and to test their Jeep's mettle on some of the most imposing and seeming impossible-to-navigate terrain on planet earth.

Take the vaunted Rubicon Trail at Lake Tahoe, Calif., for example. It started as a Native American trade route and is currently one of the premier four-wheel drive trails in the country. Conquering the Rubicon means you and your Jeep will traverse enormous boulders, perilous ledges, deep mud bogs and slippery granite slabs. This trail is not for the faint of heart, yet it is the proving ground for all vehicles in the Jeep lineup that wear the "Trail Rated" badge.

For 2018, the legend continues to grow as the Wrangler, now deemed the "JK," has been given a clean sheet re-do, resulting in a vehicle that not only commands respect off-road, but now is more luxurious and safer for your on-road exploits.

There are a number of trim levels for the 2018 Wrangler, and you can

spend as little as \$23,995 for a JK Sport Wrangler, or as much as \$44,345 for a loaded JK Rubicon Recon Wrangler 4-Door, all priced before options and destination charges.

During a recent national media launch in Tucson, Ariz., I spent most of my drive time in a 4-Door with Sahara trim (\$34,245). The Sahara comes standard with the time proven Pentastar 3.6-liter V6 engine with a six-speed manual transmission. A heavy duty suspension with gas shocks, and "Command-Trac" Shift-on-the-Fly Part-Time 4WD can be bolstered to even greater off road performance levels by ticking a few boxes on the options list (Full-Time 4WD, for example), or by going up a few trim levels.

The Wrangler Sahara was terrific off-road, and super comfortable on-road. Yes, you can get leather, navigation, climate control, cruise control, SiriusXM Radio and other luxe goodies in the Wrangler Sahara.

The 2018 Wrangler comes with a seemingly unlimited array of standard and optional features to enhance your on-or-off road experience, and it now comes standard with most of the safety features you'll find in other SUVs.

Be it a base JK Wrangler Sport, or fully dighted Rubicon Recon, there is simply no better off-road SUV that competes at the Wrangler's price points. Well done, Jeep. **AT**

WEEKENDER



Jurlique Spa at
InterContinental



Jurlique Spa
reception area



Treatment room



Treatment room

Jurlique, the renowned Australian natural skincare company, has opened its first spa and InterContinental Buckhead Atlanta is its home. At Jurlique Spa at InterContinental Buckhead Atlanta, the brand combines its expertise in crafting pure and effective skin care with holistic therapies from around the world. Jurlique believes that when it comes to skin care, health, and wellbeing, keeping things all-natural is the answer, so treatment rituals like the Hydrating Rose Facial, Purely Detoxifying Facial and Calming Lavender Mud Wrap help reconnect you back to nature.

Growing, harvesting and extracting concentrated botanicals in the hills of South Australia for three decades, Jurlique has mastered pure skin care, intensified by science. Spa therapists work with you to tailor a treatment to not only revitalize your skin but also your spirit, offering skin care options through facials, body therapies, waxing services, head-to-toe enhancements and massages. In the Softening Rose Body Treatment, rough, dry skin is buffed away while the body is infused with layers of moisture. (50 minutes, \$160)

As a part of your spa experience, an outdoor saline pool, whirlpool and Fitness Center and complimentary valet service during your appointment are also at your disposal. How can you resist? **AT**



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The world's most popular dance company returns to Atlanta and graces the stage of the Fox Theatre to build on favorite pieces from previous years as well as some of the season's newest arrangements. The Alvin Ailey Dance Theater is sure to capture the intrigue of audiences, as they have since 1958.

alvinailey.org

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The Black History Month Parade will take over Auburn Avenue in downtown Atlanta, highlighting and celebrating the culture, heritage, history and accomplishments of African-American people. Enjoy marching bands, entertainers, dignitaries, civic groups and much more in this celebratory parade honoring black history.

blackhistorymonthparade.com



Charleston Area
Atlantic Coast

Blissbehavin' in **CHARLESTON, S.C.**

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

If Charleston doesn't make your heart skip a beat, then you've yet to fully engage in the riveting activities that abound in the charming coastal town.

Small and maneuverable, Charleston comprises a fascinating mosaic of history and culture, meticulously-preserved architecture, spectacular cuisine, chic shops and friendly locals.

Its amorous appeal makes it an ideal location for weddings, honeymoon getaways, and lovers looking to hide away in the lap of luxury and comfort.
www.charlestoncvb.com



Patriots Point-Charleston

On Cloud 9: There's nothing quite like Fly-in-Helicopter's aerial hawk's-eye-view for two. We soared the panoramic waterfront along East Bay and Patriots Point, and looped around local lighthouses lining the Charleston Harbor.
www.flyinhelicopters.com

Love Nest: Charleston's 4-star French Quarter Inn is an escape from the rigors of urban life, though conveniently situated downtown. A stay at the intimate 50-room boutique property has been likened to visiting a genteel Southern homestead. Bedrooms are accommodating and massive; the most extraordinary being the Traditional King Room, featuring a luxurious bed, with upscale mattresses and European linens. Turndown service included exquisite chocolates provided by Charleston chocolatier Christophe Paume. An oversized marble bath chamber felt like a spa with high-end amenities. Mornings commenced with a complimentary artisan breakfast, and Callie's buttery biscuits, a Charleston tradition. Complimentary bicycles for roaming downtown provided leisurely exercise and fun.
www.fqcharleston.com



Sizzling night at 39 Rue De Jean



French Quarter Inn, Charleston



Helicopter tour Charleston

Some like it hot: Quite the gastronomic market, Charleston is known for its award-winning fare, including Gullah-influenced cuisine.

Enjoy multi-course enticements like Fried Coat Cheese Salad flecked with red and yellow beets, Seared Sea Scallops flavored with pomegranate molasses, and fresh Grilled Asparagus. Polish the evening off with shared spoonfuls of Crème Brûlée.

www.holycityhospitality.com/39-rue-de-jean



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

Porte Play Carries All



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Organizer



Tablet Case

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Five Common Budgeting Errors & How to Avoid Them

When it comes to creating a budget, it's essential to estimate your spending as realistically as possible. Here are five budget-related errors commonly made by small business runners and some tips for avoiding them.

NOT SETTING GOALS. It's almost impossible to set spending priorities without clear goals for the coming year. It's important to identify, in detail, your business and financial goals and what you want or need to achieve in your business.

UNDERESTIMATING COSTS. Every business has ancillary or incidental costs that don't always make it into the budget—for whatever reason. A good example of this is buying a new piece of equipment or software. While you probably accounted for the cost of the equipment in your budget, you might not have remembered to budget time and money needed to train staff or for equipment maintenance.

FORGETTING ABOUT TAX OBLIGATIONS. While your financial statements may seem adequate, don't forget to set aside enough money for tax (e.g., sales and use tax, payroll tax) owed to state, local, and federal entities. Don't make the mistake of thinking this is "money in the bank" and use it to pay for expenses you can't really afford or worse, including it in next year's budget and later finding out that you don't have the cash to pay for your tax obligations.

ASSUMING REVENUE EQUALS POSITIVE CASH FLOW. Revenue on the books doesn't always equate to cash in hand. Just because you've closed the deal, it may be a long time before you are paid for your services and the money is in your bank account. Easier said than done, perhaps, but don't spend money that you don't have.

FAILING TO ADJUST YOUR BUDGET. Don't be afraid to update your forecasted expenditures whenever new circumstances affect your business. Several times a year you should set aside time to compare budget estimates against the amount you actually spent, and then adjust your budget accordingly. **AT**





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{SWEET SOMETHINGS}

Chocolate Truffles

I recently came up for air and realized that it has been 10 years since I first “went public” (read: beyond doting family and friends) with my food passion and journey. I had been cooking, baking and sharing well before then, but 10 years ago, I decided to take my love of creating and sharing great food to another level. And it was then that my inaugural “Holiday Sweets and Treats” menu was born.

When I set about this whirlwind task of developing the menu (the easy part — and 100 percent inspiration) and subsequently fulfilling 35 orders that first Christmas, I didn’t have any more immediate plans on this front. Because, let me tell you: it was work — 100 percent perspiration.

Still, I took immense pleasure in the fact that people responded to my food — and wanted to pay me for it; a sensation I imagine most creatives and entrepreneurs experience.

I made everything from scratch. I had personalized ribbons with my new chosen name, D.M.R. Fine Foods, designed to adorn the delivery boxes. And, finally, I personally packaged and delivered every order to each precious customer across the metropolitan Atlanta area, the majority of whom were ... strangers. It was the ultimate labor of love and one that has brought me to this very moment in time ... in grateful retrospection.

This has been one of the best surprises and journeys of my life so far — replete with blessing after continual blessing. As an ode to that first menu and the abundant memories, I’m sharing a delicious, indulgent confection that has been with me since that initial launch: My rich Chocolate Truffles.

Happy Eating!

CHOCOLATE TRUFFLES

Ingredients:

8 oz. semisweet good quality chocolate — some of my favorites are Lindt and Ghirardelli
1/2 cup heavy cream
1 teaspoon vanilla extract
Confectioner’s Sugar
Dutch (Unsweetened) Cocoa

Method:

Finely chop chocolate and set aside in a heat-proof bowl.

Add cream to a heavy saucepan and bring to a simmer over medium heat, stirring occasionally. Stir in vanilla. Let cool for 20 seconds.

Pour hot cream over chocolate and stir to melt chocolate completely. (Cook’s Note: If chocolate still has lumps, place bowl over a pot of simmering water — being careful that the bowl doesn’t touch the water — and continue to stir until the mixture is completely melted and smooth).

Refrigerate for at least two hours and then, using a small ice cream scoop or teaspoon, scoop out the truffles. They don’t have to be perfect; it’s meant to be rustic as a mimic to the real (savory) truffles.

To finish, roll truffles in powdered sugar and cocoa (and any other coatings you prefer). Serve and enjoy!

AT



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

in memoriam

AMANDA DAVIS



Amanda Davis was a staple in many Atlanta homes for more than 30 years as an evening anchor for Fox 5 News and most recently on mornings with CBS 46 News. When the news that she had died broke following a massive stroke just days after Christmas, it spread like wildfire on social media. Not only was there an outpouring of admiration and tribute from her colleagues and friends, but also longtime fans of the Atlanta broadcast icon. Davis was well-respected and beloved.

The journalist received acclaim for her coverage of Coretta Scott King's funeral and an interview with president-elect Barack Obama during her work with Fox 5. She also served as the first anchor of the "Wednesday's Child" segment when it began in 2000 and won several awards, including 10 Southeast Emmy Awards, a Georgia Association of Broadcasters Gabby Award, Atlanta Association of Black Journalists Pioneer of the Year Award and an Edward R. Murrow Award.

Davis graduated Magna Cum Laude from Clark Atlanta University and is survived by her daughter and mother. **AT**



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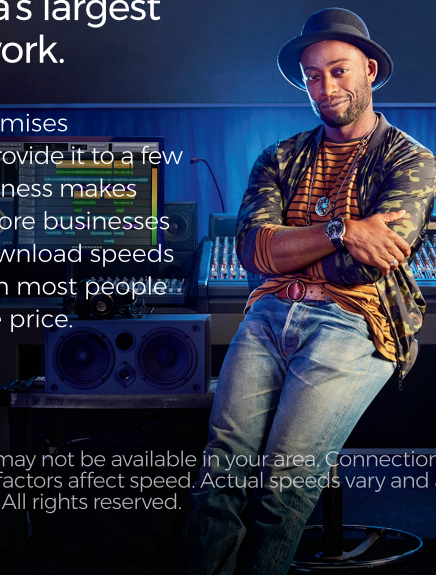


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