STEDDIN' OUT

THE ARTS, ENTERTAINMENT & EMPOWERMENT GUIDE OF THE GULF COAST

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ABOUT STEPPIN' OUT...

STEPPIN' OUT is a subsidiary of LEGACY 166 Inc., a non-profit organization with a Mission to provide Educational, Career, and Economic opportunities for Youth and the Underserved of Diverse Cultures; make available Cultural Activities for community participation; and deliver Quality of Life Skills Training through the Arts and Community Collaborations.

STEPPIN' OUT provides quality of life information to the community each month at no cost to the reader. Even though STEPPIN' OUT is not a "hard news' publication, the columns submitted by our contributors touch on subjects that address a wide range of community and cultural issues. Regular features include articles on health, history, entertainment, and finance. Articles on fashion, literature, and technology are some of the subjects that are occasionally featured.

STEPPIN' OUT and LEGACY 166 Inc. will continue to expand their roles in the community by offering internships and career training, and youth development and work opportunities. Volunteers are always needed with this mission.

Publisher Greg Cyprian Director of Media/Marketing Lynn Ridley

STEPPIN' OUT welcomes your comments and suggestions regarding this publication.

For information on advertising, to comment on subject matter, or to volunteer your services, please contact us at:

STEPPIN' OUT

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TRANSITIONING BASICS

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REFLECTIONS

Fathers Are Wonderful People

by Helen Steiner Rice

Fathers are wonderful people Too little understood, And we do not sing their praises As often as we should...

For, somehow, Father seems to be The man who pays the bills, While Mother binds up little hurts And nurses all our ills...

And Father struggles daily To live up to "his image" As protector and provider And "hero of the scrimmage"...

And perhaps that is the reason We sometimes get the notion, That Fathers are not subject To the thing we call emotion,

But if you look inside Dad's heart, Where no one else can see You'll find he's sentimental And as "soft" as he can be...

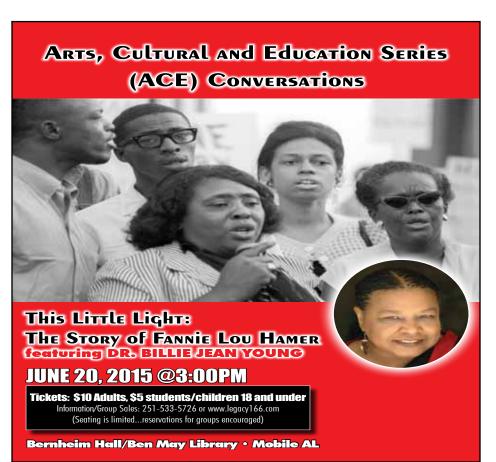
But he's so busy every day In the grueling race of life, He leaves the sentimental stuff To his partner and his wife...

But Fathers are just wonderful In a million different ways, And they merit loving compliments And accolades of praise,

For the only reason Dad aspires To fortune and success Is to make the family proud of him And to bring them happiness...

And like Our Heavenly Father, He's a guardian and a guide, Someone that we can count on To be always on our side.

"Fathers, do not provoke your children to anger, but bring them up in the discipline and instruction of the Lord." (Ephesians 6:4)







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Kat Von D's Summer Masterpiece: Shade & Light Eye-Shadow Palette

Kat von D is on fire with all the new makeup releases. First the contour palette, now new eye-shadows, who can keep up with her these days?! Kat has proven herself to be the epitome of creative. Everything she creates is a work of art; this eye palette is no exception. This past April, Kat released her "shade & light" eye shadow palette. As with everything she produces, there was lots of commotion and lots of celebration and lots of "ooohs" and "aahs" involved. The eye shadow palette is said to have been the best selling product in all of Sephora stores. The fact that Kat's products sell out within seconds of being on the shelf speaks volumes about the quality of her products.

Shade and light is Kat's fourth installment within her series of eye shadows. The other three palettes are called "Monarch, Interstellar, and Chrysalis". The themes range from cool to warm toned. However, Shade and light is a standout palette because it consists of all matte shades, unlike the others which have a mixture of matte and shimmer. Matte shadows are in high, high demand now so when Kat came out with an all matte palette people went nuts. And who can blame them. Matte shadows provide an entirely more sophisticated eye look. These shadows are wearable but not boring in the least bit. They retail for \$46, not too hefty of a price for twelve shadows that will last you longer than a lifetime (3 base shades, 3 contour shades, 3 define shades, and 3 highlight shades). Neutral lovers, matte lovers, even the bright eye lovers are set for life.

Often times, you might pick up a palette that's missing the essentials A.K.A Transition shades. A transition shade is the most important shade to have in your palette because it gives a gradient effect to the eye and prevents your shadows from being stiff and muddy. There's no point in doing your makeup if you don't give it all that you have. Transition shades will bring your makeup to next level perfection. All you need is the proper brush and you're good to go.

Shade & Light will look good on every skin tone, doesn't matter if you're pale or deep. Kat's got everybody covered. Kat Von D's empire is steadily growing; her fans are getting more pleased as the days go by. If she keeps pumping out master piece after masterpiece, she'll be the new "Chanel" in no time. I give it five stars across the board, planet, everything. Shade and Light takes the cake with the eye palettes thus far. •



AFTER HOURS



JOANIE STIFF-LOVE

A graduate of Birmingham-Southern College, Stiff-Love currently works for the City of Mobile and is active in Community Theater in the Mobile area. She loves all things southern, food, and the arts.

Send article suggestions to joanie.3564@yahoo.com.

The first weekend of June, Chickasaw Community Theater's production of the musical Mary Poppins is in full swing. Based on the similarly titled series of children's books by P. L. Travers and the 1964 Disney film of the same name (and the basis for the recent Academy Award winning film, Saving Mr. Banks), it is a wonderful fusion of pieces from both works. The show runs June 5-7 and closes the weekend of June 12-14. For more info, go to www.cctshows.com.

The Crescent has two great movies this month. Far From The Madding Crowd, starring Carey Mulligan as the romantic heroine, Bathsheba Everdene, and the three different men she attracts. It will finish its run June 1 thru 4. Jurassic World, starring Chris Pratt, Omar Sy, and Bryce Dallas Howard, the move takes up 22 years after the events of Jurassic Park in the now fully functional resort on Isla Nublar, with live dinosaurs seeing over 20,000 visitors a day. What could go wrong? For more info, go to their website, www.crescenttheater.com.

Joe Jefferson Players will have ZEW92 radio personality, Gene Murrell, starring in Fiddler On The Roof as the Russia Tevy, father of five daughters, and his attempts to maintain his Jewish traditions as outside influences, such as marriage and the Tsar, encroach on the lives of those he loves. Beginning June 5 and running through June 21, visit their website, www.joejeffersonplayers.com, for tickets and other info.

Mobile Theater Guild presents southern playwright, Del Shore's crazy farce, Daddy's Dyin' Who's Got the Will. As per Del's usual style, it's the story of a highly disfunctional family and their attempts to be normal. Set to run June 12-18...go to www.mobiletheaterguild.org.

Definitely find your way to the Saenger in June because the place is on fire. June 11, they've got Menopause the Musical; June 18, Black Jacket Orchestra presents AC/DC's Back in Black; June 25, the amazing female duet, Indigo Girls; and Delbert McClinton on June 26. For more info on this, go to www.mobilesaenger.com.

LEGACY 166 will present This Little Light; The Story of Fannie Lou Hamer at Bernheim Hall/Ben May Library on June 20 at 3:00 pm. Dr. Billie Jean Young, professor at Judson College will portray this icon from the civil rights era. For more info, go to www.legacy166.com or call 251-533-5726. And Like tle Legacy 166 Facebook page to stay informed on other LEGACY 166 events.

Go to the Bluegill on the Causeway early June 23, before 6:30, and enjoy the sounds of the Mobile Big Band. Sit out on their big back deck overlooking the water, and soak in the music and atmosphere of the Mobile Delta. For more info, go to www. bluegillrestaurant.com. •

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FATHER'S DAY WEEKEND CELEBRATIONS

This Father's Day Weekend promises a hub of cultural options for that special guy in your life or for you as that special guy. LEGACY 166, a local non-profit arts organization, has announced its summer activities that include a jazz series and a cultural series that will begin during the Juneteenth weekend, yes, the same weekend as Father's Day.



DR. BILLIE JEAN YOUNG Portrays Fannie Lou Hamer



FOR MORE INFORMATION ON...

Fannie Lou Hammer and Dr. Billie Jean Young

GO TO PAGE 07

If you want to celebrate with family with an activity that adults can use as a life and cultural history lesson, This Little Light: The Story of Fannie Lou Hamer will be presented at Bernheim Hall on Saturday, June 20 at 3:00 pm at the Ben May Main Library, 701 Government Street in Downtown Mobile, Alabama. The portrayal will be performed by Dr. Billie Jean Young, an actor, activist, poet and educator. She teaches and is a graduate of Judson College and she travels the world to teach and work with young people.

Fannie Lou Hamer was a voting rights activist, civil rights leader, and philanthropist. She was instrumental in organizing Mississippi's Freedom Summer for the Student Nonviolent Coordinating Committee (SNCC), and later became the vice-chair of the Mississippi Freedom Democratic Party, which she represented at the 1964 Democratic National Convention in Atlantic City, New Jersey. A very compelling story and one that we should share with our children about the sacrifices that were made for many of the rights we enjoy today.

Tickets are \$10, \$5 for students and children 18 and under. For ticket information and group sales, call 251-533-5726 or visit www.legacy166.com. Seating is limited, reservations for groups is encouraged.

If you are looking to do something special with Dad, on Father's Day, June 21 at 6:00 pm, LEGACY 166 will present Violinist Michael Ward, Saxophonist Kyle Turner, and Guitarist Keith "Cashmere" Williams at the Battle House Hotel. This show will mark the initial in the Jazz N' Juice Music Series. The "Juice" represents the proceeds from ticket sales that will benefit programs offered by four area non-profits; Legacy 166 that will fund an after-school arts enrichment program, Mobile BayKeeper that will fund environmental programs, Ozanam Pharmacy that provides free medication to the uninsured patients of Mobile, Baldwin and Escambia Counties, and Penelope House that provides support to the victims of Domestic Violence and their children. Tickets are \$25.

Michael Ward is a native of San Antonio, TX. He began playing music at a very early age, starting with piano playing, and attending band practice with his mother Carol Ward who is a Jazz vocalist. Upon entering Southern University in Baton Rouge, Michael decided to become a jazz guitarist because he saw no financial future with the violin. After one week in college his roommate asked if he had ever heard Noel Pointer or Jean luc Ponte. He had not, so his roommate handed him a tape, told him to check it out, and exited the room. After listening to the tapes, he knew immediately this was what he wanted to do.

Kyle Turner is a creative and innovative artist that has warmed the hearts of many with the sultry musical notes birthed from his instrument, the saxophone. A native of Houston Texas, Kyle began his musical journey at a young age. With mentors like Arnette Cobb, Conrad Johnson and Kirk Whalum, Kyle's music took on a more serious note and he quickly established himself as one of the most exciting young talents to grace the city. Kyle's musical career has provided him the opportunity to share the stage with such artist as: Luther Vandross, Johnny Taylor, Bobby Lyle, Joe Sample, Kirk Whalum, Regina Belle, Al Jarreau, Ronnie Laws, Hubert Laws Debarge, Michael Ward, Althea Rene, Tom Browne, and Michael Henderson just to name a few.

Cashmere Williams has become one of the most prominent musicians in the Southeast. He started playing the guitar in church at the young age of seven years old where he honed his skills and learned how to interact with different musicians. In 1995, he was accepted into Berkley College of Music on a partial scholarship where he majored in composition and arranging while studying with world-class musicians. In 2000, he recorded "Set the mood" which received rave reviews with a placement on the "smooth jazz" charts. In 2003, he was asked to back Ruben Studdard and began touring nationally appearing on shows like: David Letterman, Ellen Degeneres, Jay Leno, The View, and many more.

Tickets are \$25. For ticket information call 251-533-5726 or visit www.legacy166.com. &

JAZZ N' JUICE MUSIC SERIES







LOCAL FLAVA

ARTS

LEGACY 166

In honor of Juneteenth-This Little Light; The Story of Fannie Lou Hamer. Dr. Billie Jean Young of Judson College portrays Civil Rights Activist Fannie Lou Hamer on Saturday, June 20, 3:00 p.m. at Bernheim Hall, Ben May Main Library, 701 Government Street. Tickets \$10 for adults, \$5 for college students and children 18 years and younger. www. legacy166.com or call 251-533-5726 for more information.

LEGACY 166

In honor of Juneteenth-The Jazz N' Juice Music Series: An Evening with Michael Ward, Kyle Turner and Keith "Cashmere" Williams. Liza Zanghy and The L.A. Players will open the show. June 21, 6:00 p.m. at the Battle House Hotel, 26 N. Royal Street. Tickets \$25. www.legacy166.com or call 251-533-5726 for more information.

COMMEDIA DEL ARTE

Sherlock Holmes and the Gypsy Curse on Saturday, June 27, 7:30 p.m. at Episcopal Church of the Redeemer. Tickets \$8 in advance, \$10 at the door. A portion of the proceeds benefits ARF www.commediadelarte.org or call 251-510-0654 for more information.

MOBILE LIBRARY NEWS

CHESS CLUB

—MONDAYS, JUNE 8, 15, 22 & 29, 4 - 5 P.M., Ages 9 - 17 Years, West Regional Branch, 5555 Grelot Road. Come enjoy the fun! Learn to play chess or improve your skills. For more information, call the Children's Department at 340-8571.

—TUESDAYS, JUNE 9, 16, 23 & 30, 4 p.m., Ages 6 and Above, Ben May Main Library, 701 Government Street. Beginners and experienced players are welcome. Registration is not required, but encouraged. For more information, call the Ben May Main Library Children's Department at 208-7086.

—WEDNESDAYS, JUNE 10, 17, & 24, 3:30 p.m., Ages 8 and Above, Toulminville Branch, 601 Stanton Rd. Mr. Ronald Reece will instruct children on how to play the game of chess. For more information, call 438-7075.

SUPER HERO ADVENTURE MOVIES

Mondays, June 8, 22 & 29, 10 a.m., Parkway Branch, 1924-B Dauphin Island Parkway. Calling all children, ages 5 and Up! For a complete list of film titles or more information, please call 470-7766.

WHO'S YOUR HERO? MATINEES

Mondays, June 8, 15, 22 & 29, 1:30 p.m., Bernheim Hall at the Ben May Main Library, 701 Government Street. Registration is required for groups. For a complete listing of film titles or to register, please call 208-7074.

BOOK & MOVIE CLUB

Tuesdays, June 9, 16, 23 & 30, 10:30 a.m., Saraland Public Library, 111 Saraland Loop. See the Movie: Check Out the Book. For a complete list of film titles and more information, please call 675-2879.

MOVIE TIME FOR HEROES — Big Hero 6

TUESDAY, JUNE 9, 3 P.M., WEST REGIONAL BRANCH, 5555 GRELOT ROAD The film runs 93 minutes; Rated PG. For more information please call 340-8571.

COZY BOOK CLUB

Tuesday, June 9, 6 p.m., Moorer/Spring Hill Branch, 4 South McGregor Ave. Calling all mystery lovers! This month's topic of discussion is Fatal Enquiry by Will Thomas. For more information, please call Kay at 470-7770.



A PAGE IN TIME

Tuesday, June 9, 6:30 p.m., West Regional Branch, 5555 Grelot Rd. If you love Historical Fiction this book club is for you. This month's topic of discussion is The Queen's Man by Sharon Kay Penman. For more information, please call Michele at 340-8561.

MOVIE OF THE WEEK

Wednesdays, June 10, 17 & 24, 10 a.m., Toulminville Branch, 601 Stanton Rd. For All Ages. For a complete list of film titles and more information, please call 438-7075.

LOOKING FOR GRANTS

Wednesday, June 10, 2 - 4 p.m. West Regional Branch, 5555 Grelot Road. Michael Reimer, Grant Collection Supervisor, will show the class how to search internet sites that list grants. Registration is required due to the limited number of computer work-stations. For additional information or to register, please call the Reference Department at 340-8561 or e-mail westref@mplonline.org.

SUPER HEROES SUMMER FLIX

Wednesdays, June 10, 17 & 24, 2 p.m., Semmes Branch, 9150 Moffett Road. All ages welcome. For a complete list of film titles and more information, call 645-6840.

SUMMER MOVIES WITH MR. BUTCH

Thursdays, June 11, 18 & 25, 1:30 p.m., Moorer/Spring Hill Branch, 4 S. McGregor Ave. For a complete listing of film titles, please call 470-7770 or email ftigner@ mplonline.org.

EBONY MOMENTS BOOK CLUB

Thursday, June 11, 6 p.m., West Regional Branch, 5555 Grelot Rd. Ebony Moments is a book discussion designed to increase the awareness of African-American authors, both past and present, and to promote the love of reading for all. This month's topic of discussion is Crazy, Sexy, Revenge by J. D. Mason. For more information, contact Betty Kidd at 470-7766.

EXTRAVAGANT READERS BOOK CLUB

Saturday, June 13, 3 p.m., Toulminville Branch, 601 Stanton Rd. Topics of discussion are Hope to Die by James Patterson and Color of Justice by Gary Hardwick. For more information, please call 438-7075.

POETRY ENTHUSIASTS

Monday, June 15, 6 - 7:45 p.m., Toulminville Branch, 601 Stanton Rd. Join members of Spoken Word of Mobile for an evening of poetry readings at the Toulminville Branch. Students and adults are encouraged to share readings of their own works or works from their favorite poets. For more information, call 438-7075.

(continued on Page 15, See FLAVA)

LEGACY 166 is presenting THIS LITTLE LIGHT: THE STORY OF FANNIE LOW HAMER

The portrayal will be performed by Dr. Billie Jean Young

SATURDAY, JUNE 20 @3:00 PM

Bernheim Hall at the Ben May Main Library 701 Government Street in Downtown Mobile, Alabama.

TICKETS: \$10 Adults • \$5 for Students and Children 18 and under

Ticket Information/group sales, call 251-533-5726 or visit www.legacy166.com • Seating is limited, reservations for groups is encouraged.

Who Was FANNIE LOU HAMER

Fannie Lou Hamer was a civil rights activist who helped African Americans register to vote and who co-founded the Mississippi Freedom Democratic Party.

She was born in 1917 in Montgomery County, Mississippi. She was the youngest of 20 children. Her parents were sharecroppers in the Mississippi Delta area. She began working the fields when she was only 6 years old. Around the age of 12, she dropped out of school in order to work full-time and help out her family. In the summer of 1962, Hamer made a life-changing decision to attend a protest meeting. She met civil rights activists there who were there to encourage African Americans to register to vote. Hamer was one of a small group of African Americans in her area who decided to register themselves. On August 31, 1962, she traveled with 17 others to the county courthouse in Indianola to accomplish this goal.

Such bravery came at a high price for Hamer. She was fired from her job and driven from the plantation she had called home for nearly two decades—just for registering to vote. But these actions only solidified Hamer's resolve to help other African Americans get the right to vote. According to The New York Times, she said "They kicked me off the plantation, they set me free. It's the best thing that could happen. Now I can work for my people."

During the course of her activist career, Hamer was threatened, arrested, beaten, and shot at. She was severely injured in 1963 in a Winona, Mississippi jail. She and two other activists were taken in by police after attending a training workshop. Hamer was beaten so badly that he suffered permanent kidney damage.

In 1976, Hamer was diagnosed with breast cancer. She continued to fight for civil rights, despite her illness. Hamer died on March 14, 1977, in a hospital in Mound Bayou, Mississippi. •

Biography of Dr. BILLE JEAN YOUNG

BILLIE JEAN YOUNG is Associate Professor and Artist-In-Residence on the Fine and Performing Arts faculty of Judson College in Marion, Alabama. The talented Choctaw County native who is poet, author, actor, activist, and educator, has spent a lifetime merging her various talents into a unique and multi-faceted career focused on the Civil Rights Movement, rural women and Alabama Blackbelt life. She was educated in the public schools of Choctaw County. She was graduated with honors and distinction (The Evolution of the Black Hero in American Drama) from Judson College in English/Theatre (B.A. 1974) and she holds a Juris Doctorate from Samford University's Cumberland School of Law. (JD 1979)

Young is a prolific writer. Her book of poems, Fear Not the Fall,(2004) includes her one-woman play, Fannie Lou Hamer:
This Little Light... which Young has performed for twenty eight years throughout the U.S., and abroad on four continents. Her book entitled, Now How You Do? A Memoir (2010) is a book of letters written by an Alabama Blackbelt woman, Susie M. Young, to her daughters. Her latest book, Family Secrets, a woman's confrontation with sexual abuse, was also published in 2010. Besides her best known play, Fannie Lou Hamer: This Little Light, Young has written and directed several other plays with Civil Rights Movement heroes, among them: JimmyLee (2009) which commemorates the contributions of Jimmie Lee Jackson of Perry County, and Oh, Mary, Don't You Weep: the Margaret Ann Knott Legacy, (2007) which memorializes the martydom of Margaret Ann Knott of Choctaw County.

A recipient of the prestigious MacArthur Fellows Award, Young also received the Congressional Black Caucus' On the Road to Freedom Award (2004), the Mississippi Governor's Award for Artistic Achievement (1994). In 2002, she received the Outstanding Alumna Award from Judson College and she was inducted into the Alabama Rural Women's Hall of Fame in 2009. In 2010, she was named an honoree in the Inaugural AT & T and Alabama State Department of Education sponsored Alabama African American History Calendar. The ASDE has recommended her book, Fear Not the Fall, and her life story for study in grades 4-12 Social Studies classes in the public schools. In April 2011, North Central Alabama Girl Scouts honored her with the Woman of Distinction Award.

Young served with distinction in the Department of Speech and Dramatic Art at Jackson State University before returning to her native Alabama which she loves. She has toiled equally as an activist and servant leader and began her early career for the Southwest Alabama Farmers Cooperative Association helping small farmers receive a fair price for their crops. She went on to become a founder of two women's organization, the Southern Rural Women's Network and the Southwest Alabama Association of Rural and Minority Women. Later, she became founding chairwoman of the Rural Development Leadership Network which educates and credentials rural people who want to earn a master's degree in development.

In her life and work, Young - poet, author, actor, activist, and educator - seeks to heed her own admonition: "We cannot entrust our stories to anyone else's telling. We must tell them ourselves, we must be the preservers of our own truths."

TRANSITIONING BASICS

Tanene Jackson—Owner of Locs of Soul (www.locsofsoul.com), a natural hair salon and barber shop in Mobile, Al. She is also the organizer to the Mobile Natural Hair and Wellness Expo. You can be reach Tanene via Facebook... Locs of Soul and/or email... curiosity4_u@yahoo.com.

"What is TRICHOLOGY?"

For the past year I have been mentioning trichology in my articles. I wanted you to be somewhat informed as to what a Trichologist is and does.

So for those who missed it....

"What is TRICHOLOGY?" You ask. Trichology is the branch of dermatology that deals with the scientific study of the health of hair and scalp.

Trichologists are hair and scalp specialists who diagnose the causes of hair fall, breakage, hair thinning, miniaturization of hairs; diseases of the scalp and treat according to cause.

I am proud to announce that yours truly, Tanene Jackson is now a Certified Trichologist. My goal as a Trichologist is to assist clients, physicians, health care providers, and holistic practitioners in the treatment of hair and scalp disorders. Yes, I will still be taking appointments for locs, barbering, and natural hair. However, there will be days that I will only be holding Trichology clinics.

Locs of Soul is branching out in a medical perspective. This gives you, the client more understanding of what is or has been afflicting you and your hair!

I will be holding mini clinics and workshops in the near future, dermatologic referrals as needed, wellness challenges, and much more Please note: NO MEDICAL INFORMATION WILL BE SHARED WITH OTHER ENTITIES, BEYOND THE CONSULTATION WITHOUT WRITTEN CONSENT.

Although I have certified through the accredited National Trichology Training Institute, my studies are far from over. As I better myself, I better server you. I am looking forward to bringing something new to Mobile and sharing my knowledge.

If you'd like to email me with a Q&A to be a part of my subject matter(s), please contact me at locsofsoul@gmail.com. All names will be omitted for privacy purposes. ❖

JJP to Hold Open Auditions for AVENUE Q

The Joe Jefferson Playhouse invites any actors aged 18 and up to audition for AVENUE Q, a Tony award-winning, laugh-out-loud comedy. The show kicks off the theatre's "Season of Comedies" for the 2015-2016 season and runs for 3 weekends, August 7th through August 23rd.

Auditions are Monday, June 8 and Tuesday, June 9 at 6 p.m. at the Joe Jefferson Playhouse, 11 South Carlen Street near Murphy High School. If callbacks are needed, they will be on Wednesday, June 10.

Those auditioning should bring up to 32 measures of vocal music from this or any musical theatre show desired. The chosen sheet music must be clearly marked for the provided accompanist.

Traditional musical theatre music is preferred. Puppets and music stands will be provided if needed. Selections of the script will be provided for the cold reading audition section. No dance is required.

Note: This show contains adult humor, language, and situations. Please make sure that you are comfortable with the content before auditioning, as the authors' original work must remain intact.

If cast, rehearsals will start June 15th at 6:30 p.m. Rehearsals are typically Monday through Thursday evenings, with some Saturdays, 2 p.m. until 5 p.m. Please bring any scheduled conflicts to auditions.

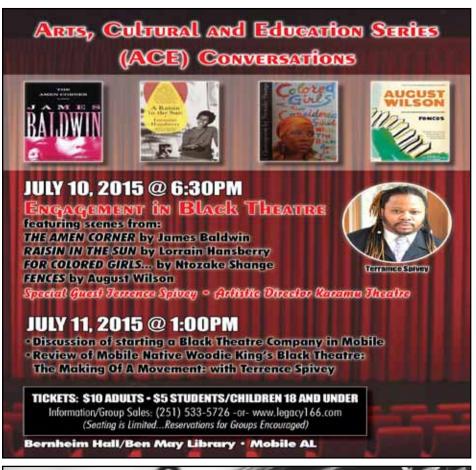
For more information, search "Avenue Q Auditions" on Facebook and join the event for all details. \clubsuit



Tanene Jackson LOCS OF SOUL









Babypalooza Tour Visits Mobile

JULY 11, 2015 • MOBILE CONVENTION CENTER BALLROOM • 9:30AM-2:30 PM

Parents don't miss the BlueCross BlueShield of Alabama Babypalooza Tour when it comes to Mobile.

Babypalooza is a FREE baby and maternity experience for new, expectant and hopeful parents. It's a day full of fun and information with exhibitors highlighting everything from health and fitness to nursery design, infant and maternity fashion, mommy and me classes and more.

Babypalooza will also feature a citywide baby shower where participants can learn more about pregnancy and health, play games, and win prizes.

Babypalooza is free to attend, but registration is requested. Attendees can pre-register at www.BabyPaloozaTour.com or at the door.

...a few of the activity areas:

Springhill Medical Center will have several departments exhibiting including Labor and Delivery, Lactation Services, and Women's Health. Maternity services experts will be there discussing safe practices for taking care of baby and other departments will have informative Q&A sessions throughout the day.

Babies-R-Us will have nursery design ideas, plus all of the must have baby registry items for parents to see, feel and touch.

4D Mommies Ultrasound Studio will have its mobile 3D/4D ultrasound machine on-site allowing parents to have mini-sessions for sneak peaks and gender reveals. •

*BabyPalgoza Tour



Email Us. Put the Words "ADD ME" In the Subject Line and We Will Add You to Our Mailing List...

STEPPINOUTNEWS@AOL.COM

LEGACY 166 PRESENTS...

Arts, Cultural and Education Series (ACE) Conversations

The Legacy 166 ACE Conversations are being presented to gauge the community's interest, both as audience members and as participants, in Cultural History presentations featuring the works of African American writers, playwrights, poets and authors. These events and conversations are designed to educate, expose, empower and entertain the community to the opportunities that the Humanities, Arts, and Culture provide to educate and to begin and sustain vibrant, creative and innovative communities.

This Little Light:
The Story of Fannie Lou Hamer
Featuring DR. BILLIE JEAN YOUNG
JUNE 20, 2015

Dr. Billie Jean Young portrays Fannie Lou Hamer, the youngest of 20 children who began working the fields when she was only 6 years old and dropped out of school at the age of 12. A civil rights activist who helped African Americans register to vote and who co-founded the Mississippi Freedom Democratic Party; Hamer was fired from her job and driven from her home just for registering to vote. During the course of her activist career, she was threatened, arrested, beaten, and shot at. She brought the civil rights struggle in Mississippi to the attention of the entire nation during a televised session at the Democratic National Convention in 1964. This is a powerful must-see story.

ENGAGEMENT IN BLACK THEATRE Featuring TERRENCE SPIVEY Artistic Director, Karamu Theatre JULY 09 – 11, 2015

James Baldwin's The Amen Corner; August Wilson's Fences; Lorraine Hansberry's A Raisin In The Sun; and Ntozake Shange's For Colored Girls who have Considered Suicide when the Rainbow is Enuf excepts of performance readings from classic African American plays will be showcased in one dynamic weekend with a focus on the relevancy of the Black Arts Movement to contemporary African American theatre as it reflects today's society. This engagement will focus on the Theatre Arts and is the pre-cursor to the development of an African American Community Theatre in Mobile. Terrence Spivey is the Artistic Director at the Karamu Theatre in Cleveland, Ohio, the nation's oldest Black Theatre. He will lead a discussion on Mobile native Woodie King's "Black Theatre: The Making of A Movement." King is the founder of the New Federal Theatre in New York City. This documentary explores the growth and development of Black Theatre from its earliest roots, while also examining its close ties with the civil rights movement.

the set of August Wilson's "Joe Turner's Come and Gone")

How Arts, Culture, and the Humanities Transforms Communities Featuring NIKKI GIOVANNI JULY 30 - AUGUST 01, 2015

This engagement will focus on the Literary Arts and is the pre-cursor to a speaker's series featuring African American poets and authors. Nikki Giovanni headlines a week of activities that will educate, expose, and empower the community while establishing a link between the Literary Arts and our Cultural History.

1800s and early 1900s. The LEGACY 166 JAZZ N' JUICE MUSIC SERIES primarily focuses on Smooth Jazz and Neo-Soul presented by national, regional and local musicians. DUICE is the proceeds generated through this program that will benefit four local non-profit LEGACY 166, Mobile Baykeeper, Ozanam Charitable Pharmacy and Penelope House. KYLE TURNER and MICHAEL WARD featuring Keith "Cashmere" Williams ecial Guest Lisa Zanghi & The L.A. Players JUNE 21, 2015 • 6:00 PM Battle House Hotel ALTHEA RENE ial Guest Ilha Band JULY 18, 2015 - 7:30 PM **Battle House Hotel** DAVID JONES st Ike Johnson SEPTEMBER 12, 2015 • 7:30 PM **Battle House Hotel** RENAISSANCE[®]

INSIDE EDUCATION

WITH MOBILE COUNTY PUBLIC SCHOOLS



WRITTEN BY...

MARCIE MCNEAL

Assistant Communications Supervisor
Office of Communications
MOBILE COUNTY PUBLIC SCHOOLS



Students at Williamson are financially investing in their learning. By teaming with PNC Bank, the students have opened the first school-based bank in the state of Alabama. PNC Bank signed on as a partner for Williamson's Signature Academy of Maritime, Engineering and Entrepreneurship and decided to form innovative programs to enhance student learning.

PNC Bank recently opened a branch inside the school, known as The Williamson Lions Bank. The Lions Bank encourages high school students to take an interest in saving and banking. PNC branches and its Community Development Banking staff collaborate with local schools to provide financial education and empowerment in the community.

The Williamson students may open a savings account with no minimum balance requirement and no service charges until the student turns 18 years of age. The account may be opened with a deposit of \$5. The at-school program allows students to make deposits into a real savings account, giving students practical experience that they can use for the rest of their lives.

On regularly scheduled "school bank days," small cash and check deposits are taken at the school, by students who are trained as tellers. Other students act as marketers promoting the program to fellow students and encouraging program participation. Operations are supervised by school staff.

PNC Assistant Vice President and Community Development Officer Danisha Maye and Williamson administrators thought the best way to teach commerce and reach students was through a hands-on project.

"One of the best ways to complement the financial classes we're teaching was the idea to open up a bank, accessible to students and exclusively for them," Maye said.

The students started learning about financial literacy in the fall, which Signature Academy officials considered phase one. Phase two is the hands-on learning where the students begin to understand how to manage money and will now be able to open an account at the on-campus bank. Phase three will include lessons on how to avoid the pitfalls of money management, how to maintain a high credit score, how to pay credit cards on time and how to invest funds.





Administrators are confident this will enhance students' soft skills and application learning such as improved math and money management skills. PNC Bank provides the students with scenarios that are similar to real-life by holding financial education workshops. The PNC representatives teach budgeting skills and go over basic responsibilities such as "needs" versus "wants." Another area they touch on is identity theft, what students need to know to protect themselves, and staying alert to signs that their identities are being tampered with.

In the first two days of operation, 32 students signed up for an account at Lions Bank. Parents must approve of the accounts by signing permission slips.

Diyonne Summers, a 10th grader in the program, feels she has already learned more about saving money, now that she has her own bank account.

"It's harder to go and spend your money loosely, especially when it is in a savings (account)," Summers said, adding that she recommends this program to other students. "It's a good opportunity to learn how to be responsible and manage our money in a better way." •

Wanee Festival April 16-18 • Spirit of the Suwannee Music Park Live Oak, Fl. Witten by: Rosemary A. W. Roberts

Although the Allman Brothers Band played their final concert October 28, 2014, the festival they created carries on and continues to flourish. The 11th annual Wanee Festival took place April 16-18th, and with many of the former bandmates bringing their solo projects and other bands to Live Oak, FL this year, Wanee retained some of that Allman Brothers vibe.

The festival kicked off Thursday April 16th with acts lined up on the natural amphitheater stage, known at Wanee as the Mushroom Stage, including Juke, Jacob Jeffries Band, Bobby Lee Rodgers Trio, Royal Southern Brotherhood, and Raw Oyster Cult. We arrived in time to see Hot Tuna Electric, who are still ready and willing to rock after so many musical years. True veterans of the music scene, they had the crowd dancing among the moss-draped trees. Closing out the evening was an interestingly eclectic band called Pink Talking Fish who weave a three-threaded web covering Pink Floyd, The Talking Heads, and Phish. Quite a ride ensued as they opened with Pink Floyd's "In The Flesh", followed by Phish's "Punch You In The Eye" and Talking Heads' "Life During Wartime". Each song was played with great attention to detail, whether the precision of Floyd's "Time", the improv potential realized in Phish's "Story of the Ghost", or the crowd impact of Talking Heads' "Psycho Killer". A trifecta fan is certain to find pleasant surprises with Pink Talking Fish; to hear the silent note-hold in Phish's "Divided Sky" become Pink Floyd's "One of These Days", and the spaced out vocals melting into Phish's "Lengthwise" is a wild experience!

By Friday Wanee was in full swing, with Twiddle opening on the Mushroom Stage and Bobby Lee Rodgers Trio christening the main Peach Stage, followed by Rich Robinson of the Black Crowes bringing tunes like "Wiser Time" to the party. Allman Brothers' rhythm man gave us Jaimoe's Jasssz Band, who played a great groovin' set laced with ABB flavors like "Mountain Jam". One of the most eagerly anticipated acts was The Word, and their jubilant performance caused the crowd to dance with

PAGE 12

joy. With John Medeski's talents on organ, and Robert Randolph's soulful pedal steel, you know you're in for a treat. The band enlisted the additional pedal steel skills of Roosevelt Collier, as Robert Randolph was having surgery and wasn't expected to play; but merely 3 days post-op, Robert insisted on playing, even with his right hand in a



giant cast! And fans of North Mississippi Allstars were thrilled to see beloved bassist Chris Chew onstage with drummer Cody Dickinson and guitarist Luther Dickinson. The whole band sounded fantastic and looked like they were having a blast! Next up was the legendary Earth, Wind and Fire, and this band continues to delight audiences with their dance party vibe and electrifying performances. If you've never seen them live, put them on your list of bands to see.

Meanwhile on the Mushroom Stage, Tea Leaf Green delighted the mellow crowd, before the crazed complexity of Frank Zappa's compositions filled the air. With Dweezil Zappa and his superb guitar skills at the helm, Zappa Plays Zappa is a gifted group of musicians who breathed life into Frank's vast repertoire with songs like "Andy" and "Son of Suzy Creamcheese" kicking off their set. Highly practiced and polished, ZPZ doesn't miss a note whether prancing around with "Po-Jama People", or riding into the dawn of "Montana". Later that night, Leftover Salmon featuring (continued on Page 20, See WANEE)

REVIEWS - REVIEWS

JAMS PLUS MEDIA

Slash featuring Myles Kennedy and the Conspirators

APRIL 29 · SOUL KITCHEN MUSIC HALL (MOBILE)

Written by Clayton Roberts



As I strolled up to the Soul Kitchen Music Hall to see the legendary Slash perform with his new band Myles Kennedy and the Conspirators, I see a car with the license plate "AXL ROSE" and a huge "Appetite for Destruction" Guns N' Roses logo, and I know this is no ordinary show. The place was packed and there was extra security around. I thought to myself this might be quite interesting. I knew that the band mates, Myles Kennedy, Bobby Schneck, Todd Kerns, and Brent Fitz, would make for a great time of old GN'R tunes as well as Velvet Revolver, as Myles was lead vocals with Slash for that arrangement. I felt sure that they would play some of the new tunes off the album World On Fire.

The stage was set up with so many amps it took up the entire platform; now I know that I am about to watch a serious rock show. As Slash comes out 4 double stacked custom Marshall amps fire up that made everyone say "Damn! "When "Night Train" came on as the second song, this crowd at the Soul Kitchen was revved up and ready to go. The energy feedback going back and forth is what every good rock show needs to flow through the evening. Other GN'R classics as "You Could Be Mine", "Welcome To The Jungle", and "Rocket Queen" (which featured a 10+ minute Slash solo) were top notch. Myles and Todd took turns hitting the Oh-so-familiar Axl Rose notes incredibly well. New Songs "Avalon", "Wicked Stone", "Bent To Fly", "The Unholy", & "World on Fire" were great to hear and see how Slash interacts with the new band. As he and the others moved back and forth the entire width of the stage, everyone got a good view of the legend and band mates.

As the show progressed and that moment came when Slash took center stage and hit the opening licks of "Sweet Child O' Mine", the Soul Kitchen erupted with a roof rattling roar. Surely a crowd pleaser, this version did not disappoint as fans rocked right along with the band. They ended the set with "Slither", a Velvet Revolver tune, and the crowd chanted for more. As the encore came around, I am sure everyone was wanting this or that, but when the opening notes to "Paradise City" chimed through the Soul Kitchen once again the crowd was appeased and thus concluded another SUCCESSFUL night for Mobile, AL and the Soul Kitchen. We at Jams Plus Media want to thank the Soul Kitchen and all music Venues that continue to bring great music for all of us to enjoy!! *

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LEGALLY SPEAKING



KARLOS FINLEY
Attorney At Law
BOTELER, FINLEY & WOLFE

SUMMER SAFE DRIVING TIPS FROM BOTELER FINLEY & WOLFE

So What Makes Summer Driving So Dangerous? On the surface, driving through a summer heat wave seems quite serene compared to cold and slippery winter roads. But according to the Insurance Institute for Highway Safety, July actually has the highest number of fatal car accidents on average of any other month. What's more, August and June rank second and third.

Here are a handful of reasons why summer often trumps winter in the danger department and we hope you keep these in mind as you enjoy the hot summer months.

More Teens on the Road—When school's out, more teen drivers hit the roads. Sadly, more teen drivers on the road can mean more danger for the rest of us. The unavoidable lack of experience (we've all been there) can lead to questionable judgment that can increase the risk of an accident. And data shows that teens are more likely to be involved in accidents than other age groups.

Drivers on Vacation Add To Road Congestion—We all have our favorite summer destinations, and suffering through traffic jams is the price we gladly pay for getting there. Congested roads make for harder driving conditions and the potential for road rage, so plan ahead. (And watch out for those impatient drivers who might cut you off.) Vacation drivers are unfamiliar with the roads, which can lead to erratic or unpredictable driving (especially when there's something cool to look at). And because they're unfamiliar, they may drive too slowly.

Tire Blowouts—Summer can do a number on your tires. As AAA explains, hot weather causes the air inside your tires to expand, which can lead to a blowout in well-worn wheels. Check your tires on a regular basis during the summer months, especially during heat waves.

Construction—Summertime is a popular time for road construction. The Centers for Disease Control and Prevention reports that fatalities in construction and maintenance work zones averaged 669 from 2007 through 2014. Always be a little extra cautious when you drive around construction zones.

More Bicycles and Motorcycles on the Road—Many cyclists and bikers take advantage of the warm weather to enjoy the open road, which makes sharing the road a priority. Driving alongside cyclists can make traffic maneuvers, from turning right to parallel parking, more dangerous.

Karlos Finley is a partner in the law firm of Boteler, Finley & Wolfe. The firm has been helping insurance claimants present and prosecute insurance claims since 1987 and has recovered millions of dollars for thousands of injury victims. You can contact him at 251-433-7766 or karlos@bfw-lawyers.com. Alabama Rules of Professional Conduct require the following disclaimer: No representation is made that the quality of legal service to be provided is greater than the legal services of other lawyers.

TAKING MOBILE TO THE NEXT LEVEL



MEMPHIS VAUGHAN JR.

A native Mobilian and editor of literary website, TimBookTu.com

Feedback can be sent to: mempv57@gmail.com

We Are "They"

When discussions arise regarding the direction or things needed in Mobile to make it a better city, my family, friends and colleagues often make statements such as "they ought to do" or "why don't they" or some variation of that wording. The key word is "they." The "they" that they are referring to in their comments are the powers that be in the city – the elected officials, the business leaders, the old money, the new money and others that hold the power in the city. The movers and shakers.

What many may not realize is that regular citizens can wield a lot of power in city matters if we use that power effectively and consistently. Each election cycle, we vote candidates into office. But, once that is accomplished, many return to their routine lives and never interact with these officials again. Many citizens don't attend city council meetings, school board meetings, county commission meetings, public hearings, zoning meetings or any other public meeting that involve decisions that are critical to the community.

We rely solely on the television news, the newspaper or the radio to provide the bulk of the information about city happenings. By doing so, we let a few powerful entities shape what they want us to see and hear. While these entities have their role, we should go beyond these skewed means of receiving our information. We need to attend the meetings and public sessions to get the information firsthand.

In addition to getting the information in person, we have the opportunity to let our voices be heard at these meetings. I know many may feel powerless and believe that the decisions have already been made. But that still shouldn't stop us from making the effort to get involved and letting elected officials know what the citizens desire. City leaders need to hear from diverse voices instead of just the vocal minority that oftentimes block progress and beneficial things for the city. We seem to get motivated and speak out only when there is a controversial issue. In many cases, if there was more citizen involvement early in the decision-making process, some controversies would never reach the critical breaking point.

So, what can you do to get involved? Contact your local elected officials to share your thoughts, concerns and ideas. You can call them, email them or contact them via Facebook and Twitter right from your smart phone and computer. You can also do it the old fashion way by taking time to attend the meetings. It will take more involvement by the citizens of Mobile to really make it a great city and allow us to become the "they" in those conversations.

To get you started, here are email addresses of key city leaders:

- Mayor Sandy Stimpson: mayorstimpson@cityofmobile.org
- Council President, Gina Gregory, District 7: council7@cityofmobile.org
- \bullet Frederick Richardson, District 1: council
1@cityofmobile.org
- \bullet Levon Manzie, District 2: council
2@cityofmobile.org
- C.J. Smalls, District 3: council3@cityofmobile.org
- \bullet John Williams, District 4: council 4@cityofmobile.org
- Joel Daves, District 5: council5@cityofmobile.org
- Bess Rich, District 6: council6@cityofmobile.org

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FLAVA (continued from Page 06)

THE READER'S CHOICE BOOK CLUB

Tuesday, June 16, 1 p.m., West Regional Branch, 5555 Grelot Rd. Join us every third Tuesday for some lively book discussions and tips on what's hot and what's not in the world of books. This month's topic of discussion is The Storied Life of A. J. Fikry by Gabrielle Zevin. For more information, please call 208-7097.

AMERICAN GIRL BOOK CLUB

Tuesdays, June 16, 23 & 30, 3 - 4 p.m., Ages 7-12 Years, West Regional Branch, 5555 Grelot Road. Explore America through the eyes of a different American Girl from the popular book series. In addition to the book discussions, there will be activities, crafts, and snacks. Lots to learn and opportunities to make new friends! Registration is required. For more information or to register, call the Children's Department at 340-8571.

BINGO FOR BOOKS

Tuesday, June 16, 4 p.m., Ages 6 and Up, Parkway Branch, 1924-B Dauphin Island Parkway. Fun for all! Winners get to choose prizes from our table of gently used books. Light refreshments will be provided. For more information, please call 470-7766.

MATINEE @ THE MAIN

Thursday, June 18, 1 p.m., Bernheim Hall at the Ben May Main Library, 701 Government Street. Still Alice-A linguistics professor and her family find their bonds tested when she is diagnosed with Alzheimer's disease. The film runs 101 minutes and is rated PG-13. For more information, call 208-7097.

BAYSIDE BOOK CLUB

Thursday, June 18, 6 p.m., Parkway Branch, 1924-B Dauphin Island Parkway. This month's topic of discussion is What Alice Forgot by Liane Moriarty. For more information, please call Betty Fowler at 476-2600 or 208-7097.

SATURDAY MATINEE

Saturday June 20, 2 p.m., Saraland Public Library, 111 Saraland Loop. Strange Magic-A mysterious potion prompts a group of elves, goblins, imps, and fairies on an incredible adventure. The film runs 99 minutes and is rated PG. For more information, please call 675-2879.

CLASSICS REVISITED BOOK CLUB

Monday, June 29, 6:30 p.m., Ben May Main Library, 701 Government Street. Join us the last Monday of the month for some lively book discussions on some of our favorite classics. This month's topic of discussion is Madame Bovary by Gustave Flaubert. For more information, please call 208-7902.

For information on these and other events, visit the web site at www.mplonline.org.

PRICHARD LIBRARY NEWS

(FRIDAY AFTERNOON VIDEO • 12:00-1:00 P.M. • Ages 3-13 years old...

June 05, 12:00-1:00 P.M.—"Pecos Bill: Pecos Bill, gives Texas its unique style as the king of cowboys, in this high-flying story of one of the most colorful figures in American folklore.

June 12, 12:00-1:00 P.M.—"Switching Goals." Sisters Emma and Sam Stanton, the girls trade secrets and clothes.

June 19, 12:00-1:00 P.M.—"Stone Fox". A boy who refused to be beaten. A dog that refused to quit a race that they couldn't afford to lose. Join us to see what will happen.

June 26, 12:00-1:00 P.M.—"Shiloh; An inspirational story of a boy's love for a dog, a touching film that will inspire children to fight for what's right.



THINKING OUTSIDE OF THE BOX



Arthur L. Mack

FREELANCE WRITER Mobile, Alabama

Contact Info: steppinoutnews@aol.com

Retirement from a Job Doesn't Mean Retirement from Life

Ever had one of those months where everything seemed to be in a blur? Well, I've had one of those months.

From funerals to church to writing assignments to household chores, and even with trying to get the word out about my novel Dignity Before Dollars, I've been wide open, folks. In fact, I'm busier now than I was before I retired from the state of Alabama in 2009.

Which brings me to a question I've been wanting to ask for years: Why is it for some people, they wind up doing more things now than when they were working full-time?

Some will say that it's because it is not a good thing to sit around and do nothing. Well, I can certainly agree with that. The first few months after my retirement, all I did was lay around the house and do little or nothing. That was really not the best thing to do, but hey, after dealing with a lot of drama for a quarter-century, I was entitled to have the sofa as my best friend for a while.

Eventually, I got tired of laying on the sofa or taking a nap in the bed because not only was it not healthy, it was getting boring, too. I can't begin to count the number of times wishing I was doing something, but couldn't because the lure of the couch was just too great. It took a lot of will power to get back in the groove and do something productive.

Sure, it took a while. In fact, it took a long while. There were times that I felt depressed because nothing was happening that would make me feel that I was useful. Even now, there are times when I feel that I'm not accomplishing a lot. Then again, because I set some high standards for myself, it's not surprising that I feel that way. I have to be doing something once in a while in order to feel useful. I'm sure that at one time or another, you feel the same way, too. You don't want to get stuck in a rut doing the same old thing, but at the same time, you don't want to sit around gathering dust.

So, let's get back to the question: Why do some people wind up doing more things now than when they were working full-time? Perhaps it's because of financial reasons. Some people don't have an opportunity to save a lot when they retire, so they have to work part-time to keep money coming in for a while.

Then, it could be because they finally have the time to get involved in things they want to do. I'm one of the people who fit into that category. And then again, it's probably because they enjoy the camaraderie.

Whatever the reason, there are a lot of good things ahead. Retirement is not a death sentence. While there are those who say that you have more years behind of you than ahead of you, it's up to you to make the most of those years you have left. *

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A Look Into Our Southern Past

The University of South Alabama Marx Library is pleased to announce the opening of a new art exhibition. "A Look Into Our Southern Past," an exhibit by local artists Carmel Alvis and Ainsley McNeely, will be on display from May 11 – June 30, 2015 in the Mary Elizabeth and Charles Bernard Rodning Gallery of Art on the third floor of the Library.

Award-winning artists McNeely and Alvis have created an exhibit which depicts scenes from our Southern past. The artists share a fascination with history and their chase of historical recreations involved time in the field photographing and studying subjects well before putting brush to palette. Their exhibit features paintings of the Native Americans, laborers, warriors, pioneers, and hunters whose lives created the South we know today.

Carmel Alvis has been an artist all of her life. She is a member of the Watercolor & Graphic Arts Society and the Mobile Art Association. Alvis enjoys photography as much as creating new works through her oils and acrylics. Portraying the beautiful Gulf Coast along with painting portraits of people and pets are some of her favorite subjects. Her recent works depict her newfound love of recreating Southern history.

Ainsley McNeely has always loved the outdoors, and she enjoys the challenge of capturing the beauty, energy, and emotion of the natural world as well as the animals and people who inhabit it. Her wildlife paintings, sporting art, portraits, figure work, and miniatures have appeared in shows throughout the U.S. McNeely is best known to the public for designing the 2001-2002 Alabama Duck Stamp and creating a series of colorful posters for the U.S. Fish & Wildlife Service.

Also showing at the Marx Library is "War and Medicine," an exhibition presented by the Mobile Medical Museum. This unique exhibit of rare medical artifacts will be on display in the glass cases on the third floor gallery through October 2, 2015.

All exhibitions are free and open to the public during regular Library hours. For more information, please visit http://www.southalabama.edu/librarygalleries/.



Turner Stepping Down As United Way CEO

After nearly four years at the helm of the United Way of Southwest Alabama (UWSWA), the organization's Board of Trustees announced that Alan H Turner II will be stepping down as president and CEO, in July.

Turner has been selected to become the new president and CEO for the United Way of Central Florida. Located in Highland City, Florida and serving Polk, Hardee and Highlands counties, the United Way of Central Florida is nearly twice the size of Mobile's United Way, with an annual revenue of more than \$11 million and is home of the corporate headquarters of Publix grocery stores.



"On behalf of a great team of United Way volunteers and staff, I would like to express heart felt appreciation for the time and service that Alan has provided Southwest Alabama and the positive impact Alan has had on our communities," stated Don Keeler, Vice President of Human Resources, Austal USA and the 2015 Chairman of the Board for the United Way of Southwest Alabama. "Working closely with the Board of Trustees, Alan helped to move United Way of Southwest Alabama to a business model that responded more directly to the needs of our communities and effectively delivered on the four building blocks that serve to guide funding and focus for UWSWA. We will miss Alan, but wish he and his family the very best in their new Central Florida United Way adventure."

Since Turner moved to Mobile in 2011, he has worked with the staff, board of trustees and volunteers to make the United Way of Southwest Alabama a more efficient and effective organization. A few highlights include: reorganized their board and staff structure; updated the mission and vision; reduced the administrative and fund raising rate by more than half; and increased campaign funds three years in a row - for a total of a 10% increase over that time period. The 2012 campaign was the first campaign increase in nine years and largest increase in 14 years. The United Way of Southwest Alabama successfully incorporated HandsOn South Alabama to increase volunteerism throughout the area and merged Choctaw County to increase the service area from three to four counties. The biggest change was introducing the community impact process which changed the way annual funds are invested. Moving from funding agencies based on historical investments to investing in program and services that make proven impacts in the areas of education, health, financial stability and essentials.

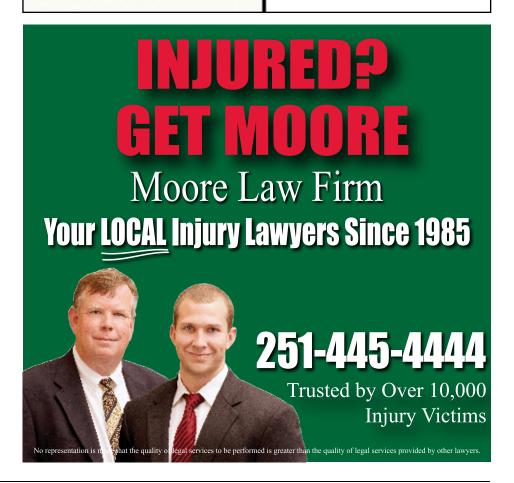
Along with his work locally, Turner has been actively engaged with United Way Worldwide and other United Ways. He is currently serving on the United Ways of Alabama board of directors and recently served as Vice-Chairman of United Way Worldwide's Graduation Initiative Partnership to help address and increase our national high school graduation rate. He is also serving on United Way Worldwide's National Professional Council, the National Presidents Roundtable, United Way's LEAD (Leaders Engaged in Accelerated Development) Advisory Board charter member, and served on the planning committee for United Way's 2015 Community Leaders Conference held last month, in Dallas, Texas. In 2013, Turner was as one of 16 international United Way CEOs who graduated the United Way Worldwide's inaugural Executive Leadership Development Program (ELDP), and is now the Chairman of United Way's ELDP Alumni Network.

"It has been an honor and privilege to work with the great staff, board and volunteers of the United Way of Southwest Alabama," stated Turner. I feel blessed and thankful for the opportunity to have been part of the work that has been accomplished these past four year. The work being done by the United Way, our partner agencies, community leaders in Mobile and the southwest Alabama will continue to make positive impacts for many more years to come."

Keeler has reported that a search committee is being formed and a nationwide search will begin shortly. He is in hopes that the organization will have a new CEO in place this fall.

Turner, who is originally from Upstate New York, came to the United Way of Southwest Alabama from Jackson, Tennessee, where he was the president and CEO of the United Way of West Tennessee. He is married and has two young children.





Charitable Pharmacy Becomes Direct Relief 'Bulk' Partner

Ozanam Charitable Pharmacy received first shipment from Direct Relief's Bulk Replenishment program. Ozanam is one of the first pharmacies in the nation to become a partner for this program.

The Bulk Replenishment program provides medications at no cost to eligible clinics and health centers. Once a clinic is enrolled in the program, Direct Relief will replenish the medications they distribute per month. The program's mission is to increase access to medications nationwide and operates very similarly to a patient assistance program.

Traditional patient assistance programs do help uninsured patients get their medications, however enrolling patients takes valuable time in a clinic setting which creates an unintended barrier in care. The replenishment program combats this problem by refilling a clinic or pharmacy's supply of medication on a month to month basis.

Shearie Archer, Executive Director explained in a recent interview, "Our partnership with the Direct Relief Bulk Replenishment Program allows us to gain immediate access to named brand medication for our uninsured patients."

Established in 1998, Ozanam Charitable Pharmacy serves people between the ages of 19 and 65, many of whom have been diagnosed with acute illnesses. In 2014, the organization provided more than 34,000 prescriptions to 1,668 unduplicated, uninsured, underinsured, and indigent patients.

Ozanam Charitable Pharmacy, Inc. is funded, in part, by the Mobile County Commission, Baldwin County Commission, Alabama Public Health Department, HUD, Catholic Charities, United Way of Southwest Alabama, the City of Mobile, and the South



Alabama Regional Planning Commission, local foundation and individuals. If you would like to volunteer or donate funds call (251) 366-0713 or email sarcher@ozanampharmacy.org. For more information, please visit our Facebook page and like us or visit our website at www.ozanampharmacy.org. &

Celebrate Small Business Week Aay 4-8



Small Business Conference

Monday, May 4 Mobile's Best Resources for Small Business Assistance 1:30 to 4 p.m.

West Mobile Regional Library 5555 Grelot Rd.

Tuesday, May 5 Legal Issues Impacting Small Business 1 to 5 p.m. Mobile Area Chamber

451 Government St.

Tuesday, May 5 Tried and True Ways to Grow Your Business 8:30 to 11:30 a.m. Mobile Area Chamber 451 Government St.

Wednesday, May 6 Where is the Money? 1 to 5 p.m. American Red Cross 35 N. Sage Ave.

One price for all conference events...

Early Bird Rate by April 17 - Members: \$45 / Potential Members: \$60 Rate After April 17 - Members: \$60 / Potential Members: \$75 For more information and to register, go to events.mobilechamber.com

Small Business Week Luncheon

Thursday, May 7

11:30 a.m. to 1 p.m. The Battle House Hotel & Spa

Join us as we recognize the Outstanding Entrepreneur and celebrate the three Small Business of the Year finalists:

> American WeatherStar McAleer's Office Furniture Wilson Dismukes

Tickets start at \$40 for members / \$50 for potential members

For details and tickets, contact: Brenda Rembert at 251-431-8607 or brembert@mobilechamber.com Payment and reservations are required by Friday, May 1. No refunds after that date.

Thank you to our Sponsors:



REGIONS Gold: C Spire | Silver: Alabama Small Business Development Center, Community Bank and PNC Bank Bronze: Maynard Cooper & Gale and Trustmark

CONCERTS

John Nemeth-Blues Tavern, 6/4 The Stolen Faces-The Brickyard, 6/6 The Molly Ringwalds-Soul Kitchen, 6/13 Black Jacket Symphony-Saenger Theater, 6/18 The Big Smo, Haden Carpenter-Midnight Rodeo, 6/18 Chico and Chris-The Boondocks, 6/19 Clear Plastic Masks-Alchemy Tavern, 6/20 Michael Ward, Kyle Turner, Keith "Cashmere" Williams, Lisa Zanghy and The L.A. Players-The Battle House Hotel, 6/21 Delta Rae, Liz Longley-Soul Kitchen, 6/23 Yelawolf-Midnight Rodeo, 6/23

Delbert McClinton, Indigo Girls, Good Graces-Saenger, 6/25-26 Chico and Chris-Blues Tavern, 6/27 PHILO-The Brickyard, 6/27 Fat Man Squeeze-Garage, 6/28

MUSEUMS

—Exploreum

Hands on Hall; ON-GOING Minds on Hall: ON-GOING Science Lab (Ciba Lab); ON-GOING Wharf Wonder; ON-GOING

—Fort Conde

Historic Fort Founded in 1702, Moved to Mobile in 1711; ON-GOING

-Museum of Art

 ${\bf Material\ Imaginings, ON\text{-}GOING}$

-Museum of Mobile

Old Ways, New Days Part I and II, ON-GOING Walls and Halls, ON-GOING CSS Alabama Cannon, ON-GOING

—Phoenix Fire Museum

Steam Engines, Motorized Vehicles, Gallery; ON-GOING

STAGEPLAYS

THIS LITTLE LIGHT: THE STORY OF FANNIE LOU HAMER-BERNHEIM HALL/BEN MAY LIBRARY, 6/20

Cory Branan-Calaghan's, 6/23

CONCERTS

Jimmy Buffett-Gwinnett Center, 6/2 Barry Manilow, Dave Koz-Gwinnett Center, 6/4 Avant, Tank, Chante Moore, Big Daddy Kane, Jon B, Griff -Wolf Creek Amphitheater, 6/6 New Kids On The Block, TLC, Nelly-Phillips Arena, 6/6 Blackstreet feat. Teddy Riley and Dave Hollister, SWV, Tony! Toni! Tone'!, Next-Chastain Park Amphitheater, 6/12 Kevin Hart-Phillips Arena, 6/12 Boston, Kansas-Verizon Amphitheater, 6/13 Cheech and Chong, War-Gwinnett Center, 6/13 Kenny Chesney, Eric Church, Brantley Gilbert, Chase Rice -Georgia Dome, 6/13 Michael McDonald-Brown Amphitheater, 6/13 Michael Glasper, Avery Sunshine-Mable House Barnes

Amphitheatre, 6/13 Will Downing, Gerald Albright, Milkshake, Alex Bugnon, Pieces Of A Dream-Wolf Creek Amphitheater, 6/13 D'Angelo-The Tabernacle, 6/14 Lynyrd Skynyrd-Verizon Amphitheater, 6/19 Mel Waiters, Sir Charles Jones, Bobby Rush, Lenny Williams Clarence Carter-Wolf Creek Amphitheater, 6/20 Michael Franti-Buckhead Theatre, 6/24 Indigo Girls-Chastain Park Amphitheater, 6/26 Natalie Cole-Cobb Arts Centre, 6/26 Def Leppard, Styx, Tesla-Lakewood Amphitheater, 6/28

ATMORE

The Bowling Family-Poarch Creek Pow Wow Grounds, 6/6 Earth, Wind and Fire-Windcreek, 6/13

BHOXI **CONCERTS**

Jamey Johnson-Hard Rock Live, 6/5 Bag of Donuts-Golden Nugget, 6/6 Collective Soul-Harrah's, 6/6 The Molly Ringwalds-Beau Rivage, 6/12 Nothing More, Red Sun Rising-Kress Live, 6/13 The Turtles feat. Flo and Eddie, The Association, Mark Lindsay, The Grass Roots, The Buckinghams,

The Cowsills-IP Casino, Resort & Spa, 6/13 Chris Brown, Omarion, Sevyn Streeter-Coast Coliseum, 6/14 Appetite for Destruction-Tribute To Guns N' Roses-Kress Live, 6/18, 21 Whitesnake-Hard Rock Live, 6/19 Joan Jett & The Blackhearts-IP Casino, Resort and Spa, 6/19 The Oak Ridge Boys-Golden Nugget, 6/20 Don Rickles-IP Casino, Resort & Spa. 6/27 Scotty McCreery-Beau Rivage, 6/26

BIRMINGHAM

CONCERTS

Train, The Fray, Matt Nathanson-Oak Mountain Amphitheater, 6/3 Garth Brooks, Trisha Yearwood-BJCC Arena, 6/12-13 Michael McDonald-Iron City, 6/14 Yelowolf, Hillbilly Casino-Iron City, 6/24 Def Leppard, Styx, Tesla-Oak Mountain Amphitheater, 6/27

STEEL CITY JAZZ FESTIVAL: Nick Colionne, War, Najee, Marion Meadows, Kyle Turner, Maysa, Paul Rogers -Linn Park, 6/5

STEEL CITY JAZZ FESTIVAL: Norman Conners, Jean Carne, Bobby Lyle, Peter White, Euge Groove, Ronnie Laws, Debra Laws, Kim Scott, Jeff Lorber, Chuck Loeb, Eric Marienthal, Ben Tankard, Rick Braun, Kirk Whalum, Norman Brown, Ken Ford Lalah Hathaway -Linn Park, 6/6

SLICEFEST: Foundation of Funk, Anders Osborne, Dumstaphunk, Earphunk, Flow Tribe, Adam Hood, Veluria, Spoonful James, Willie And The Giant, North Mississippi Allstars-Downtown, 6/6

*HA*URHORE **CONCERTS**

The Stolen Faces-Plow, 6/5 Brock-Windmill Market, 6/19

GULESHORES

FESTIVALS

Sugarcane Jane-Lulu's, 6/11

NEWORTENS

Brandi Carlile-House of Blues, 6/9 Geto Boys-Howlin' Wolf, 6/9 Boston, Foghat-Champion Square, 6/12 War-Saenger Theatre, 6/12 Yelawolf-House of Blues, 6/21

OCEAN BEACH

CONCERTS

Dave Matthews Band-The Wharf, 6/2 Steve Miller Band-The Wharf, 6/6 Eric Church-The Wharf, 6/12

PASCAGOULA

CONCERTS

Fat Man Sqeeze-Jack's By The Tracks, 6/12

PENSACOLA

CONCERTS

Shelby Lynne-Vinyl Music Hall, 6/3 Amy Speace-RadioLive, 6/4 Blackwater-Chans Nightclub, 6/5 Dumpstaphunk-Vinyl Music Hall, 6/5 The Delta Saints, Hotel Oscar-Vinyl Music Hall, 6/10 Grizfolk, Handsome Ghost-Vinyl Music Hall, 6/12, 15 Damon Fowler-Paradise Grill, 6/17 Corey Smith-Vinyl Music Hall, 6/18 Sage Francis, Big Lo, Johnny Panic-Vinyl Music Hall, 6/30

TUSCALOOSA

CONCERTS

Dave Matthews Band-Amphitheater, 6/3 SWV, Blackstreet feat. Teddy Riley and Dave Hollister -Amphitheater, 6/5 38 Special-Amphitheater, 6/7 Con Funk Shun, VaShawn Mitchell, Brick, Lee Williams and the Spiritual QC's, Virtue-Amphitheater, 6/20 &

Ask Flo!

DEAR FLO:

This is graduation season and I received several invitations to ceremonies and parties. However, I did not receive an invitation from a young lady who recently called and said that she would be by soon to pick up her gift. Yes, I intended to give her a gift but I know several people that received mailed invitations and I did not. Should I give her a gift event though she knows better?

-Carol

DEAR MS. MARTIN:

This question is not about a gift but about your emotions. You are angry that you were left out of the invitation recipient list. Did vou plan to attend the ceremony or did you just want an invitation? It is obvious that you have more than a passing relationship with the graduate. I know that manners matter but sometimes we allow small "suppose to dos" to become more important than our true feelings. If you think the graduate deserves a gift from you because you want to celebrate her accomplishments, give it to her. If you think she needs to acknowledge that she hurt you by leaving you off the list, tell her and give her a chance to make it right. Words matter. If you think the cost of your gift is an invitation, don't buy one. As this graduate enters the world, you have the opportunity to make this stepping stone in her life a good memory about the love she received or hurtful for a mistake she made. It might have been intentional not to send you an invite, but at the end of day it's your intention that will answer your question. If your intention is to celebrate, give her the gift. 💠

DO YOU HAVE QUESTIONS FOR FLO? steppinoutnews@aol.com

WANEE (continued from Page 12)

Bill Payne kicked up their heels, and Gov't Mule revved their engines to prime the crowd for the first of two nights from Widespread Panic. The WP set opened with a rowdy "Love Tractor" and featured plenty of fan faves like "Little Kin", "Climb To Safety", and "Diner".

Saturday's lineup boasted some more Allman Brothers alumni, with Butch Trucks & Very Special Friends early on the Mushroom Stage. With two of his Very Special Friends being ABB bassist OtielBurbridge and percussionist Marc Quinones, it was no surprise to the grateful crowd that their set was heavy on Allman classics like "Hot 'Lanta", "Midnight Rider", and "Whipping Post". On the Peach Stage, The Revivalists enlivened the listeners in the field, and JJ Grey and Mofro's soulful sounds surrounded happy concert-goers, whether they were dancing near the stage, or sitting at picnic tables enjoying a tasty assortment of foods from a wide variety of vendors. A super-hot set was put forth by the New Orleans amalgamation Dragon Smoke; great sound and a rockin' groove was provided by guitarist Eric Lindell, bassist Robert Mercurio, the legendary Ivan Neville on keys, and the outrageous Stanton Moore banging the drums.

Hardcore fans of Steely Dan ignored the darkening skies, gathering at the Mushroom Stage for the Nth Power to perform a set of Steely Dan songs, followed by some of their own creations. As a heavy rain began to fall (the only major downpour seen by 2015's Wanee Festival), The Nth Power gave tremendously on-point renditions of "Peg", "Black Cow", "Kid Charlemagne", "The Caves of Altamira", "Home At Last", "Reelin' In the Years", "The Fez", "Do It Again", and "Aja". The powerhouse band continued to impress, after drying off for a minute, playing feel-good uplifting melodies that made us forget our wet clothes and soggy shoes. Making our way back to the Peach Stage, the sun came back out to shine down on Gregg Allman and his band. Holding nothing back, they opened with "Statesboro Blues", and then "I'm No Angel", sounding fantastic. "Come and Go Blues" has always been a favorite of mine, and their take on "The Same Thing" was funky and fine. Dancing in the open field amongst the hula hoopers and bubble blowers to "Trouble No More" and "Ain'tWastin' Time No More", you could definitely appreciate why Wanee is such a wonderful festival. Yonder Mountain String Band played a rousing joy-filled bluegrass set, tossing in humorous anecdotes between songs, and stretching smiles across listeners' faces. When nighttime rolled in, so did Widespread Panic, with a strong set that opened with "Makes Sense To Me", and included great tunes like "Wondering", "Can't Get High", and "Surprise Valley". The center of the set was a real winner, with a wonderful "Barstools and Dreamers", "All Time Low", "Arleen", "Pilgrims", and "Airplane". The triple encore "End of the Show", "Big Wooly Mammoth", and "Mr. Soul" put an exclamation point on the evening. A late night set from Galactic closed out Wanee Festival 2015.

Even in the absence of the Allman Brothers Band, Wanee remains a truly unique and enjoyable festival. It is a favorite spring-time celebration for music lovers, a festival where the lineup is always strong, and the people are always friendly and kind. I am sure many folks are already planning a return trip for next April, to see what great things Wanee 2016 will bring our way!



Starting a Small Business

Starting a Business from Scratch is a four day workshop with Rick Zapata, Regional Extension Agent with the Alabama Cooperative Extension System. Registration is not required, but strongly encouraged. For a complete list of topics and more details on the workshop or to register, please call 208-7078 or 208-7085. Ben May Main Library, 701 Government Street, Mondays & Tuesdays, June 1, 2, 8 & 9, 5:30 – 7:30 p.m. Armbrecht/Briskman Meeting Room. •

The LUV Club

"Living Up to Values" for girls is a program designed to empower and encourage all girls through a variety of activities that include - crafts, games, music and special guests. Registration is encouraged. For more information or to register, please call 438-7075. Girls ages 7 – 18, Mondays, June 8, 15, 22 & 29, 3 - 4:30 p.m. Toulminville Branch, 601 Stanton Rd. •

MAY & PASSINGS



BB KING • 89 • BLUES LEGEND • Diabetes



TONY AYALA, JR-52 BOXER



DOUG BUFFONE-70 NFL Chicago Bears



HANEY CATCHINGS-66 COACH Prairie View, Tuskegee Cancer



SUZANNE CROUGH-52
ACTRESS
The Partridge Family



ELLEN ALBERTINI DOW-101
ACTRESS
Pneumonia



JACK ELY-71 SINGER Louie Louie



GENE FULLMER-83 BOXER



DAVE GOLDBERG-47
EXECUTIVE
Survey Monkey
Treadmill Fall



BILL GUTHRIDGE-77 COACH University of North Carolina



MARV HUBBARD-68 NFL Oakland Raiders Prostate Cancer



MARY DOYLE KEEFE-92

MODEL

Rosie the Riveter



BEN E. KING-76 R&B SINGER Coronary Heart Disease



RAPPER (from Mobile AL)



JAYNE MEADOWS-95
ACTRESS
I've Got a Secret



AUDREE NORTON-88
ACTRESS



CALVIN PEETE-71GOLFER



PHILIP PERLMAN-95 ACTOR



SAWYER SWEETEN-19 ACTOR Everybody Loves Raymond Suicide by Gunshot



ISOBEL VARLEY-77
WORLD'S MOST
TATTOOED SENIOR
Alzheimer's Disease



GRACE LEE WHITNEY-85
ACTRESS
STAR TREK

EXPRESSIONS: RIGHT OR WRONG

Lisa Johnson — A Poet and Writer who lives in Mobile



Have you ever been told something that really had you upset and later on you find out that it wasn't true? Sometimes we can get caught up from an emotional standpoint and lose all sense of logic. Better yet have you ever related a story only to find out later that it wasn't true? I have found it best to get all the facts before relating anything to anybody. At least before you relate the situation, let your listener know that you don't have all the facts. As well, if you're on the receiving end, don't be quick to respond as you may not have all the details. (Proverbs 18:13 "When anyone replies to a matter before he hears the facts, it is foolish and humiliating.")

Assumptions are another area that should be examined. How many times have you assumed that the other person should have known what was on your mind? Better yet have you ever called someone and that individual didn't answer the phone and right off the bat you say, "I know they see me calling them" or "I told them that I was going to call right back and now they won't answer the phone." Then you have this full blown conversation in your head and say "That's alright, when they call me then I'm not going to answer the phone and see how they like it." This recently happened to someone I know and I tried to calm the person down. Needless to say, my words fell on deaf ears. However, the person came to realize that their call hadn't been purposely ignored but due to a funeral, that individual had forgotten their phone at home. So you see it doesn't pay to jump to conclusions. Take a deep breath and be patient. Otherwise you'll find yourself apologizing for something that could have been avoided in the first place. I too am taking my own advice. One day, I assumed that I was texting my daughter and kept wondering what was taking her so long to get to the car. Well, prior to me texting my daughter, a friend of mine asked to use my phone. Without paying attention, I was texting my friend's daughter and not mine! I had to laugh at myself and apologize to my friend's daughter. If you do happen to fly off the handle, please be just as quick to apologize. (2 Samuel 13:30-33; Proverbs 19:2, 11) &

Job Hunting 101 Workshop

Explore job search techniques and tips that will get you on the road to a successful job search. Facilitator is Pamela G. Ware, Director of Marketing and Public Relations at Mobile Works. For more information, please call 251-208-7078 or 251-208-7085 or email jsigler@mplonline.org. Thursday, June 11, 10 a.m. − 12 p.m., Armbrecht/Briskman Meeting Room, Ben May Main Library, 701 Government Street. ❖

Stay Active: Move to the Beat!

Staying active is fun when you meet new friends and learn basic dance steps and movement by way of Wii dance games. For more information, please call 470-7766. Boys & Girls Ages 6 to 16, Thursdays, June 11 & 25, 2:30 − 4:30 p.m. Parkway Branch Library, 1924-B Dauphin Island Parkway. ❖

Planning for a Disaster

Rick Zapata, Regional Extension Agent with the Alabama Cooperative Extension System, will discuss a number of topics when planning for a disaster. Some of these topics include food and water storage, security issues, and storing important records. For more information, please call 251-208-7078 or 251-208-7085 or email jsigler@mplonline.org.

Budgeting with Pam Ware

Learn how to develop a budget. Facilitator is Pamela G. Ware, Director of Marketing and Public Relations at Mobile Works. For more information, please call 251-208-7085 or 251-208-7085 or email jsigler@mplonline.org. Tuesday, June 23, 10 a.m. − 12 p.m., Armbrecht/Briskman Meeting Room-Ben May Main Library, 701 Government Street. ❖



THEOLA BRIGHT Author and recipient of Katharine Drexel Society Literary Award You are invited to join Theola Bright in a challenge to publish your book from start to finish in 13 weeks !!!

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Is Your Business Positioned to Prosper?

(TARGETING YOUR CUSTOMERS)

We are rebounding from one of the most challenging economic periods since the Great Depression; slowly but surely consumer confidence is increasing and unemployment rolls are decreasing. Is your business positioned to prosper?

To prosper in this post-recession environment it is imperative that you properly target your customer: primary, secondary and tertiary. The science and terminology of targeting your audience can be daunting – demographics, psychographics, segmentation. Do not be intimidated, common sense will reign.

Know Your Customers

Many ventures fail because they did not understand who their customers and audiences were. It is not enough to have a great idea! You must target who is most likely to purchase and influence your products and services.

But more so, it is vital to comprehend WHY they want to purchase. Being aware of your customer's value system and the perceived benefit (they receive) from purchasing is critical. Psychographics will assist you in understanding your potential customer's attitudes, interests and lifestyles.

Communication

Recognizing how your customer wants be communicated "WITH" (not 'TO") will play a valuable role in the marketing strategy. There are many tools to communicate with your audiences: advertising, blogs, emails, e-zines, Facebook, MangoSuite, media placements, newsletters, Twitter, websites, Yammer, YouTube etc...

What is the Size of the Market?

Do you understand the size and nuances of the market? Are there profitable niches/subgroups within the market?

Know Your Audience(s)

Who are the people that can influence your business: competitors, customers, family, funders, media, partners, and staff? What is the perceived benefit that they will derive from the purchase? How frequent do they purchase? Impulse-buying or planned purchases? What are the lifestyles of your primary and secondary customers?

Ensure your staff is properly trained in product knowledge, customer service and empower them to make decisions.

Post-Recession promotion will require you mastering marketing and public relations to position your company and increase revenue. Start with K.I.S. – know your customer and your audience(s)!





PRE-PLANNING!!!

Leroy walks up to the airline counter and tells the rep. "I'd like this bag to go to Berlin, this one to California, and this one to London. The rep says, "I'm sorry sir. We can't do that." Leroy replies, "Really, well that is what you did the last time I flew with you"!!!

LET'S SWAP!!!

Willie Mae went to the police station with Hattie her next-door neighbor to report that her husband was missing. The policeman asked Willie Mae for a description. She said, "He's 35 years old, 6 foot 4, has dark eyes, bald, an athletic build, weighs 185 pounds, is soft-spoken, and is good to the children." Hattie protested, "Leroy is 5 foot 7, chubby, nappy hair, has a big mouth, and is mean to your children." Willie Mae replied, "Yes, but who wants HIM back!!!"

BLESS THIS HOUSE!!!

A burglar broke into a house one night. He shone his flashlight around, looking for valuables when a voice in the dark said, 'Jesus knows you're here.' He nearly jumped out of his skin, clicked his flashlight off, and froze. When he heard nothing more, after a bit, he shook his head and continued. Just as he pulled the stereo out so he could disconnect the wires, clear as a bell he heard 'Jesus is watching you.' Freaked out, he shone his light around frantically, looking for the source of the voice. Finally, in the corner of the room, his flashlight beam came to rest on a parrot. 'Did you say that?' he hissed at the parrot. 'Yep', the parrot confessed, then squawked, 'I'm just trying to warn you that he is watching you.' The burglar relaxed.. 'Warn me, huh? Who in the world are you?' 'Moses,' replied the bird. 'Moses?' the burglar laughed. 'What kind of people would name a bird Moses?' The bird squawked and said, 'the kind of people that would name a Rottweiler Jesus!!!'

TURN OFF THE LIGHTS!!!

Leroy, an elderly man visits the doctor for a checkup. "Leroy, you're in great shape," says the doctor afterward. "How do you do it?" "Well," says Leroy, "I don't drink, I don't smoke, and the good Lord looks out for me. For weeks now, every time I go to the bathroom in the middle of the night, he turns the light on for me." Concerned, the doctor finds his wife Willie Mae in the waiting room and tells her what her husband said. "I don't think that's anything to worry about," she says. "And on the bright side, it does explain who's been peeing in the refrigerator!!!"

IN A HURRY!!!

A tourist was driving through a small town and stopped a local named Bubba. He asked; "What is the quickest way to the lake? Bubba thought for a while. "Are you walking or driving?" he asked the tourist. "I'm driving." Bubba said, "that is the quickest way!!!"

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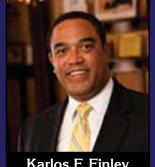
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