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.

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

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CONTRIBUTORS...



A.D. McKinley Featured Article: THE REAL ENEMY - THE INNER ME

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Dr. Barbara Walker Featured Article: ASK DR. WALKER



Joanie Stiff-Love Featured Article: AFTER HOURS



Michelle Krulewicz-Dees Featured Article: THE FACE OF HOMELESSNESS



Featured Article: MARKETING YOUR WAY TO SUCCESS



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THE DIFFERENCE BETWEEN **FATHERS AND DADDIES**

Now, I know some folks will tell you that a Father is a Dad; But to me, one is a Hero.

while the other is a Cad! Cause to me, Daddy's not someone with ten children on his knee; Sure, that man may be a Father, but a Dad he might not be!

See, some Fathers shout out orders 'cause they're "Master of the house"; They just sit and bellow loudly, and that kind of Dad's a louse! While Dads fight the very dragons that all Fathers seem to know; Still, when home, they hug their children, saying, "How did your day go?

Now, some Fathers are "too busy" out bread-winning, fighting crime; But while Fathers bring home Bacon, what Daddies bring home is Time! I say Dads are something special, made of Tenderness and Care; 'Cause a Father just sires offspring, but a Daddy's something rare!

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



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BSCC Lab Assistant ATA Driver of the Year



George Jones who is a lab assistant for Bishop State Community College received the distinct honor of being named the Alabama Trucking Association's Driver of the Year. The award was presented to him at the ATA's Safety & Maintenance Management Council Fleet Safety Awards.

In his 42 years working in the industry, Jones has logged more than 4 million miles driving commercial trucks. Jones provides specialized training for students with Evergreen Transportation, Inc. It is part of a partnership the college has with the company. Evergreen Transportation, Inc. has donated a 9600 Series Pneumatic Tanker for the training. This allows all Bishop State students access to the specialized training and the opportunity to receive a credential that is not offered by any other training programs. �

Come Celebrate Independence Day



Enjoy an evening of patriotic music, picnicking and fireworks at Battleship Memorial Park. Gates open for on-field parking at 5:00 p.m. Admission is \$5 per car. The Mobile Symphonic Pops Band will present a patriotic concert at 7:00 p.m. The concert will end at 9:00 p.m. followed by the fireworks show. No grills, alcoholic beverages and personal fireworks. Tents are allowed in the viewing area only. Concessions will be available for sale.

Viewing the show from the water requires a 750 feet distance from the USS ALABAMA. The buffer zone will be strictly enforced.

Life South Community Blood Services will be holding a Blood Drive at the Park from 10:00 a.m. until 7:00 p.m. USS ALABAMA Battleship Memorial Park will be open for tours on July 4th from 8:00 a.m. until 6:00 p.m. with the last ticket sold at 5:00 p.m. Admission is free of charge for children up to 5 years of age, \$6 for children 6 to 11 years of age, and \$15 for children 12 years of age to adults.

For more information call 251-208-1550. 💠

Bishop State's New Dean of Career Technical Education



Bishop State Community College has named Karl Henry as the new Dean of Career Technical Education. He brings more than 22 years of experience in the field of education. Dean Henry is the former Electrical Engineering Technology instructor and chair of the Engineering Technology Division at J.F. Drake State Community and Technology College.

He has received numerous awards for teaching and learning. The most notable are 2012 Noble Laureate by the National Association for Equal Opportunity in Higher Education (NAFEO). He was recognized for this award due to his many contributions in the STEM (Science, Technology, **Engineering and Mathematics**) field. Dean Henry also received the Chancellor's Award as the 2009 Technical Faculty Member of the Year for the State of Alabama. In addition, he has been recognized nationally as an innovator in his field for a National Science Foundation research project in the "Field Programmable Gateway Arrays" (FPGAs).

Prior to entering the education field, Dean Henry worked for the General Electrical Medical Systems Group as a Field Engineer where he specialized in Computerized Tomography, and Mammography. He holds a Bachelor's degree in Electrical Engineering Technology from the University of Alabama and a Master's in Industrial and Technology Education from Alabama A&M University. ◆

THE FACE OF HOMELESSNESS

Michelle Krulewicz-Dees

Licensed, Professional Counselor Chief Operations Officer for Housing First, Inc. Contact Info: 251-445-3481



In the course of my work, I have the opportunity to see a whole lot of reactions from community members to a neighbor's homelessness. Those reactions range from disgust to compassion. One thing that most people, regardless of their outward reaction, seem to have in common though is this one thing. Blaming the victim. This reaction is almost universal.

In fact, usually the first thing out of the mouth of our clients is, "I never thought that this could happen to me and my family." We live in a country in which most citizens (statistically) are only one or two paychecks away from financial ruin. So, really it is more surprising that despite extreme poverty, ongoing issues with under and unemployment and various other economic struggles that more people DON'T become homeless than actually do each year. So, why is something that is knocking at most doors unrecognized by most of the population so under recognized as a real risk?

My theory is this:

- 1. Homelessness is rare. Despite poverty, unemployment, and those other economic factors, most people don't become homeless. Overall, communities and families are still available to pick up and take care of their members who fall on hard times.
- 2. Blaming the victim is the coping mechanism preferred by many members of the community.

So what does it mean to "blame the victim"? This is a phenomenon in which people will look at a person who has experienced a hardship or negative event and assign the blame for that person's suffering on the victim of the circumstance. In homelessness, it sounds something like this: "You should get a job." "Joe wouldn't be homeless if he didn't drink too much." "That's what they get for not finishing school and getting a good job."

The last of these statements is one of my personal favorites; I heard it on LODA just last weekend. A mother told her school aged child this in answer to a valid question about homelessness from the child. The irony in this statement is that it is not uncommon for Housing First to serve people with law and medical degrees. Many of our people have jobs and those employers rarely know about the situation that the employee is in. Most of our clients have income.

We tend to protect ourselves from anxiety about this issue by saying to ourselves, "well that could never happen to me because I would never make bad decisions like that." Unfortunately, it's just not true and it stops us from doing the real work to eradicate homelessness from our community. Who knows, the next person to benefit from us doing the work could be me or you.

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COVER STORY



There has been a lot of news coverage about the Zika Virus in the past few months. There have been confirmed cases in Alabama and in Florida. We ran an article about the virus a few months ago by on of our contributors, Dr. Barbara Walker who reports on Health and Fitness. We are reprinting part of her article along with information provides by the Center of Disease Control and the Alabama Department of Health. Please take time to read this article so you will be informed.

Zika virus disease (Zika) is a disease caused by the Zika virus, which is spread to people primarily through the bite of an infected Aedes species mosquito. This mosquito can spread dengue fever, chikungunya, Zika fever and yellow fever viruses, and other diseases. The mosquito can be recognized by white markings on its legs and a marking in the form of a lyre on the upper surface of the thorax. The mosquito originated in Africa but is now found in tropical and subtropical regions throughout the world. The most common symptoms of Zika are fever, rash, joint pain, and conjunctivitis (red eyes). The illness is usually mild with symptoms lasting for several days to a week after being bitten by an infected mosquito. People usually don't get sick enough to go to the hospital, and they very rarely die of Zika. For this reason, many people might not realize they have been infected. These mosquitoes typically lay eggs in and near standing water in things like buckets, bowls, animal dishes, flower pots and vases. They are aggressive daytime biters, prefer to bite people, and live indoors and outdoors near people.

Zika virus was first discovered in 1947 and is named after the Zika Forest in Uganda. In 1952, the first human cases of Zika were detected and since then, outbreaks of Zika have been reported in tropical Africa, Southeast Asia, and the Pacific Islands. Zika outbreaks have probably occurred in many locations. Before 2007, at least 14 cases of Zika had been documented, although other cases were likely to have occurred and were not reported. Because the symptoms of Zika are similar to those of many other diseases, many cases may not have been recognized.

In May 2015, the Pan American Health Organization (PAHO) issued an alert regarding the first confirmed Zika virus infection in Brazil. On February 1, 2016, the World Health Organization (WHO) declared Zika virus a Public Health Emergency of International Concern (PHEIC). Local transmission has been reported in many other countries and territories. Zika virus will likely continue to spread to new areas.

Zika is a big deal for women who are pregnant or planning to become pregnant. Having the virus during pregnancy is associated with a birth defect called microcephaly. Microcephaly is a condition in which the brain and skull of an infant does not form properly and in addition to the baby's head being abnormally small, he or she may have a variety of developmental challenges.

Zika can be transmitted by being bitten by a mosquito with the virus, or by having unprotected sex with a man who has the virus. Right now, there is no vaccine or treatment for the virus, so our only option is to try to prevent its spread by avoiding mosquito bites.

Tips For Avoiding Mosquito Bites Other Than Just Staying Indoors All Summer:

- Use insect repellent according to label instructions when outdoors
- Wear light-colored pants and shirts with long sleeves
- Wear clothing treated with permethrin (a spray that repels mosquitos)
- · Keep your home cool and use screens on any open doors or windows

MEN, if you and your wife are trying to have a baby, you also need to diligently protect yourself from mosquito bites to protect your wife and child from infection. If your wife is already pregnant, you will need to use condoms or abstain from sex until after the birth of the child. NO EXCEPTIONS!

LADIES, insist on using condoms or abstain from sex this summer if you are pregnant. NO EXCEPTIONS. \clubsuit

LOCAL FLAVA MOBILE LIBRARY NEWS

TEEN BOOK YAK & MOVIE SNACK

Thursday, June 2, 4 p.m., Moorer/Spring Hill Branch, 4 South McGregor Ave. Enjoy the Book – Watch the Movie! The Hunger Games Mockingjay Part 1-the Hunger Games saga continues in this sequel that finds Katniss Everdeen faced with a decision that could sway the fate of a nation. The film runs 123 minutes and is rated PG-13. For more information, please call 470-7770 or email eenglish @mplonline.org

EXTRAVAGANT READERS BOOK CLUB

Saturday, June 4, 3 p.m., Toulminville Branch, 601 Stanton Rd. Topic of discussion s I Am Malala: The Girl Who Stood Up for Education and Was Shot by the Taliban by Malala Yousafzai. For more information, please call 438-7075.

CHESS CLUB

- MONDAYS, JUNE 6, 13, 20 & 27, 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, please call the Children's Department at 340-8571.
- TUESDAYS, JUNE 7, 14, 21 & 28, 3 4 p.m., Ages 6 to 18, Semmes Branch, 9150 Moffett Road. Learn to play Chess! Beginners and experienced players are welcome. For more information, call 645-6840.
- TUESDAYS, JUNE 7, 14, 21 & 28, 4 p.m., Ages 8 and Above, Ben May Main Library, 701 Government Street. Beginners and experienced players are welcome. For more information, call the Ben May Main Library Children's Department at 208-7086 or crhodes@mplonline.org.
- WEDNESDAYS, JUNE 8, 15, 22 & 29, 3 4:30 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.

MONDAY MATINEES

Mondays, June 6, 13, 20 & 27, 10 a.m. & 1 p.m., Ben May Main Library, 701 Government Street. Come morning or come afternoon – beat the heat and enjoy a family friendly film! For more information or a list of film titles, call the Ben May Main Library Children's Department at 208-7086 or email crhodes@mplonline.org.

SUMMER MOVIE FUN!

Mondays, June 6 & 20, & Tuesday, June 14, 10:30 a.m., Parkway Branch, 1924-B Dauphin Island Parkway. Beat the heat and enjoy some of your favorite films in the Library. For more information or a complete list of titles, please call 470-7766.

BOOK & MOVIE CLUB

Tuesdays, June 7, 14, 21 & 28, 10:30 a.m., Children Ages 5 and Up,Saraland Public Library, 111 Saraland Loop. Come watch movies based on your favorite children's books! For a complete list of film titles, please call 675-2879.

OUT OF THIS WORLD BOOK CLUB VIA SKYPE

Tuesday, June 7, 6:30 p.m., Moorer/Spring Hill Branch, 4 South McGregor Ave. Join us for a SciFi/Fantasy book club from the comfort of your home. Meetings will be conducted entirely over Skype video chat. This month's topic of discussion is The Steel Seraglio by Mike Carey. To participate in the group chat, download and register for a Skype ID for free at: http://www.skype.com/en/. Once you're registered, simply have the Skype program open, log in at 6:30 p.m. on the first Tuesday of the month, and click or tap the answer button. For more information or help with Skype set up, contact Jill Stewart at 470-7770 or jstewart@mplonline.org.

MOVIE OF THE WEEK

Wednesdays, June 8, 15, 22 & 29, 10 a.m., Ages 5 and Up, Toulminville Branch, 601 Stanton Rd. For more information or a complete list of film titles, please call 438-7075. Registration required for groups.

SUMMERFLIX

Wednesdays, June 8, 15, 22 & 29, 1 p.m., All Ages, Semmes Branch, 9150 Moffett Road. Take a break from the heat and enjoy popcorn and a film. For more information or a complete list of film titles, please call 645-6840.

SUMMER MOVIES WITH MR. BUTCH

Thursdays, June 9, 16, 23 & 30, 1 p.m., Moorer/Spring Hill Branch, 4 South McGregor Ave. For more information, or a list of film titles, please call 470-7770 or email ftigner@mplonline.org.

BOOKS ALIVE!

Thursdays, June 9, 16, 23 & 30, 2-4 p.m., Ages 7 and Up, West Regional Branch, 5555 Grelot Road. Watch the Movie, Read the Book-Refreshments will be served. Children under 10 should be accompanied by a caregiver. For a complete list of film titles and more information, please call 340-8571.

EBONY MOMENTS BOOK CLUB

Thursday, June 9, 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 Second House from the Corner by Sadeqa Johnson. Ms. Johnson will join us for the book discussion via Skype. For more information, contact Betty Kidd at 470-7766.

FAMILY FUN & MOVIE NIGHT

Monday, June 13, 5:30 - 7:30 p.m., Toulminville Branch, 601 Stanton Rd. Something for Everyone-Bring the family to the Library for an evening of board games, trivia, Karaoke and a film. Our feature film is Woodlawn. The film runs 123 minutes PG. For more information, please call 438-7075.

BINGO FOR BOOKS

Tuesday, June 14, 4 - 6 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.

A PAGE IN TIME

Tuesday, June 14, 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 Secret Chord by Geraldine Brooks. For more information, please call Michele at 340-8561.

AMERICAN GIRL BOOK CLUB

Wednesday, June 15, 2 - 3 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! This month's topic of discussion is The One and Only: A Maryellen Classic by Valerie Tripp. Registration is required. For more information or to register, please call the Children's Department at 340-8571.

LOOKING FOR GRANTS

Wednesday, June 15, 2:30 - 5 p.m., West Regional Branch, 5555 Grelot Road. Michael Reimer, Reference Librarian, will show the class how to search internet sites that list grants through the Funding Information Network. Registration is required due to the limited number of computer workstations. For additional information or to register, please call the Reference Department at 340-8561 or e-mail westref@mplonline.org.





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Ask Dr. Walker

Your Perfect Weight

We've all seen the harts with recommended weights that seem impossible for your height. They say your BMI should be less than 28, but a BMI doesn't account for bone size or muscle mass (many NFL players have BMI's



Dr. Barbara Walker BOARD CERTIFIED FAMILY PHYSICIAN

over 30.) So what is your ideal weight?

There is not currently a chart or index that can accurately predict exactly how much someone should weigh. Luckily, it is not the number on the scale that decides if you are healthy or not. It's how well you take care of yourself that's important.

Weight goals are ok, but why not focus instead on wellness goals? Human beings need to eat five servings of fresh or frozen vegetables every day. We need to eat breakfast. We need to eat lean proteins like beans, chicken and fish. We need fresh fruit. We need to avoid simple starches and sugars. We need some healthy fats in our diets. Human beings need at least 6 to 8 hours of sleep every day. We need to meditate, pray or have a moment of peace on a daily basis to help alleviate stress. We need to try to minimize the negative stressors in our lives. Human beings need at least 30 minutes of vigorous physical activity five times per week.

Extra weight is merely a side effect of not eating the right amounts of the right foods at the right time and not moving enough to burn the calories that you eat. Stress level and sleep also play an important role.

We should have dietary goals, fitness goals, and spiritual goals, not weight goals. If you live a healthy life, you will eventually arrive at your healthy weight and achieve your individual best. It may or may not be the weight that the charts say you should be, but you will be stronger, more energetic, and you will look and feel better.

Each Ask Dr. Walker column over this summer will focus on wellness goals to help you live a healthy life.

Any questions? Ask Dr. Walker at steppinoutnews@aol.com �

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Callaway Honored as National River Hero

Casi (kc) Callaway, Executive Director and Baykeeper of Mobile Baykeeper, was recognized as a National River Hero by the national nonprofit organization, River Network, for her exceptional personal and professional achievements in support of river protection and restoration. Callaway was honored alongside four other 2016 River Heroes on May 23 at the annual River Rally Conference. This year's event was held in Mobile and drew more than 400 river advocates and enthusiasts from around the U.S. and the world.

Since 2002, River Network has recognized 72 individuals from the U.S. and beyond with the prestigious River Hero award. This award is unique within the conservation community given its focus on water, local champions, and peer recognition. Each candidate must be nominated by those they work with who attest to their transformative work on a particular waterway.

For more than twenty years, Casi has made tremendous contributions to protect and preserve the beauty, health, and heritage of the Mobile Bay Watershed, Alabama's waterways,



Casi (kc) Callaway

and coastal communities. She became the first Executive Director of Mobile Baykeeper (formerly West Bay Watch) in 1998, and under her leadership the organization has evolved into the largest environmental advocacy organization in the region supported by more than 4,000 members today.

Among her many accomplishments, Casi served as a leading community and regional advocate during the 2010 BP Deepwater Horizon Oil Disaster response to ensure that local areas of environmental concern were taken into account in remediation planning and execution. She has also been integral to the City of Mobile's increased efforts to address stormwater and other environmental issues. Casi has received numerous awards for her work, including being named "Remarkable Woman" by Lifetime Television, "Coastal Hero" by Coastal Living Magazine, "Woman Shaping the State" of Alabama by AL.com, and a"Gulf Guardian" by the U.S. EPA Gulf of Mexico Program.

"Our River Heroes go far beyond what we expect and what we imagine is possible for our rivers," said Nicole Silk, River Network President. "Local leaders like these are essential to uniting people to solve water problems. They are creating a future where healthy rivers and thriving communities are the rule rather than the exception. We offer our warmest congratulations to these champions for our waters."

For more information about the River Hero Program, visit https://www.rivernetwork.org/events-learning.





Fuse Project's After-School Program a Success

Twenty-Six Pillans Middle School Students Successfully Complete Program

On Tuesday, May 24, Fuse Project hosted an award ceremony to celebrate the twenty six students who successfully completed the Afterschool Initiative at Pillans Middle School during the 2015-2016 school year. This is the second year that a Mobile County Public Middle School has had the opportunity, due to funding by Fuse Project, to facilitate an alternative night school program. This initiative was designed by Fuse Project to help local middle school students who were experiencing difficulty adjusting to the structure of a normal school day. The goal of this program is to reduce the number of discipline infractions and out-of-school suspensions by providing an alternative pathway for success. Upon entering the After-Sschool Initiative most students were failing at least one of their classes. During the course of the school year, most students showed improvement in their grades. This after school program has been directly funded by Fuse Project from the monies that were raised at their Dragon Boat Festivals.

According to Adrienne Golden, executive director of Fuse Project, "We are thrilled at the success of the Afterschool Initiative. Fuse Project invests in specific projects that directly impact children's lives, and this is a prime example. We are excited to announce that we are finalizing our plans to fund this program at a Baldwin County Middle School for the 2016-2017 school year with the funds raised by this year's Dragon Boat Festival."

In the program's previous year, Scarborough Middle School was the recipient of the grant and the Afterschool Initiative commenced September 2014 and ended in June 2015. All 23 students who were assigned to the program were successfully promoted to their next grade. Additionally, comparative discipline data indicates a reduction in both the number of infractions and the number of out-of-school suspension days as a direct result of this program. According to the report, Scarborough had a total of 1,797 disciplinary infractions and a total of 434 out–of-school suspension days in the 2013-2014 school year. The same reports indicate that Scarborough had a total of 1,415 discipline infractions and a total of 341 out-of-school suspensions in the 2014-2015 school year. This represents a 21 percent decline in the number of discipline infractions and a 21 percent decline in the number of out-of-school suspensions.

Second Printing of Dignity Before Dollars

The second printing of Arthur L. Mack's breakthrough novel, Dignity Before Dollars, is now on sale.

Dignity Before Dollars, which was first published in January 2015, got a makeover this February. A smooth new sky-blue cover —featuring a roll of \$100 bills—replaces the old cover, which was olive green and had the outline of a steel mill on the cover.



"I figured that changing to a brighter, more daring cover would make the book more attractive," said Mack. "Nowadays, appearances are everything, and I wanted to make the book a little bit more eye-catching."

Other changes include e-mail information to contact Mack about the book. Despite the paragraph structure changing slightly to make it a little more flowing, the story content is basically the same.

"I just wanted to make sure to keep Dignity Before Dollars out there, and to let people know it's still a relevant book," Mack said. "I certainly hope that with the new cover, it will encourage more people to buy the book and read about a strong and daring African-American male role model.

Mack is planning to publish a book of short stories in the coming months, and eventually begin work on a sequel to Dignity Before Dollars.

"The short stories are about some things I have written about in the past, and the sequel to Dignity Before Dollars will show what happens to the main character of the story after he overcomes the obstacles he faced in the original book." he said.

Dignity Before Dollars can be purchased on Amazon.com. If you want to buy the book directly from Mack, he can be reached at Alouismack@aol.com. •

THINKING OUTSIDE OF THE BOX

Arthur L. Mack

FREELANCE WRITER; Mobile, Alabama Contact Info: steppinoutnews@aol.com



No Surprises Here!!

Sometimes, I can't help but wonder if my wife was a fortune teller in her previous life. What prompted me to make this observation was that not long ago, when Baltimore police officer Edward Nero was going on trial for his role in the Freddie Gray trial, my wife said this: "They're not going to find him guilty of anything."

You remember Freddie Gray, right? The guy who was in a scuffle with police officers and eventually died from a broken neck in April of 2015 after being left unrestrained by a seat belt despite being shackled? Sure, you do—or at least you should. His death sparked riots in Baltimore, and helped galvanize the Black Lives Matter movement.

For his role in the case, Nero was tried on charges of reckless endangerment, assault, and misconduct in office, among other things. A fellow officer, William Porter, was tried last year for manslaughter, but that trial ended in a hung jury.

As for me, I had a sense that things were not going to turn out the way Gray's family wanted, but I remained cautiously optimistic that some form of punishment would be handed down. After all, Gray did die in police custody, right?

Well, as it turned out, Nero was found not guilty—in fact, he was cleared of all charges. Although he still faces an administrative review by the police department, Nero basically came out smelling like a rose. It appears that once again, police officers who appear to have done wrong have the last laugh when it comes to going to trial.

It's basically the same old story—the cops acted justifiably, the suspect brought it upon himself, et cetera, et cetera, et cetera.

On the other hand, there were all too many cases of Black suspects—or at least Blacks appearing in the eyes of certain law enforcement types as suspects—followed procedure or at the absolute worst, questioned why they were being detained.

One such case happened in Tacoma, Washington not long ago, when a teenaged Black girl was riding a bicycle with her brother through a mall parking lot and was accosted by police. One of the policemen, who was off duty but was working as a mall security officer, pulled her off bike for no reason and slung her around like a rag doll. Then, he tazed her.

That wasn't the worst of it. When it was over, the poor child was arrested for—get this—resisting arrest and assaulting a police officer—even though the child was half the officer's size and was not in any position to resist arrest anyway.

You can't make this up—a video showed the whole ugly scene. That video, incidentally, was seen by a judge, who promptly threw out charges against the young lady.

But the whole point is this—there are some cops out there on the streets of America who are out for blood, and don't care about the consequences. That would make anyone with any sort of conscience mad. And for those who have experienced mistreatment at the hands of these types of law enforcement officers, how do you suppose they would feel. �

Tech Tuesdays at the Mobile Public Library Basics of Google Drive

Learn the basics of Google's free file storage and Google Drive. Topics include: What is Google Drive, uploading files, file management, sharing files, and using Drive Help. You must have a Gmail address and registration is required. For more details on the workshop or to register, please call 208-7078. Tuesday, June 14, 6 – 7:30 p.m., AT&T Technology Lab, Ben May Main Library, 701 Government Street. *****

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

412 Pearl Street

You may wonder why I titled this article 412 Pearl Street. Well, that is the address that my grandparents lived at for more than 40 years near downtown Mobile. It was located just off of Martin Luther King Avenue, then known as Davis Avenue, on a block that no longer exists. It is now the site of Florence Howard Elementary.

When I think of 412 Pearl Street, I remember a modest shotgun house that had three rooms and a bathroom. It was indicative of many of the homes in the inner city of Mobile that were occupied by hard-working individuals who lived, worked, worshipped and played in neighborhoods similar to where my grandparents lived.

Despite having a modest income, my grandmother made sure that her house was kept neat and clean. She spent a lot of time sweeping the porch, steps and sidewalk to ensure that it stayed that way. Despite the number of people that passed down her street coming from a night on the town on Davis Avenue and dropped their trash on her lawn, she would dutifully keep it clean. She also kept her house freshly painted every so many years. There were many other neighbors on her street and other streets in the community that did the same thing.

Today if you drive through neighborhoods with a similar economic level to that of 412 Pearl Street, you may notice that there are occupied homes where it appears that no one cares about the outward appearance of their home. Some yards are littered with trash, the lawns are uncut and the houses need painting and minor repairs. These homes tend to make the entire neighborhood look neglected and undesirable. Today, we don't have the same level of pride and dedication that was displayed by those men and women of the past.

Maintaining the ultimate home can be a challenge for those on fixed or modest incomes but it doesn't take a ton of money to simply keep things neat and clean. The reasons many homes and yards are unkempt may also be due to a lack of time, a focus solely on personal appearance or just plain indifference and laziness. For the community at large, it will take efforts by all of us to keep our block and the greater neighborhood in a manner that shows concern and pride. Just as my grandmother did at 412 Pearl Street and many others in the city like her, it will be an ongoing effort by all to make a difference in the community. 💠

LEGO Challenge Club

Use your imagination and challenge your building skills with amazing LEGO science activities, a board game and a bridge building contest. For more information, call the Ben May Main Library Children's Department at 208-7086 or email crhodes@mplonline.org. Ages 5 – 12, Thursday, June 16, 4 p.m.,

Ben May Main Library, 701 Government Street. 💠

Art in the Afternoon

Discuss the artist Georges Seurat and his technique of pointillism. Following the discussion students will create their own works of art using this interesting technique. Registration is required. For more information or to register, please call the the Mobile Public Library's Children's Department at 340-8571. Ages 7-12, Wednesday, June 29, 2 - 3 p.m., West Regional Branch, 5555 Grelot Road. 🚸

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.



Protecting Your Strands

It's that time of year again. Summer is here! Folks are graduating, moving, vacationing, and enjoying family. And with all the hustle to chill out during the summer comes a lot of sun, humidity, activities, sweat, and a lot of styling options!!

Summertime can wreak havoc on your hair and skin. Dry hair and fried skin from the sun is not fun or cute. To help combat the environmental chaos, one needs to place the word "protection" in their mind and vocabulary! It's getting hot out here!

So let's start with hydration. Water helps to moisture the body from the inside out. It keeps the body temperature regulated, skin supple and hydrated, and the hair and scalp moisturized.

Use products that moisturize the hair like coconut oil, olive oil, shea butter, coco butter, jojoba oil, mango butter to protect those strands from the sun. It's okay if you want to be fancy and mix the oils /butters. Especially if you're going to the beach or pool! Just apply a light coating over your hair and scalp. Make sure to shampoo thoroughly with a moisturizer shampoo and conditioner after your activities.

Make sure to rinse out excess sweat as well. Sweat crystallizes on the scalp and hair, causing it to become dry, brittle and prone to breakage.

Braids, short cuts, or extensions make great options for environmental hair protection (aka protective styling). Wearing a sun hat, scarf, or visor can also be a stylish alternative.

Be good to yourself and have fun this summer. Oh yeah, and don't forget your sunscreen! 💠

21st Annual Celebrity Golf Tournament

Franklin Primary Care Health Center Hosts Fundraiser

Franklin Primary Health Center, Inc. (FPHC) will host its 21st Annual Celebrity Golf Tournament on Saturday, August 13.

This event will be held at Robert Trent Jones, Magnolia Groves Course. Continental breakfast at the course and registration will begin at 7:15 a.m., followed by a shotgun start at 8 a.m. The registration fee is \$150. In addition, participants are able to enter various competitions held in conjunction with the tournament for prizes. Following the tournament, there will be an awards ceremony and recognition lunch.

Moreover, golfers who participate will win the satisfaction of assisting with FPHC's largest and most successful fundraiser. The event assists the organization with achieving its goal of making quality comprehensive health care services available, accessible and affordable to everyone. Proceeds from this event will aid in providing quality medical, vision and dental care to patients in Mobile, Baldwin, Choctaw, Escambia, Monroe and Conecuh counties.

"The Celebrity Golf Tournament has become a fun and important annual event to assist the organization," FPHC Chief Executive Officer, Charles White, said. "Thanks to the generosity of the many people who continue to make it successful, we are able to make a significant difference in the ability of our patients to access healthcare."

FPHC is a 501 c-3 private not-for-profit company. Sponsorship is also tax deductible.

For more information on the golf tournament, or to find out how you can make a difference in the communities of FPHC, contact Kathy Perry at (251) 463-4327 or email: Kathy.perry@franklinprimary.org. �

Share Your Cherished Values

Local Entrepreneur shares her "Natural Is" Philosophy

"Natural Is – is so much more than tee shirts and hair," proclaims Johnice Brown, founder, owner and CEO of this rapidly growing local start-up company that produces distinctive apparel to communicate life-enriching messages. Created with her treasured philosophy, "It's time to begin lifting and encouraging self – your NATURAL self," she established a solid business foundation to expand her "Natural Is" enterprise over time.

A mother of three and proud grandmother to one, Ms. Brown was born and raised in Mobile, Alabama. She knows all too well the feeling of being unmotivated and lacking love for self. After overcoming most of the obstacles and struggles that many of us encounter each day, her enthusiasm and commitment to a better life were not hers to quietly keep. She needed to share with others. Ms. Brown has been a role model and mentor to many in the community and at New Life Christian Fellowship Church. There, she has offered a special outreach to young ladies,

guiding them along the path to womanhood.

The core values of "Natural Is" as a company dedicate the business to: raise awareness and begin an uplifting movement by calling forth positive qualities we all possess. "Rather than placing unnecessary,

destructive energy into being negative, it is essential to accept and believe in the goodness of one's self," Ms. Brown shares. She developed her trademarked "Natural Is" product line as a way to reinforce the

integral goodness of all people.

Currently, "Natural Is" apparel is available as tee shirts, tank dresses, caps and jewelry – in a variety of colors and sizes. The full line can be purchased on the "Natural Is" website www.natural-iz.net or

contact Johnice Brown by e-mail, johnice@natural-iz.net. Custom tee shirts and other printed apparel are produced locally, in Mobile.

The company would be honored to work with you to create original memorable apparel for your family reunions, birthdays and other special occasions. Consider the possibilities: Natural is Movement. Natural is Peace. Natural is Strength. Natural is Confidence. Natural is Loyal. Natural is Family. Natural is Joy. Natural is Color Blind. The possibilities are endless, and most important, Natural is You!

Plans are in process to manufacture a line of clothing and accessories in South Africa and Asia. This production is expected to roll-out later this year, in time for holiday gifts. Ms. Brown welcomes your inquiries and your unique life-enhancing messages.

Ms. Brown can be contacted at Natural Is...Tel: 251 605-9980. 💠

Teen Summer Reading Program @Daphne Public Library

Area teens are invited to participate in "Get in the Game: Read!" teen summer reading program, from June 06-June 30. Teens are invited to come to the library and read for prizes as well as to take part in special events offered throughout the month of June.

Special events this summer will include a science workshop, two art workshops, and a yoga class. Each Monday in June, the library will host "teen movie and pizza" events. Teens in grades 6 - 12 are invited to register to attend these free events. Registration is now open. Parents and students can register at the library or during the Kick-off event on June 6th.

Our official Kick-off will be Monday, June 6 at 10:00 a.m. at the Daphne Civic Center. Entertainment will be a juggling extravaganza presented by Tomfoolery at 10:30. Teens can pick up their reading bags and reading logs during the kick-off event. To promote summer reading, the Daphne Library invites all teens to enter the 2016 Teen Get in the Game Reading Challenge. To meet the special reading challenge, teen readers will need to read from an assortment of literature forms. The reading challenge guidelines are available at the library.

The Daphne Public Library encourages all teens to participate in the summer reading competition. Teens have two reading log options. OPTION 1: Teens complete a general reading log for a chance to enter into a general raffle. OPTION 2: Teens who complete the "Get in the Game Reading Challenge" reading logwill have the chance to enter a raffle to win a 7" Fire tablet. All prizes will be raffled off during our summer reading finale on July 6th. For additional information call 251-621-2818 ext. 211.

The Daphne Library Summer Reading teen program is sponsored by the Friends of the Daphne Public Library.

Children's 2016 Summer Reading Program

On your mark, get set, READ! The Daphne Public Library is offering free fun events the whole month of June. The 2016 Summer Reading Program kicks-off on Monday, June 6 at 10:00 AM at the Daphne Civic Center. There will be free hot dogs, a guest appearance from the Mobile Bay Bears mascot, and entertainment provided by Tomfoolery: Juggling Extravaganza.

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Every Monday is marvelous at the Daphne Public Library! Free entertainment for all ages will be provided each Monday in June at 10:30 AM in the Daphne Recreation Center.

Terrific Tuesdays are packed with fun! The library will offer stories, crafts, and songs for Lap Babies at 10:30 AM, and cool crafts and games for Tweens at 1:30 PM.

Our Wonderful Wednesdays will be filled with story times just for your preschoolers! The Library offers three opportunities for stories, crafts, and songs at 9:30 AM, 11:00 AM, and 2:00 PM.

Tremendous Thursdays are fully devoted to K-2nd grade! A wesome games and crafts will be offered at 9:30 AM, 11:00 AM, and 2:00 PM.

Are you up to the challenge!? At our Summer Reading Finale on July 6, prizes will be raffled off to those that turn in a completed reading log! Reading logs can be picked up at the library or at the kickoff, and are due Friday, July 1 by 5:00 PM. For children two and above who are not yet reading on their own, pages may be recorded from any books read to them by parents, sitters, librarians, and siblings in their reading logs.

Be sure to check our website and like us on Facebook! For more information call or email the Children's Librarian, Rhonda Moss, at 621-2818 ext. 203 or rmoss@ daphneal.com.

The Daphne Library Summer Reading children's program is sponsored by the Friends of the Daphne Public Library. \clubsuit

JANS PLUS MEDIA

Hangout Music Festival

MAY 19-22 • GULF SHORES

by Caspian Roberts

For seven years now, thousands of people count down the days until they can go back to the white sands of Gulf Shores to kick off their summers with Hangout Music Festival. The continuous adaptation of the festival suits the needs of all attendees, and provides one of the best music experiences anyone can have. And, even with the curve balls that happened this year, it was still as fun as ever.

The Headliners for the 7thannual festival included The Weekend, Calvin Harris, who would end up being replaced by Panic at the Disco, and Florence and the Machine. The Thursday Night Kick-off party was a perfect way to begin the weekend, with Lil Dicky, Group Love, and Matt and Kim hyping the crowd for the following days. Matt and Kim closed off the night, playing classics such as "cameras," as well as some of their new songs, including "Let's Go." As everyone left the Boom Boom Tent, you could feel the buzz of

excitement for the following days.

Friday morning came along, and so did a massive thunderstorm. Hangout announced that the opening of the festival would be delayed due to the weather, so all we could do was wait it out. And, around 2 pm, Hangout announced that the gates would be opening around 3. The day had been condensed for time purposes, but the line up would remain the same. The Silversun Pickups were amazing to start off the day, performing their latest "Circadian Rhythm," as well as classics such as "Panic Switch," and "Lazy Eye." The day continued with acts including Walk the Moon, Alison Wonderland, and Walk the Moon. The Revivalists were one of my favorite acts of the day, providing some of their New Orleans sound to get the crowd moving. Alabama Shakes and Alessia Cara provided great shows, leading up to the headliners of the night; The Weekend and The Chainsmokers. Even with the delay, Friday was worth waiting for.

Saturday began with an interesting announcement as well – the Headliner for the day, Calvin Harris, could not perform. Instead, Panic at the Disco would get the opportunity to close the day. Kaleo kicked the day off with a great performance, playing hits such as "All the Pretty Girls," and "Way Down We Go." I got the opportunity to speak with JJ for a minute after the show, and he filled me in on how much his band enjoyed playing the festival. X Ambassadors played at the Hangout Stage, and also provided a great set leading up to Kurt Vile and the Violators at the AXS TV Stage. He provided a very lively set, playing crowd favorites such as "Goldtone," "Waling on a Pretty Day," and one of his newer hits "Pretty Pimpin." After sets from retuning Portugal the Man and Atlas Genius, a majority of people headed towards Cage the Elephant. The crowd went as far back as the BMI Stage, and they were all excited for the set. When they played their new hit "Trouble," and then their old hit "Aint no Rest for the Wicked," the crowd went wild. Panic at the Disco closed the night off, beginning by telling the crowd how glad they were to get the opportunity for Headlining. They played their new song "Hallelujah," and the crowd loved it. But, the coolest part of their set was definitely their rendition of Queen's

 $(continued \ on \ Page \ 14... \ see \ JAMS)$





The Wailers @THE SIDEBAR THEATER • MAY 23 by Robbey Pye

The Wailers came to Tallahassee for a show at the Sidebar Theater. The doors were packed from the start and the small venue did a fantastic job mediating a big crowd. The band performed some classic hits by the band from when legend, Bob Marley, was still apart of the group. It was awesome to see one of the most influential figures in music history still making his impact. Even proceeding Bob Marley's death in 1981, the crowd and performers seem to both be mesmerized by the classic jams. Everyone seemed laid back and happy as they soaked in the bands' beats. A few of the originals performed were "Could you be Loved", "I Shot the Sheriff", "Jamming", and "Exodus". The locals in Tallahassee were lucky to catch such an awesome show, considering how crazy The Wailers tour schedule gets preceding the Tallahassee show. They go back up the East Coast, all the way up and down Cali, and even out of the country to Puerto Rico here soon. It was a fun night and a show that I was fortunate to attend to. \clubsuit



"Bohemian Rhapsody." Even with the oddness of Saturday, it still proved to be a fun day. We were all excited to see what Sunday would bring. While Sunday did not have any surprises, it was still a fantastic way to end the weekend. Judah and the Lion provided an amazing blend of blue grass songs, coupled with interesting renditions of popular hip hop and r&b songs. Their song "Take It All Back," was the perfect example of the hip hop-ish Blue Grass that makes their band so cool. After their set, rapper FettyWap took the Hangout Stage, and left no stops while paying hit after hit. "Trap Queen," "My Way," and "Again," got everyone hyped in the crowd. People called the walk to the stage the "Great Fetty Migration." as it seemed the whole beach came to watch him. The famous Lenny Kravitz then took the stage, and people of all ages came to experience his music. His guitar rang across the beach, bringing all in attendance a sense of joy. Florence and the Machine headlined the last night of the festival, and served as the perfect ending to the weekend.

Hangout Music Festival is always a fun time. This year was interesting, with weather being an issue, and even Headliners dropping out. But, even with the obstacles, Hangout successfully hurdled them all. Hangout 2016 will go down as one of the most fun, and interesting, installments in the series. *

Walk and Wellness Expo

The William "Bill" Clark Legacy Group

An Ambassador of Good Will, Mr. William "Bill" Clark championed for the people of Mobile. He was the voice that spoke for voiceless. "Bill" Clark was lost to us on May 22, 2015. He was a man of many accomplishments and more importantly he was a man who cared. He demonstrated he cared tirelessly through his many deeds.

On November 24, 2015, a tribute luncheon was held to celebrate his accomplishments. Funds were raised to create an endowment to help support his many community and educational programs and to continue his legacy. On June 18, 2016 the William "Bill" Legacy Group will continue that effort by hosting a fundraising Walk and Wellness Expo from 8AM - 1PM at the William "Bill" Clark Center.

Citizens are invited to support the William "Bill" Clark Walk and Wellness Expo by purchasing a ticket to win one of the many prizes that will be given away. Attendees are encouraged to participate in the many free health and wellness services that will be provided. If you cannot attend please help by giving a donation, of any amount, that shows your support in what is being done to keep Mr. Clark's legacy and works alive. Contact Mrs. Hattie Clark for tickets at 251-680-4500.

Please make check/money order payable to The William "Bill" Clark Legacy Group Fund and send your contributions to: The William "Bill" Clark Legacy Group Fund, PO Box 10434, Prichard, AL 36610.

If you choose to give online you may do so through the Community Foundation of South Alabama. The website is: www.communityfoundationsa.com. Just note your donation to the William "Bill" Clark Group Legacy Fund. �

William "Bill" Clark Legacy Group Sponsors

A Walk and Wellness Expo



June 18, 2016 8:00 AM - 1:00 PM



at the William "Bill" Clark Family Life Center



ADPH Recommending Immunization

In light of 11 cases of measles associated with an Arizona Immigration and Customs Enforcement detention center, the Alabama Department of Public Health (ADPH) has located four people who came to Alabama after possible exposure to measles. As of Tuesday morning, the ADPH has determined that these four people do not have signs of measles, but they will be vaccinated and monitored for 42 days for any illness. The health department is in the process of locating a fifth person with possible measles exposure and expects to talk to that person today.

It is important for everyone to understand that communities with groups of unvaccinated people are vulnerable to measles outbreaks. At least 95 percent of people in a community need to be immunized for measles to achieve herd immunity. Herd immunity protects the people who received the vaccine as well as children too young to be vaccinated, persons with medical conditions preventing vaccination, and the less than 3 percent of people who do not respond to the vaccine.

Parents need to vaccinate their children according to the Advisory Committee on Immunization Practices immunization schedule, endorsed by the American Academy of Pediatrics. State law requires children to be up to date on their vaccinations prior to attending child care centers and school, which includes MMR (measles, mumps and rubella) vaccine. "People who don't get measles vaccine put others at risk," Dr. Karen Landers, pediatrician and medical consultant for the Alabama Department of Public Health Immunization Division, said. "The summer is a good time to have your children immunized." Dr. Landers wants parents who fear side effects of vaccinations to know measles is highly contagious and a serious disease with life-threatening complications, and that concerns about links between vaccines and autism are baseless. Landers stated, "I can say as a scientist and as a pediatrician that the measles vaccine does not cause autism."

Measles is a highly contagious respiratory disease caused by a virus. Measles can stay airborne or live on surfaces for up to two hours. Symptoms include fever, runny nose, cough and a rash all over the body. Those infected can transmit the virus for about five days before the typical rash appears. Symptoms occur within one to two weeks after exposure. Measles is so contagious that any child who is exposed to it and not vaccinated will probably get the disease.

Common complications of measles are ear infections and less often pneumonia. Rarer complications are inflammation of the brain and death. Routine MMR vaccination is recommended for all children, with the first dose given at age 12-15 (continued on Page... see **ADPH**)



HURRICANE SEASON... MFD Says BE PREPARED!



While hurricane season officially began on June 01, we've already had two named storms to occur. Now is the time to plan and prepare in the event we see a storm here in Mobile.

Families are encouraged to discuss ahead of time what will you do in the event of a hurricane. What route will you take in the event an evacuation is called for and where will you go to stay.

Anyone living in flood prone areas should have a family disaster kit, with clothing items and food so they will be prepared to evacuate whether they are leaving the area or going to a local shelter.

Now is the time to purchase supplies you may need, don't wait until the last minute when a storm is approaching. Items will disappear off the shelves quickly; store batteries, canned goods and other non-perishable items that you will need after the storm strikes.

When a storm is threatening our area watch/listen to local news stations as officials will provide vital information through those outlets.

Don't wait, be prepared now! 💠

HURRICANE SUPPLIES

- **Prescriptions** (to last at least 2 weeks)
- water (1 gallon per day/per person for 3-7 days)
- Food (at least enough for 3-7 days)
- -non-perishable packaged or canned food/juices
- foods for infants or elderly
- snack foods
- non-electric can opener
- cooking tools fuel
- paper plates plastic utensils

•Blankets/Pillows, etc.

- •Clothing (seasonal; rain gear; sturdy shoes)
- •First Aid Kit-Medicines/
- •Special Items for babies and the elderly
- •Toiletries-Hygiene items-Moisture wipes

Flashlight/Batteries

Identification/Immunization Records/Medications
 Pet care items

- ample supply of food and water
- —a carrier or cage
- muzzle and leash



BSCC Names Monk Director of Workforce Development



Austin T. Monk has joined Bishop State Community College as the Director of Workforce Development. Prior to coming to the college, he served as the Director of the Washington County Economic Development Initiative of the Mobile Area Chamber of Commerce. He brings with him a strong background in both economic and community development.

Monk earned his Bachelor's of Arts in Public Administration and a Master's of Public Administration with a minor in Economic and Community Development from Auburn University. He completed leadership studies from Harvard University, The Delta Regional Authority-Delta Institute, and the University of Oklahoma's Economic Development Institute. He serves on many state and local regional economic development committees including the Southern Development Council (SEDC) and the Economic Development Association of Alabama (EDAA). �

Help Shape Arts & Culture in Mobile

LEGACY 166, a non-profit organization that specializes in cultural activities and programs, is seeking a diverse group of volunteers to participate in a guided discussion about arts and cultural activities in: music, theatre and children's programs. Each group will meet only once or twice for no more than one hour. If interested, call 251-533-5726 or email legacycenter166@aol.com for more information. All calls and emails will be answered. ♣



Mobile Native Selected to Lead New State Office A Historic Day in Alabama

History was made in the State of Alabama when Governor Robert Bentley signed into law legislation making the Governor's Office of Minority Affairs (GOMA) a cabinetlevel office. Alabama is only the second state in the nation to have such an office, but is the first and only state to have an office that takes a comprehensive approach to focusing on women and minorities.

The Governor's Office of Minority Affairs will be led by Nichelle Williams Nix, who was recently sworn in as the Director. Mrs. Nix is a native of Mobile, and has a Political Science degree from Spellman College in Atlanta, a Master's of Public Health degree from Emory University, and a law



degree from The University of Alabama School of Law. She previously served as Legislative Counsel to U.S. Representative Artur Davis (D) in Washington, D.C., a Health Care Fellow at the Alabama Appleseed Center for Law & Justice in Montgomery, and as Executive Director of the Sickle Cell Disease Association of America in Mobile.

"I am honored to serve in the Governor's administration as the Director of the Governor's Office of Minority Affairs and help support Governor Bentley's efforts to create jobs, improve education, and increase opportunities and access for women and minority communities across the state," Director Nix said. "It is my singular mission to help make Alabama a better state for everyone. I appreciate Rep. Knight and Sen. Smitherman for sponsoring this important legislation and the Alabama Legislature for taking the important step to codify this office and allowing it to become a permanent position that will exist through future administrations in Alabama. Most importantly, I thank Governor Bentley for his vision to prioritize the needs of women and minorities in the state."

Governor Bentley originally created the GOMA on March 9, 2016, by Executive Order. Legislation codifying the GOMA was signed into law on May 11, 2016. The GOMA will advise the Governor on issues affecting women and minorities, and will focus on the improvement of the overall quality of life of these communities, specifically in the areas of education, health, economics, political participation and empowerment, housing, employment, civil rights, criminal justice and race relations with the goal of creating policy recommendations as a part of Governor Bentley's 'Great State 2019 Plan.'

For more information, contact the Governor's Office of Minority Affairs at 334-353-2113, or email Nichelle Williams Nix at nichelle.nix@governor.alabama.gov. �

AKA Present Awards/Scholarships







Tyanna Irby



Autumn Thomas

Alpha Kappa Alpha Sorority Inc./Delta Theta Omega Chapter has actively implemented the 2014-2018 International Program "Launching New Dimensions of Service" to provide opportunities to address community needs with programs in the five target areas... TARGET I—Educational Enrichment; TARGET II—Health Promotion; TARGET III— Family Strengthening; TARGET IV Environmental Ownership; TARGET V—Global Impact.

The Delta Theta Omega Chapter presented awards and scholarships to local area high school seniors through TARGET I—Educational Enrichment... sub-target Think HBCU. To support Historically Black Colleges and Universities (HBCU), Alpha Kappa Alpha Sorority, Inc. launched the national campaign Think HBCU by highlighting HBCUs and their contribution to the sorority and society. Through education, engagement and advocacy, HBCUs are show-cased as critical venue for moving students to and through college.

On May 6, 2016, presentations were made to six seniors at Williamson High School during their Honors Day Program for their compositions on "Why I Desire to Attend a Historically Black College or University" as part of the 6-week Youth Motivation Task Force program in the fall of 2015. The Youth Motivation Task Force program introduced students to professionals from a variety of career fields who graduated from HBCUs or support those institutions to share their experiences (i.e. degree programs, participation in academic, civic and social clubs and organizations, and preparation for the workforce), and encourage attendance at HBCUs. The winners Myticia Fikes, Chauncey Pugh, Madison Dortch, Jazzmine Salter, Marissa Jenkins, and Zalexus McCall received certificates of excellence in academics and Kindle Fire Tablets.

On May 7, 2016, during the 2015-2016 Culturama Program Culminating Event, the Delta Theta Omega Chapter awarded three \$1,500 HBCU scholarships to Culturamites Shelby Rose Hall, Autumn Thomas, and Tyanna Irby. The Culturama Program was created in 1961 to meet the cultural and intellectual needs of African American teens in Mobile County and was expanded to Baldwin County in later years. Culturama is a two-year program for female and male high school juniors and seniors who participate in activities designed to develop and implement life skills workshops, participate in community service activities, provide cultural

opportunities, and increase knowledge regarding college preparation. 💠



251-460-4160 office

5920 GRELOT RD. BUILDING H SUITE C. MOBILE, AL 36609

Arising from the Ashes -Orange Grove

Tiffany Ingram



In the past, Orange Grove housed individuals without successful keys to help them upgrade to higher levels of economic independence. The Renaissance Corridor improves drastically, transforming the area into immaculate low-income homes available to lowincome families striving to achieve economic independence. The corridor today inserts a program to help residents learn skills, manner, and ability to achieve economic independent lifestyles referred to as the W.E.A.L.T.H. program.

"We strive for economic excellence and to provide hope," those are words from one of the housing counselors, Andrea McCants, who offers her time to the residents teaching fundamental finance and rebuilding credit.

This radiant catalyst didn't just appear from air over night. With hard work from the Board Chairman and excessive hours of planning from various sectors of the community, not to mention the hundreds of millions of dollars it took to make this all a possibility, none of the beauty that we see in the corridor downtown would have ever existed. According to the article, Crime Stats in Public Housing, in 2001 Mobile public housing communities, Orange Grove and Roger Williams had the most violent crimes. That is no longer what Orange Grove is known for. The Renaissance Corridor is now a sanctuary for hope; a beacon for excellence to the future for complaisant planned homeownership. *

JUNE 2016

FLAVA (continued from Page 06)

BAYSIDE BOOK CLUB

Thursday, June 16, 6 p.m., Parkway Branch, 1924-B Dauphin Island Parkway. This month's topic of discussion is King Solomon's Mines by H. Rider Haggard. For more information, please call Betty Fowler at 476-2600 or 208-7097.

SATURDAY MATINEE

Saturday June 18, 2 p.m., Saraland Public Library, 111 Saraland Loop. Norm of the North-In this animated comedy for the whole family, an oddball polar bear named Norm is outraged when he learns that human beings are planning to build condos in his Arctic home. The film runs 86 minutes and is rated PG. For more information, please call 675-2879.

POETRY ENTHUSIASTS

Monday, June 20, 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, please call 438-7075.

THE READER'S CHOICE BOOK CLUB

Tuesday, June 21, 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 All the Light We Cannot See by Anthony Doerr. For more information, please call 208-7097.

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

PRICHARD LIBRARY NEWS

FRIDAY VIDEOS • 12:00-1:00 PM • AGES 3-13 YEARS OLD

JUNE 03 — **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 10 — **SWITCHING GOALS**—Sisters Emma and Sam Stanton, the girl's trade secrets, clothes and Now they trading

JUNE 17 — *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 24 — *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.



Stone Street Baptist Church

" A Legacy of Faith, A Lifetime of Service"

EVENING WORSHIP SERVICES 7:00 p.m.

Tuesday, July 12, 2016 Wednesday, July 13, 2016

Thursday, July 14, 2016

Join us each night for dynamic

preaching, praise,

REV. MILTON E. SAFFOLD

PASTOR

and worship.



ANNIVERSARY CELEBRATION SUNDAY July 17, 2016 7:45 a.m. Fellowship Breakfast 8:30 a.m. Sunday School 9:45 a.m. Morning Worship Service

3:00 p.m. Anniversary Celebration Worship Service Guest Messenger, Reverend Fleet Belle Pastor, Rock of Faith Baptist Church ANNIVERSARY BANOUET Friday, July 15, 2016 at 7:00 p.m. Ashbury Hotel & Suites Tickets: \$35.00 Guest Speakers: Dr. Fred Wolfe, Pastor, Luke 4:18 Fellowship Dr. Vernon Swift, President Alabama State Missionary Baptist Convention

311 Tunstall Street Mobile, AL 36603 For information or banquet tickets please call 251-454-3785 or 251-432-5197





MOBILE

CONCERTS

"Weird Al" Yankovic-Saenger, 6/7 Harry Connick Jr.-Saenger, 6/8 Kirk Franklin-Saenger, 6/12 The Molly Ringwalds-Soul Kitchen, 6/18 Corv Branan-The Merry Widow, 6/21 Luke Combs-Midnight Rodeo, 6/24 Packway Handle Band-Callaghan's, 6/24

ATIANTA

CONCERTS

- Garrison Keillor, Ricky Skaggs-Fox Theater, 6/4 Dolly Parton-Infinite Energy Center, 6/4
- The Drifters, The Tams, The Coasters-Southern Ground Amphitheatre, 6/4
- Cvndi Lauper-Woodruff Arts Centre, 6/5
- Journey, Doobie Brothers, Dave Mason-Lakewood Amphitheatre, 6/8
- Selena Gomez, DNCE, Bea Miller-Phillips Arena, 6/9
- Blues Traveler-Bowl @ Sugar Hill, 6/11 Keith Urban, Brett Eldredge, Maren Morris-Verizon
- Amphitheatre, 6/11 Harry Connick Jr.-Chastain Park Amphitheatre, 6/11 R. Kelly-Phillips Arena, 6/11
- The Turtles, Chuck Negron, Mark Lindsay, Gary Puckett & The Union Gap, The Cowsills, The Spencer Davis

Group-Cobb Arts Centre, 6/13 WILL DOWNING-Wolf Creek Amphitheatre, 6/13

Weezer, Panic! At The Disco, Andew McMahon In The

Wilderness-Lakewood Amphitheatre, 6/16 Anthony Hamilton, Fantasia-Fox Theater, 6/17 The Foreign Exchange-Terminal West, 6/17 Lynyrd Skynyrd-Verizon Amphitheatre, 6/18 Kenny Rogers-Chastain Park Amphitheatre, 6/19 Steely Dan, Steve Winwood-Chastain Park Amphitheatre, 6/26

SYMPHONY

ATLANTA SYMPHONY ORCHESTRA -Woodruff Arts Centre, 6/3, 9, 11-12 -Chris Botti, Joshua Bell-Woodruff Arts Centre, 6/10 -Gregory Alan Isakov-Woodruff Arts Centre, 6/17

BAY STLOUIS CONCERTS

The Turtles, Chuck Negron, Mark Lindsay, Gary Puck

BILOXI CONCERTS

The Turtles, Chuck Negron, Mark Lindsay, Gary Puckett

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

& The Union Gap, The Cowsills, The Spencer Davis Group-IP Casino, 6/3

Rings of Saturn, The Browning, Lorna Shore -Kress Live, 6/3

Delbert McClinton-IP Casino, Resort and Spa, 6/10 Collin Raye-IP Casino, Resort and Spa, 6/18 The Guess Who-Golden Nugget, 6/18

BIRMINGHAM CONCERTS

Jason Mraz-Iron City, 6/3 Harry Connick Jr.-BJCC Concert Hall, 6/5

Kirk Franklin-Lyric Theatre, 6/14

Brantley Gilbert-Oak Mountain Amphitheatre, 6/25 **FESTIVALS**

- STEEL CITY JAZZ-Morris Day & The Time, Boney James, Marion Meadows & Paul Taylor, Mindi Abair, Marcus Anderson, Jeff Lorber-Linn Park, 6/3
- STEEL CITY JAZZ-Maze, David Sanborn, Rick Braun, Kirk Whalum, Norman Brown, Ken Ford, Jeff Lorber-Everette Harp & Chuck Loeb, Maysa, Ben Tankard, Kyle Turner, Michael Ward, Althea Rene, Latrice Bush-Linn Park, 6/5

STAGE PLAYS

Wicked-BJCC Concert Hall, 6/22-26, 6/28-7/3

FAIRLOPE

CONCERTS

Flow Tribe-Fairhope Brewing, 6/10

的政

CONCERTS Sugarcane Jane-Heritage Park, 6/17

NEW ORLEANS CONCERTS

Kirk Franklin-Orpheum Theatre, 6/11 Selena Gomez, DNCE, Bea Miller-Smoothie King Arena, 6/14 Brian Simpson, Elan Trotman-New Orleans Jazz Market, 6/18

Material Imaginings, ON-GOING -Museum of Mobile Old Ways, New Days Part I & II, ON-GOING Walls and Halls, ON-GOING CSS Alabama Cannon, ON-GOING —Phoenix Fire Museum Steam Engines, Motorized Vehicles, Gallery; **ON-GOING**

R. Kelly-Smoothie Center, 6/19 The Foreign Exchange-Tipitina's, 6/23 Chris Isaak-House of Blues, 6/28 **STAGE PLAYS**

Wicked-Saenger, 6/1-6/12, 6/14-19

OGEAN SPRINGS CONCERTS

-Museum of Art

Cyril Neville, The Royal Southern Brotherhood, Blackwater Brass-Downtown, 6/4

Drewsif Stalin's Musical Endeavors, The Fine Constant -Mezo's Juke Joint, 6/18

ORANGE BEACH CONCERTS

Keith Urban, Brett Eldredge, Maren Morris-Wharf, 6/16 Brantley Gilbert-Wharf, 6/26

PASCAGOULA

CONCERTS Sugarcane Jane-Jack's, 6/30

PENSAGOLA CONCERTS

Big Sam's Funky Nation-Vinyl Music Hall, 6/9 Elizabeth Cook-Vinyl Music Hall, 6/24 Brit Floyd-Saenger, 6/25 Flow Tribe-Vinyl Music Hall, 6/25

TUSCALOOSA CONCERTS

Confederate Railroad-Druid City Music Hall, 6/3 Darius Rucker, Dan + Shay, Michael Ray-Amphitheatre, 6/16



by A.D. McKinley

Discovery Know Thyself! (PART 2)



An old African proverb says, "Know thyself."

This statement is so powerful when you understand the content of the words. My intention is to break down the understanding of this passage in a simple form for a better understanding with substance and purpose.

Strive to do things that are good and encouraging for self. To be good is the objective for everything in life. For example, you make a mistake and the lesson learned is to correct the mistake by doing it right, good, or better the next time. Good is a natural state of being! It is bad that is unnatural! Bad is so unnatural that it can turn into a disease or it can be an opportunity to transform. It is your viewpoint.

An opportunist seeks the chance to do and strives with their mind to create their life with greater possibilities.

To achieve any goal in this life you must first have and understand honesty, discipline, commitment and dedication. These are the foundational tools for success. Set your goals high and operate with faith. Believe in yourself until it is accomplished internally and you can duplicate it externally.

I am who I visualize, speak into existence and believe I am.If you don't see pain as character builder and see the challenges as opportunities you will always misread and misunderstand the action of the terms overcome, perseverance and achievements.

Mobile Fire-Rescue Announces Promotions

Assistant Chief Billy Pappas announced the promotion of sixteen personnel within the department to the position of Driver. Congratulations on your hard work and dedication: Jennifer H. Albrecht, Seth K. Blitch, Lecedric D. Browe, Justus E. Browning, Ethan J. Cantin, Andrew L. Edwards, John T. Hall, Johnathan E. Harris, Joshua N. Hults, Sean E. Maurin, Christopher A. May, Brian P. O'Hear, Howard J. Popple, Jean P. Robert, Neil H. Sherer, Jameson L. Smith. �

BSCC to Host HBCU Love 2K Walk

The HBCU Love 2K Walk will be held on the main campus of Bishop State Community College located at 351 North Broad Stree. It will be on June 25, 2016 from 8:00 am-12:00 pm. The HBCU walk is a day of family fun to promote education and honor the present and past institutions which have produced over 60% of all African American degreed scholars, doctors, lawyers, and business owners. It will be a day to promote healthy living and celebrate Bishop State Community College which is the only HBCU in this area of the Gulf Coast. All funds raised at the event will support HBCU college tours. For more information, call 251-432-6506. ◆

3D Printing Demonstration

Discover the new technology of 3D printing and see it in action! Topics include: How to navigate thingiverse.com and look for designs, the ins-and-outs of 3D printing for beginners, and a demonstration of Makerbot 5th generation printer and its software. Registration is encouraged. For more details on the workshop or to register, please call 251-208-7078. Tuesday, June 28, 5–6 p.m.

Armbrecht/Briskman Meeting Room, Ben May Main Library, 701 Government Street. 🚸

Mobile Fire-Rescue Receives Donation from ARC

The City of Mobile Fire-Rescue Department has received a \$100,000 donation from Arc Terminals. The department plans to use the monies to upgrade hazardous materials team equipment.

Assistant Chief Billy Pappas stated, "This donation will enable us to purchase modern technology and upgrade current equipment for our Haz Mat response capabilities."

Public Safety Director Richard Landolt added "This generous donation by ARC will go far in helping us be better prepared for an industrial incident of near any type."

- The funds will be used purchase and upgrade the following equipment:
- •AreaRae With Full Sensor Suite-\$45,000

Used for establishing a perimeter at an incident site. The AreaRAE provides real-time wireless measurements for a range of potential threats such as combustible gases, chlorine, or hydrogen sulfide, you can deploy the monitor and replace sensors when circumstances change.

•Level A Suits With Flash Protection-\$14,094

This upgrade to our existing has-mat entry suits will provide our personnel with a much needed extra level of protection. While meeting the needs of working in the most dangerous environments by protecting against chemical and biological agents in both liquid and vapor form these suits provide additional protection against flash fires that may occur.

•Thermal Imaging Camera-\$10,000

These devices allow our personnel to locate potentially dangerous situations by rendering infrared radiation as visible light. Such cameras allow responding personnel to see areas of heat through smoke, darkness, or heat-permeable barriers.

• PID Monitor To Detect VOC Gases-\$14,374

Photoionization detectors (PID) measure volatile organic compounds (VOC) and other hazardous gases. PIDs produce instantaneous readings, operate continuously, and are commonly used for monitoring possible worker exposure to volatile organic compounds (VOCs) such as solvents, fuels, degreasers, and plastics.

Arc made the donation as part of a settlement agreement negotiated with the City of Mobile following a complaint that the company violated the city's zoning ordinance by storing sulfuric acid at its Blakely Terminal without the requisite approval.

The payment by Arc exceeds any possible fines the City could have recovered against Arc for the zoning issue. Arc completed the removal of all sulfuric acid from the Blakely terminal last year. \clubsuit



MAY & PASSINGS

MORLEY SAFER, 84 JOURNALIST (60 MINUTES), PNEUMONIA



JOHN BERRY-52 MUSICIAN Beastie Boys Frontal Lobe Dementia



ABEL FERNANDEZ-85 ACTOR The Untouchables



JAMES KING, 57 BLUEGRASS MUSICIAN LiverDisease



WILLIAM SCHALLERT-93 ACTOR



JOANNA BLAKE-39 SCULPTOR Motorcycle Collision



LEWIS FIANDER, 78 ACTOR Pride and Prejudice, Who Can Kill a Child?, Bangkok Hilton

Stroke



BURT KWOUK-85 ACTOR The Pink Panther, Goldfinger Last of the Summer WINE



SAMANTHA SCHUBERT-47 MISS MALAYSIA (1991) Pancreatic Cancer



JAN CROUCH-78 TELEVANGELIST TBN Stroke



JOE FLEISHAKER, 62 ACTOR Citizen Toxie: The Toxic Avenger IV Heart Attack



NICK LASHAWAY-28 ACTOR Traffic Collision



AFENI SHAKUR-69 BUSINESSWOMAN/ACTIVIST



BRYCE DEJEAN-JONES-23 NBA-Pelicans Shot



MARSHALL JONES, 75 AMERICAN MUSICIAN Ohio Players



JIM MCMILLIAN, 68, AMERICAN BASKETBALL PLAYER NBA Champion 1972 Los Angeles, Buffalo, New York



RICKEY SMITH-36 AMERICAN IDOL Traffic Collision



TOM DELEONE, 65 FOOTBALL PLAYER Cleveland; Cincinnati BrainCancer



BUCK KARTALIAN-93 ACTOR Planet of the Apes



JEANNE PARR-92 CBS



ALAN YOUNG-96 ACTOR Mister Ed The Time Machine

www.SteppinOutMobile.com

EXPRESSIONS: RIGHT OR WRONG

Lisa Johnson

A Poet and Writer who lives in Mobile



Are you going through tough times, waiting on that perfect job offer, looking for that special someone to truly love you,

trying to kick a bad habit, or hoping to mend a broken relationship? Things might not be the way you desire them to be right now but don't give up in despair. Hold on because the BEST is yet to come!!! Some people look at the glass half empty but is it really. Can you instead look at the glass being half full? Life to a large extent is what you make of it. Is it fair to hold someone else responsible for your own happiness? You might not have the perfect marriage, job, relationship with your children, your in-laws, your co-workers, your family, and the list can go on. Often times we look to the other person to change but the change needs to start with us. If you want that better marriage, be the change that you're seeking in your mate. Change takes time, so don't expect instant success. Sometimes while trying to change, you may experience relapses but keep going. Pray and learn to be patient with yourself and others. I'm sure you will make exceptions for yourself during your journey of change. Well, in doing so, don't forget to do the same for others while they're making adjustments in their life. Also, are your expectations too high? People are under a lot of stress. Is it possible that they're experiencing or previously experienced some things in their lives that's causing them to react a certain way? You'll be surprised to learn that things aren't always what they appear to be. Take time to communicate. (Proverbs 15:14, 15, 22; Ecclesiastes 7:8)

On the flip side of life's reality, you might just have to move on alone. Some people are afraid to walk alone. Walking alone can be freeing and revealing. It's during your period of alone time, that you discover things about yourself that you never knew. Take this time to really get to know what you want out of life. Don't hold someone to a higher expectation that you haven't reached yourself. Work on you and again be the change that you want to see and let everything else fall into place.

Sometimes things don't work out as you planned. Seek God's direction and let him guide your steps. If you stick to doing what's right, you'll soon discover the BEST is yet to come. BELIEVE that and you can ACHIEVE that!!! (Proverbs 3:5-7; 16:3; Romans 12:12) �

$\label{eq:ADPH} \textbf{(continued from Page}$

months, and a second dose at age 4-6 years. Unless they have other evidence of immunity, adults born after 1956 should get at least one dose of MMR vaccine. Two appropriately spaced doses of MMR vaccine are recommended for health care personnel, college students and international travelers.

Any persons who suspect they have measles should be promptly screened before entering medical waiting rooms and appropriately isolated, or have their office appointments scheduled at the end of the day to prevent exposure of other patients.

For more information, contact your local health department or visit adph.org/ immunization/.

Saenger Theatre Summer Classic Movie Series

JULY 10 – AUGUST 14 • SUNDAYS @3PM (DOORS OPEN @2:30PM) Tickets: \$6 per adult - \$3 per 12 and under child or 60+ senior

> JULY 10...... Indiana Jones and the Raiders of the Lost Ark JULY 17...... Grease JULY 24...... Mutiny on the Bounty JULY 31...... Field of Dreams AUGUST 07...... His Girl Friday AUGUST 14...... Airplane



The Mobile County Health Department (MCHD) has mosquito traps placed throughout the county to help determine the correct moment to begin night-time spraying to deal with the irritating insects. After reviewing recent samples, the MCHD trucks began their routes throughout Mobile and the county on Monday.

"Our monitoring has indicated that it is the time to start spraying," said Jerry Folse, who oversees Vector Control for the health department. "Weather permitting, our trucks will run Monday through Friday until probably October."

MCHD provides a comprehensive program through its Vector Control department. This includes mosquito surveillance, disease surveillance, public health education, larviciding (larvae control), and adulticiding (adult mosquito control) to track, monitor and control mosquitoes. Vector Control also assesses the potential for mosquitoborne diseases such as West Nile Virus (WNV), Eastern Equine Encephalitis (EEE) and St. Louis Encephalitis (SLE) through its sentinel chicken program.

Spraying schedules are set to cover the established 50 different spray routes across Mobile County. Vector Control is rotating first- and second-generation chemical insecticides and organophosphates so that no tolerance is built up in the mosquito population.

A new addition to the battle against mosquitoes is an airplane that will spray insecticides along coastal areas and in other places that are inaccessible by truck.

"The plane will be used when we have large hatchings of the saltwater mosquitoes," Folse said. "These are different from the Aedes albopictus mosquito that is our main disease-carrying mosquito. The saltwater mosquito is more of a nuisance, but it can also carry disease."

The plane is a Cessna 182Q. The plane's tail number is N987FM, which the staff says indicates "For Mosquitoes!" Travis Robertson from Sign Source applied the words "Mosquito Control" underneath the wings this week to help residents identify the craft when it flies overhead. Also added to the front of the Cessna was a "MCHD Mosquito Defeater" logo, reminiscent of a World War II fighter plane.

While Vector Control works all year to control the local mosquito population, residents also must play a role. "The public is asked to partner with us by checking their own properties and emptying out anything that they have that can hold water and leaving it overturned to prevent future mosquito breeding," Folse said.

To learn more about the battle to control mosquitoes, please visit http://mchd.org. Under the "Services" tab find "Vector Control" and then "Mosquito Control – General Information." A mosquito complaint may be submitted to Vector Control by calling 251-690-8124 or via email at VectorServices@mchd.org. �



MARKETING YOUR WAY TO SUCCESS

Nathaniel Patterson...MANAGING PARTNER, THE PATTERSON GROUP Empowers people with effective marketing strategies that increase business development, awareness and enhance personal lifestyles. To contact Patterson, call 888.599.5502 or connect with him on LinkedIn or Twitter - @journeycoach1.



Seven Effective Marketing Tactics for Small Businesses (PART I)

If you were at the Small Business and Nonprofit Bootcamp 101 hosted by the Growth Alliance Task Force, a committee of Mobile Area Chamber of Commerce and NAACP, Mobile County Branch you heard one of my favorite tweets:

Biz #strategies are rarely about brilliance. Yet, consistent execution of #excellence & proficiency in developing #relationships & resources.

Below are basic, yet effective marketing strategies and tactics for small businesses.

- 1. PRICING—The pricing sets a perception of your talents, products and services. If your strategy is to be the 'low price leader', ensure you can produce enough volume to push vendors for cost savings. Without volume you will make meager profits. In addition, your audience for low pricing will not be loyal. They will constantly push for lower and seek other sources. A moderate or premium pricing strategy must deliver excellence, quality or status. If you do not deliver the customer retention rates will be low.
- 2. CUSTOMER SERVICE begins with a strong commitment from leadership. It is evident in the business culture, training, treatment and empowerment of employees. With the aforementioned in place your employees will understand how to ensure a pleasant customer experience. Focus on the customer experience your audience desires: design, in-store, online, pricing, social media, technology. If you do with excellence it will be a good return on investment. Remember, customer service can be as simple as keeping your site clean, being knowledgeable or products/services or smiling.
- 3. SOCIAL MEDIA—There are a multitude of platforms on the market. Select two that your primary and niche audience trust. It is not about which platform you like, the audience selects. It is your mission to contact, engage and guide them from your social media to your site or webpage to purchasing or influencing referrals. Note: Who makes most of the purchasing decisions within the household? Women. Guess which two platforms they are on? Facebook with 62% of the U.S. adult population (77% being women). On Pinterest 62% make \$50,000 plus and 72% are women.

Next month we will review the balance of the 7 Effective Marketing Tactics for Small Businesses. In the meantime you can always obtain more tips by joining me on Twitter @journeycoach1. CONTINUED SUCCESS! �





LAUGHTER

YOU CHOOSE!!!

Judge Leroy is sitting on the Bench dutifully working the day's docket. A defendant isn't happy with how things are going in court, so he decides to give Judge Leroy a hard time. "Where do you work?" said Judge Leroy. "Here and there", said the defendant. "What do you do for a living?" said the judge. "This and that", said the defendant. Getting tired of the defendant's attitude, Judge Leroy says, "Take him away." "Wait," shouted the defendant, "When will I get out?" Judge Leroy looks over and says, "Sooner or later!!!" ©

BUYER BEWARE!!!

Little Leroy attended a horse auction with his father. He watched as his father moved from horse to horse, running his hands up and down the horses legs and rump, and chest. After a few minutes, Littl Leroy asked, Dad, why are you doing that? His father replied, "because when I'm buying horses, I have to make sure that they are healthy and in good shape before I make the buy". Little Leroy, looking worried, said, "Dad, I think the UPS guy wants to buy Mom!!!" ©

VISITING GRANDMA???

Willie Mae, who was a grandma, was becoming an evermore intimidating personality as the years went on. She was giving directions to her grown grandson who was coming to visit with his wife: "You come to the front door of the apartment complex. There is a big panel at the door. I am in apartment 4B. With your elbow push button 4B and I will buzz you in. Come inside, the elevator is on the right. Get in, and with your elbow hit 4. When you get out I am on the left. With your elbow, ring my doorbell."

"Grandma Willie Mae, that sounds easy, but why am I hitting all these buttons with my elbow?" the grandson asked. "You're coming empty handed...???" ©

I'M OWED!!!

Grandma Willie Mae was pushing her little grandchild around Walmart in a buggy. Each time she put something in the basket she would say, "And here's something for you, Diploma," or "This will make a cute little outfit for you, Diploma," and so on. Eventually a bewildered shopper who had heard all this finally asked, "Why do you keep calling your grandchild Diploma?" Grandma Willie Mae replied, "I sent my daughter to college and this is what she came home with!!!" ©



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