



STEPPIN' OUT

THE ARTS, ENTERTAINMENT & EMPOWERMENT GUIDE OF THE GULF COAST

OCTOBER 2015 • Volume 15:Issue 03

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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.

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

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MARKETING YOUR
WAY TO SUCCESS



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TRANSITIONING BASICS

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REFLECTIONS

A Letter from GOD

Good Morning,
As you got up I watched and hoped you would talk to me. Just a few words, such as thanking me for something good in your life yesterday or last week, would do.

But I noticed you were busy selecting the right clothes for work. I waited again to hear from you. When you ran around the house collecting papers, I knew there would be a few minutes to stop and say hello, but you never slowed down.

I wanted to tell you that I could help you accomplish more than you ever dreamed possible if you would just spend some of each day with me. At one point you waited fifteen minutes in a chair with nothing to do. I waited to hear from you. Then I saw you spring to your feet; I thought you wanted to talk to me, but you ran to the phone and called a friend. I watched as off to work you went and waited patiently all day long to hear from you. With all your activities you were too busy to talk with me.

I noticed at lunch you looked around; maybe you just felt embarrassed to talk to me. You glanced three tables over and noticed some of your friends talking to me before they ate, but you wouldn't.

There was still more time left, and I hoped that we would talk. You went home and had many things to do. After they were done, you turned on the TV; just about anything goes there and you spend many hours watching. I waited as you continued watching TV and ate your meal but again you wouldn't talk to me.

At bedtime you were totally tired. After you said good night to your family you plopped into bed and fell asleep. I had so much wanted to be part of your day. We could have had so much fun and accomplished so much together.

I love you so much that I wait everyday for a thought, prayer or thanks. Well, maybe tomorrow! I'll be waiting.

Your Friend,

GOD





Catt's
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September & October 2015

30th Anniversary Series 1985-2015

Wednesday MOBILE-BIENVILLE Sq CITY of MOBILE SPECIAL EVENTS	THURSDAY DAPHNE-MAYDAY PARK Daphne	Friday FAIRHOPE-WINDMILL MKT WINDMILL MARKET
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Sept 2, 3, 4 - ERIC ERDMAN (AMERICANA)
Sept 9, 10, 11 - Gregg Fells (SOUL/POP)
Sept 16, 17, 18 - LISA MILLS (BLUES)
Sept 23, 24, 25 - EXCELSIOR BAND (Trad. Jazz)
Sept 30, Oct 1, 2 - Lee YANKIE (BLUES)
Oct 7, 8, 9 - NOAH THOMPSON & JOE MORRIS (JAZZ)
Oct 14, 15, 16 - TROPIC FLYER (STEEL PAN POP)
Oct 21, 22, 23 - NU IMAGE (GOSPEL SOUL)
Oct 28, 29, 30 - MOLLY THOMAS (FOLK)

CONCERTS 11:30AM-1:30PM
INFO : 92.1FM-RADIOAVALON.COM-92ZEW.NET



Greetings Once Again Fellow Foodies!


Fall is officially here and now is the time to start searching for those familiar comfort foods; foods to warm your soul and make you want to hug yourself. Foodie and Friend purposely stopped at a little café on Airport Blvd. called Roma Café. It's kind of in a strip mall set-up but it came highly recommended.

We were greeted by a friendly waiter who made us feel very welcomed; the menu selections were all tempting but the Shrimp Scampi caught our eye, and so did the Ravioli Parmesan. Foodie decided to go light and ordered the Meatball Parmesan Sub with a side of penne pasta dressed in homemade marinara. The Scampi arrived accompanied by what has to be the best Garlic Bread in the world! We asked for more just to sop up the remaining Scampi Sauce. Foodie could have drunk a cup of the sauce all by itself. When the entrees arrived, we were pleasantly surprised by the freshness of the ingredients. The Marinara Sauce was some of the best that we had ever had. Friend didn't say much because his mouth stayed full the entire time (shaking my head). The Meatball Sub made Foodie smile; these were real hand-made meatballs, no fillers! The roll just melted in the mouth but was firm enough to handle being overstuffed with meatballs, sauce and mozzarella. Foodie is ready to go back, just reminiscing about it! The next time you're in the mood for soul-warming Italian fare with a casual atmosphere and great service, pay a visit to Roma Café at 7134 Airport Blvd, Mobile, (251) 341-7217.

Roma Café, YOU'VE BEEN FOUND!!

Happy Eating & Until Next Time!

Foodie & Friend
 foodieandfriend@aol.com. ❖






Minority Business Conference
 Thursday, October 8
 Arthur R. Outlaw Mobile Convention Center

Business Leadership Forum
 Registration 8 a.m. / 8:30 to 10:30 a.m.

Minority Business Awards Luncheon
 Registration 11 a.m. / 11:30 a.m. to 1 p.m.

Susan L. Taylor, former chief editor of *Essence Magazine* returns to Mobile

Get more details at www.mobilechamber.com
 Tickets for the day are \$60 for Chamber members/\$70 for guests
 RSVP: 251-431-8607

by Destinee Bolden



THE BEST OF FALL

Fall is finally upon us. After three months of sweating through our makeup, peeling our hair from our clothing and enduring red-hot sunburns, we are finally able to immerse in the coolness that is fall. Fall is my favorite season of all time because it's the perfect balance between hot and cold. Fall temperature usually ranges from 50-60 degrees and it last from September to November. When the leaves change to that amazing reddish orange color I can't help but feel at peace.

When I think of Fall I mostly think of fall fashion. There's no better way to bring in the season than with trendy clothes and shoes. The ambassadors for New York Fashion week (2015 edition) show us how it's done. Amanda Steele, Fleur De Force, and Carli Bybel are just three of the many fashion vloggers to step out on the scene. For us fashion lovers, the chic clothes are probably our most prized possession for fall. Pumpkin spiced lattes move on over, it's all about fringe, fringe, and more fringe. Fringe on shoes, fringe on purses, fringe on jackets, where there is fringe there is style. I feel as though fringe is just the icing on the cake, it amps up almost anything. And don't even get me started on leather jackets; they should be the one item that's in everyone's wardrobe. You can style a leather jacket in so many ways, the possibilities are endless. You can create a glam look, an edgy look, and even turn it girly with a dress. If you want to make things casual, throw on some converse. Not to mention leather jackets come in so many shapes, sizes, and colors. You don't have to pick the traditional black, if you're feeling creative rock out with a bright blue one. Fashion is constantly changing with every year, but some things always remain the same.

Pocket tees are becoming a common occurrence in clothing stores. A pocket tee can pack quite the punch to an otherwise basic shirt. The pocket in the top corner serves to be a unique touch, and sometimes companies even go the extra mile to include their logo on the pocket. Always a win-win situation. Logo shirts are second runner up. You probably wouldn't consider buying a white t-shirt, but if it had a unique to go along with it you'd probably do a double take. Creative logos are everything and more. Statements like "you can have a pizza of my heart" and "Chanel & Coffee" are swoon-worthy.

Last but definitely not least are lipsticks, but these aren't just any ole lipsticks. These are lipsticks that are so dark they can almost pass for black. Dark, vampy lips are the epitome of fall. I'm talking deep, deep reds and egg-plant purples. People are much more accepting of dark lipstick than they were in the past, it used to be shunned as too "scary" looking but now more and more people are embracing it. Dark lipstick looks good on every skin-tone, but it especially pops on fairer skin. ♣

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.

BayFest may have left us but not live music! In fact, Soul Kitchen has BayFest headliners, Shinedown and Dej Loaf on October 02. October 06, it's Houndmouth and Seratones, October 10, Bates and the Yellowhammers celebrate their newest release with a party at Soul Kitchen, and finishing out that weekend it's Iration on October 11. October 21, Papadosio with special guests Higher Learning and Done Right; October 24, see the Sam Holt Band. Rounding out the month on the 29th it's Bone Thugs n Harmony and on the 30th 92ZEW presents The Molly Ringwalds. For more information and tickets, go to www.cctshows.com.

The Saenger opens the month on the 9th with Corey Smith. October 21st it's Rob Thomas. At the end of the month, October 30, bring the kids to Kidz Bop Kids: Make Some Noise tour. For more info on activities at The Saenger, go to www.mobilesaenger.com

The Crescent is home to Mobile Bay Film Scramble for October's ArtWalk on the 9th. This is right after they finish their run of The Intern, starring Robert DeNiro and Anne Hathaway, from the beginning of the month through the 8th. For the Halloween season, they're showing Nosferatu on the 19th and Rocky Horror Picture Show the 29th through the 31st. In between, they'll have Calab Synan, live, on October 24. Also look for the thought provoking film, He Named Me Malala, which tells the story of the young Middle Eastern girl shot in the face for speaking up for her
(continued on Page 22... see AFTER HOURS)

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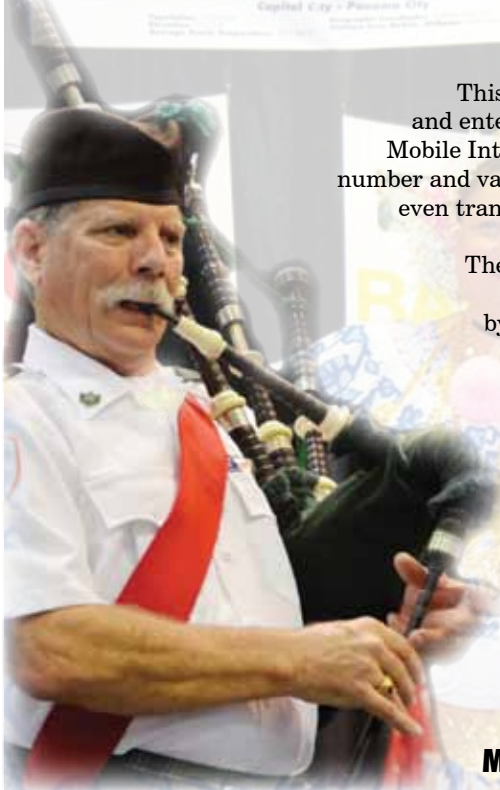


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MOBILE INTERNATIONAL FESTIVAL *Celebrating 32 Years*



The Mobile International Festival will mark their 32nd Anniversary on November 21. This year's Festival theme is "TALL Tales." Festival members' cultural exhibits, food booths, and entertainment will treat visitors to their own personal folklore and legends from their homeland. Mobile International Festival members play an active community role year-round through participation in a number and variety of events. From holiday parades, to press conferences, to sporting events, to school classrooms, even translation assistance, Mobile International Festival maintains a positive and prominent presence.

The Mobile International Festival was established in 1983 to help educate school children and share the many international cultures in Mobile among everyone as an annual event by playing a key role in education with their focus on world culture and racial tolerance.

In 2012, the Mobile International Festival proudly added S.T.E.M. (Science, Technology, Engineering & Math), as a key portion of their education program. In an effort to keep pace with an ever-changing world, Festival members and sponsors bring awareness to the STEM fields of study by placing an emphasis on STEM in their exhibits in a way that demonstrates real world applications from a global perspective.♣

THE MOBILE INTERNATIONAL FESTIVAL
Mobile Civic Center and Expo Hall
November 19-20—Student Days
Saturday, November 21, is Family Day/Open to Public
Hours are 10 a.m. to 3 p.m.

More Information Available at <http://www.mobileinternationalfestival.org>



Smooth Jazz and Jingle Bells return to the Emerald Coast with A Peter White Christmas featuring Rick Braun and Mindi Abair. This annual holiday event blends smooth jazz and holiday music for a great night of entertainment the whole family will love.

A PETER WHITE CHRISTMAS FEATURING
Rick Braun & Mindi Abair



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LOCAL FLAVA

MOBILE LIBRARY NEWS

EXTRAVAGANT READERS BOOK CLUB

Saturday, September 5, 3 p.m., Toulminville Branch, 601 Stanton Rd. Topic of discussion is Prodigal Son by Danielle Steel. For more information, please call 438-7075.

CHESS CLUB

- Thursdays, October 1, 15 & 22, 4 p.m. Ages – 7 to 12. Semmes Branch, 9150 Moffett Road. Learn to play Chess! Beginners and experienced players are welcome. For more information, call 645-6840.
- Mondays, October 5, 12, 19 & 26, 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, October 6, 13, 20 & 27, 4 p.m. Ages 6 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, October 7, 14, 21 & 28, 3:30 - 5 p.m. All Ages, Toulminville Branch, Stanton Rd. Mr. Ronald Reece will instruct children and adults on how to play the game of chess. For more information, call 438-7075.

EXTRAVAGANT READERS

Saturday, October 3, 3 p.m., Toulminville Branch, 601 Stanton Rd. It's Our Book Club's Anniversary! Extravagant Readers Book Club members have so much to share; therefore, this day has been set aside to express their thoughts on Cooking, Reading, Modeling, Crocheting, Knitting, Writing, Poetry, Dancing, Acting, Singing, Drawing, Music, and so much more! Excitement is in the air as we are Waiting to Express! For more information, please call 438-7075.

FAMILY FEATURE FILM

Thursday, October 8, 4 p.m. Semmes Branch, 9150 Moffett Road. Welcome to the Hotel Transylvania, Dracula's lavish five-stake resort, where monsters and their families can live it up, free from meddling from the human world. Over-protective of his teenage daughter, Mavis, Dracula fabricates tales of elaborate dangers to dissuade her adventurous spirit. The film runs 91 minutes and is rated PG. For more information, call 645-6840.

BOOK CLUB - EBONY MOMENTS

Thursday, October 8, 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 topics of discussion are The Perfect Deception and The Perfect Revenge by Lutishia Lovely. For more information, contact Betty Kidd at 470-7766.

FAMILY FEATURE FILM

Monday, October 12, 5:30 p.m. Toulminville Branch, 601 Stanton Rd. Paul Blart Mall Cop 2-Paul Blart and his daughter Maya are in Las Vegas for a security-guard expo when a band of menacing art thieves attempts a daring heist. The film runs 94 minutes and is rated PG. For more information, please call 438-7075.

AMERICAN GIRL BOOK CLUB

Tuesday, October 13, 4 - 5 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 Rebecca to the Rescue. Registration is required. For more information or to register, call the Children's Department at 340-8571.

Movie Mysteries @ Moorer

Tuesday, October 13, 5:30 p.m. Moorer/Spring Hill Branch, 4 South McGregor Ave. Enjoy wonderful classic Who Done It films with commentary and fun facts provided by Frank. Our feature this month is Death on the Nile with Peter Ustinov as Hercule Poirot. The film runs 140 minutes and is PG. For more information, please call 470-7770 or email ftigner@mplonline.org.

A PAGE IN TIME

Tuesday, October 13, 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 Greatcoat by Helen Dunmore. For more information, please call Michele at 340-8561.

MATINEE @ THE MAIN

Thursday, October 15, 1 p.m. Bernheim Hall at the Ben May Main Library, 701 Government Street. Far from the Madding Crowd-The story of independent, beautiful and headstrong Bathsheba Everdene who attracts three very different suitors: Gabriel Oak, a sheep farmer, captivated by her fetching willfulness; Frank Troy, a handsome and reckless Sergeant; and William Boldwood, a prosperous and mature bachelor. The film runs 119 minutes and is rated PG-13 for some sexuality and violence. For more information, call 208-7097.

BAYSIDE BOOK CLUB

Thursday, October 15, 6 p.m. Parkway Branch, 1924-B Dauphin Island Parkway. This month's topic of discussion is Go Set a Watchman by Harper Lee. For more information, please call Betty Fowler at 476-2600 or 208-7097.

SATURDAY MATINEE

Saturday October 17, 2 p.m. Saraland Public Library, 111 Saraland Loop. Avengers: Age of Ultron-This sequel to the smash-hit comic-book epic The Avengers finds the iconic superhero team dealing with a threat of their own making: a sentient robot called Ultron, who was originally designed as part of a peacekeeping program. The film runs 141 minutes and is rated PG-13. For more information, please call 675-2879.

POETRY ENTHUSIASTS

Monday, October 19, 6 - 7:45 p.m. Toulminville Branch, 601 Stanton Rd. Join members of Spoken Word of Mobile for an evening of poetry readings. Students and adults are encouraged to share readings of their own works or works from their favorite poets. For more information, call 438-7075.

BOOK CLUB - THE READER'S CHOICE

Tuesday, October 20, 1 p.m. West Regional Branch, 5555 Grelot Rd. Big Little Lies-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 Big Little Lies by Liane Moriarty. For more information, please call 208-7097.

MOVIE TIME WITH MR. BUTCH

Friday, October 23, 4 p.m. Moorer/Spring Hill Branch, 4 South McGregor Ave. Disney Favorites-The feature is The Rescuers. The film runs 77 minutes and is G. For more information, please call 470-7770 or email ftigner@mplonline.org.

BOOK CLUB - CLASSICS REVISITED

Monday, October 26, 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 selected works of Edgar Allen Poe. For more information, please call 208-7902.

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

(continued on Page 22... see **FLAVA**)

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David Jones

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FOR MORE INFORMATION CONTACT LEGACY 166: (251) 533-5726 -or- www.legacy166.com



SCHOOL FIELD TRIPS

2016

MARCH 04: THE TORTOISE & THE HARE... The Musical

Aesop's fable gets a fun updated twist in this musical with audience participation. Bunni Hare wins every race, so how will Thomas Tortoise compete? The famous sports reporter Howard Crow-sel will be there to call the "play by play" in this fantastic fable with an ANTI-BULLYING message.

Literature • Theatre • Music • Audience Participation • Character Education —GRADES K-5
❖ \$5⁰⁰ ADMISSION ❖



MARCH 25 QUEEN BESS: The Story of Bessie Coleman

Born to sharecroppers, Bessie Coleman heard stories from pilots returning home from World War I about flying during the war. She learned to fly in a biplane and became the first woman to earn an international aviation license and the first woman of African-American descent to earn an aviation pilot's license, in 1921. She became a Barnstormer (Stunt Pilot) and quickly gained a reputation as a skilled and daring pilot who would stop at nothing to complete a difficult stunt.

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For More Information Call: 251.533.5726 -or- Email: legacycenter166@aol.com



February 27

DAR HE: The Story of Emmett Till

Mike Wiley Productions

In 1955, a 14-year-old black Chicago youth traveled to the Mississippi Delta with country kinfolk and southern cooking on his mind. He walked off the train and into a world he could never understand — a world of thick color lines, hard-held class systems and unspeakable taboos. **Performance by MIKE WILEY.**

March 26

QUEEN BESS: The Story of Bessie Coleman

Born to sharecroppers, Bessie Coleman heard stories from pilots returning home from World War I about flying during the war. She learned to fly in a biplane and became the first woman to earn an international aviation license and the first woman of African-American descent to earn an aviation pilot's license, in 1921. She became a Barnstormer (Stunt Pilot) and quickly gained a reputation as a skilled and daring pilot who would stop at nothing to complete a difficult stunt. **Performance by SHERRIE TOLLIVER.**

June 18

The True Story of Huey P. Newton: Revolutionary, Political Activist, PhD

Huey P. Newton, co-founder of the Black Panther Party, endured jail, police harassment, and drug addiction while serving as Minister of Defense of the Party. While many know the story of Newton and the Party's armed resistance during that turbulent period, few know the story of the programs introduced by the panthers to feed, clothe, educate, and provide healthcare services to their community. **Performance of ALTON LANDRY.**

For More Information Call: 251.533.5726 -or- EMail: legacycenter166@aol.com

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

The Streets of Mobile are Crumbling

We all get excited when something new and promising is announced for Mobile. It's easy to only focus on developing the downtown with attractions, businesses and things that will draw attention from visitors and residents alike. In this newspaper, even I have focused primarily on bringing things to Mobile such as new businesses, restaurants, attractions and amenities that will draw more people downtown.

However, there is a facet of making a city great that is often overlooked until it's too late. That is maintaining the infrastructure. If we only focus on bringing in new businesses and attractions, yet leave the underlying infrastructure in poor shape then we're only putting a pretty face on a problem that will get worse and costlier with time. Mobile needs to focus on resurfacing its streets, repairing the sidewalks, clearing overgrown lots, improving drainage & lighting and upgrading signage. Improvements will make the central city more inviting, safer and conducive to the current development and future growth.

A recent walk around downtown revealed new projects that will enhance the city. The areas near Dauphin & Royal Streets have come a long way. Yet there are areas just a few blocks away from these thriving streets that are less inviting due to broken sidewalks, potholes in streets and other signs of neglect. A stronger effort by the city is needed to take care of these needs while balancing our desire to spend funds on attracting new things to Mobile.

In recent news, there is talk about a cruise line coming back to Mobile. That is great if that occurs but I'm a bit reluctant to get too excited because they could once again leave abruptly when bigger dollars loom elsewhere. I want the cruise to be a success and I hope city leaders establish a much better agreement this time around that leaves Mobile in better financial shape if they pull out again.

As city leadership pursue the cruise line and other things such as an ice skating rink, I hope that they will put just as much emphasis on the infrastructure and taking care of those needs that are even more important. We can't expect guests to keep coming back to Mobile if we have raggedy streets, crumbling sidewalks, neglected parks, and drainage systems that can't handle our typical summer and winter rainstorms. It requires careful planning and prioritization to meet both of these needs and other things makes a city thrive.

No, it's not sexy and exciting to spend tax dollars on the infrastructure but it is a necessity. Our nation has been repeatedly warned about its crumbling infrastructure and that should be a wake-up call for Mobile to take care of its needs. Let's find a balanced approach to improving the infrastructure while meeting the other needs and goals of the city. ❖

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INSIDE EDUCATION

WITH MOBILE COUNTY PUBLIC SCHOOLS



Written by...
MARCIE MCNEAL
DIGITAL MEDIA SUPERVISOR
Telecommunications
Mobile County Public School System



A NEW STRATEGIC PLAN

Approved by the Mobile County Board of School Commissioners, Mobile County Public Schools has adopted a school system strategic plan. The Strategic plan will serve as the system's pathway to success for the future.

THE NEW VISION STATEMENT:

Mobile County Public Schools will become a premier education system where students engage in multiple pathways leading to success in a global society.

THE NEW MISSION STATEMENT:

The mission of Mobile County Public Schools is to graduate prepared and productive citizens.

FOUR CORE BELIEFS AND COMMITMENTS:

- We believe our primary focus is to educate all students to become productive citizens; and we are committed to making this the priority over all other district functions.
- We believe all employees are professionals who share in the responsibility for the success of our students; and we are committed to recruiting, employing, developing and retaining employees who are effective in leading our district in achieving our mission.
- We believe in safe, secure and productive environments for learning and working; and we are committed to providing quality and equitable settings that ensure students and employees reach their potential.
- We believe the success of our schools is enhanced by the support and partnership of the community and stakeholders; and we are committed to informing and engaging our community through transparency, accountability and communication.

SIX STRATEGIC GOALS:

- **Engaged Learners:** MCPSS will graduate college-and-career-ready students.
- **Quality Professionals:** MCPSS will recruit, employ, develop and retain professionals who are effective in achieving our mission.
- **Emerging Technologies:** MCPSS will use emerging technologies to support teaching, learning and work.
- **Operational and Support Systems:** MCPSS will provide safe, supportive and equitable environments.
- **Sound Fiscal Management:** MCPSS will manage financial resources responsibly and transparently.
- **Community Partnerships:** MCPSS will communicate with employees and the community to inform, engage and ensure accountability.

Based on group studies made up the public, Superintendent Martha Peek, the board of school commissioners, members of the Leadership Team, and MCPSS employees The Strategic Plan creation was led by Dr. Susan Smith, Executive Director of Research, Assessment, Grants and Accountability.

The plan consists of what needs to improve in the Mobile County system and what can be added on for continued success. Evaluation of the plan will be held on a quarterly basis each year. ♣

JAMS PLUS MEDIA



CARLOS SANTANA

(PIER 6 PAVILION-BALTIMORE • AUGUST 26)

Written/Photographed by Stuart Dahne

An Amazing Artist in a beautiful setting, what a combination! The Pier Six Pavilion has to be one of the most beautiful venues in the United States with its panoramic views of Baltimore's world famous Inner Harbor and a night that could not have been more perfect weather!

"We love the life we live, With light, We live the life we love, For light" Carlos Santana, from "The Carlos Santana Blues Band" in 1967 up until today and still "relevant"! At 68 years young Carlos Santana still impresses us all with 2 hour plus shows and an energy that just washes over you and transforms you for at least the time that you are there! Last night's performance at Baltimore's Pier 6 could not have been more of a party with music spanning his entire career. Often times Carlos is very unobtrusive on stage yielding to showcase the rest of his amazing band, however, make no mistake about it, Carlos's classic guitar work cuts through to the top no matter what! In the midst of this amazing party Carlos takes time to center us all with a spiritual reminder, a reminder that "we are all created of 2 things, Light and Love" and that we need to embrace that and carry that with us! He shares that we all can tell ourselves "I am that I am; I am the light" and he reminds us to look beyond religion and to love each other!

Tonight's lineup was classic" Jose "Pepe" Jimenez ~ Drums. Paoli Mejias ~ percussion, Karl Perazzo ~ Percussion, Benny Rietveld ~ Bass, David K. Matthews ~ keyboards, Tommy Anthony ~ Guitar & Vocals, Bill Ortiz ~ Trumpet, Jeff Cressman ~ Trombone, Tony Lindsay ~ Vocals, Andy Vargas ~ Vocals.

The band was fluid and impressive the entire evening. I was incredibly impressed when Carlos took a moment and spoke to a woman in the front of the audience, He said that he had seen her in the front and wanted to give her a gift; He then gave her a guitar and autographed it on the spot! WOW! This all reminds me of a principle that Carlos subscribes to: "There is no greater reward than working from your heart and making a difference in the world." Thank You Carlos Santana! Thank you for years of beautiful service to mankind and most of all, Thanks for the music! Peace & Blessings. ♣



Hard Working Americans

Written by Travis Wages

Editing/Photos by Roger Patteson

After leaving the Southern Brewers Festival in Chattanooga, TN, the Hard Working Americans landed in Birmingham, AL for a Sunday night delight at downtown's Iron City venue. The band is currently chugging along on their "High Up On It" tour. The country rock supergroup features singer-songwriter Todd Snider on lead vocals, Neal Casal on lead guitar (Chris Robinson Brotherhood and the Cardinals), Widespread Panic bassist Dave Schools, Chad Staehly on keyboards (Great American Taxi), Duane Trucks on drums (Allman Brothers

(continued on next page)

REVIEWS • REVIEWS

JAMS PLUS MEDIA

Fashion Meets Music Festival

(COLUMBUS, OHIO • SEPTEMBER 05 & 06)

Images by Vasquez Photography

The second annual **Fashion Meets Music Festival** took place over Labor Day weekend in The Arena District of downtown Columbus, OH. The lineup included several bands over the course of two days. Saturday's lineup highlights included **machineheart**, **SOJA**, **Kid Runner**, **Ludacris**, **O.A.R.**, **Rachel Platten**, **ZZ Ward**, and **Young The Giant**.

Ludacris drew the biggest crowd despite the heat on Saturday afternoon, and Young The Giant provided a perfect set to close down day one. Hearing the entire crowd sing along to "Cough Syrup" was definitely the most memorable moment of the day.

Day two kicked off on the **Stella Artois Stage** with **Andy Grammer** and his high energy set. The Nashville based band, **The Nearly Deads**, rocked the smaller **Jagermeister Stage**. Lead singer, **Theresa Jeane**, was all over the stage and provided some epic photo opportunities for everyone in the crowd.

Toronto based **Lights**, performed her Electro-Soul Pop in the steamy afternoon on the **iHeart Radio Stage**. **Andrew McMahon In The Wilderness** performed several crowd favorites including his summer hit "Cecilia and the Satellite" on the same stage. Andrew wasn't afraid to engage his fans. He at one point jumped into the photo pit and reached out to the crowd. He then jumped back onto the stage and began singing from on top of his grand piano.

The anticipation for **AWOLNATION** had been building all day. They hit the stage in a sea of hazy lights, and the band played at full force. Lead singer, **Aaron Bruno's**, vocals ranged from a whisper to full-on scream and blended perfectly with the bands intense wall of electronics and rocking guitars.

Closing the entire festival was **St. Vincent**, aka Annie Clark. She was a perfect fit for the festival with her long history of art-rock performances, choreographed dancing, and amazing guitar shredding. After performing Annie mentioned on her Instagram feed that she was officially retiring her black cat suit and dancing shoes from the Digital Witness Tour.

I'm looking forward to next year's lineup with great anticipation to see how this small festival will continue to grow. For more info: <http://fmmf.us> ❖



HARD WORKING AMERICANS (continued)

lineage and current Widespread Panic drummer) and most recent member, young Jesse Aycock on lap-steel and electric guitar.

With the sounds of outlaw country and gospel ringing in fan's ears, courtesy of the opening band fronted by Elizabeth Cook, the crowd gave full attention to the Hard Working opener and Gillian Welch cover of "Wrecking Ball" that set the mood "...look out boys cause I'm a rollin' stone..." Settling into the venue, Iron City provided a dynamic sound on the floor and its balcony seating with a full stage of lights and multi-color ambience. Duane led off with a swinging drum beat for "Mission Accomplished" from the band's album, "The First Waltz", and the crowd was set in for the ride. The band shortly rolled into a fan favorite with "Mountain Song" featuring a melodic, yet sharp lead from Neal Casal. The Birmingham crowd could not resist the urge to dance and stomp their feet to the band's next honky-tonkin', ass kick-in' "Stomp and Holler" showing the band's country rock sound with Staehly's slamming keyboard work.

Frontman Todd Snider regaled the crowd with a show of whiskey bliss and abandon that evoked the fans to pump fists and boogie! There was certainly no lack of enthusiasm on the band's part and the crowd escalated with each gyration and hoot and bended E string. Dave Schools and company portrayed a genuine connection with each other and the crowd throughout the night with hearty smiles and a musical chemistry betrays the reality of this being each members "side project". The band held nothing back on their newly added song "Someday Past the Sunset", showcasing Snider's raspy, soulful voice against a backdrop of swamp spawned School's bassline and an Aycock pedal whine that evokes thoughts of everything southern and raw. "Down to the Well" was well placed mid set with a slow, driving sound that kept the Sunday night crowd swaying and swinging. From their self-titled album, the Americans showed off their rendition of "Blackland Farmer" and sandwiched a "Born to be Wild" and "Playing in the Band" jam that reached a new climax for the night seeming sinister yet satisfying.

(continued on nPage 20... see **HARD WORKING**)

REVIEWS • REVIEWS

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share the holiday with us



Thanksgiving Brunch

- Crab Bisque • Fall Garden Salad Bar
- Omelet Station Bacon • Sausage • Cajun Fried Turkey •
- Giblet Gravy • Corn Bread Dressing • Glazed Ham •
- Macaroni & Cheese • Sweet Potatoes With Toasted Meringue •
- Classic Green Bean Casserole • Roasted Brussels Sprouts •
- Pumpkin Pie • Bourbon Pecan Pie • Bread Pudding •

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Tanene Jackson
LOCS OF SOUL

Hyperthyroidism and Hair Loss

As you know, last month I came to you about Hypothyroidism, under-active thyroid gland. Well, this month we will be exploring Hyperthyroidism. The opposite of hypothyroidism, hyperthyroidism is an overactive thyroid gland.

The thyroid is a small butterfly-shaped gland that is located at the base of the front of your neck, just below your Adam's apple. Producing the hormones triiodothyronine (T3) and thyroxine (T4), the thyroid serves as an extremely major part of the Endocrine system. Some of the functions these thyroid hormones control are body fat and carbohydrate metabolic rate, brain development, cholesterol levels, blood calcium levels, and heart and nervous system to name a few.

I have noticed the effects of high blood pressure, pregnancy, surgery, and thyroid issues as they play a major part in the effects of hair loss. There are many, many things that can cause hair loss. However, if the body is not balanced hormonally or cellular, hair loss/thinning does or will occur.

Possible Causes and Symptoms

The standard means of determining if you have a thyroid problem is generally done with a blood test and sometimes accompanying an x-ray. Possible conditions and diseases that can cause hyperthyroidism are:

- Too much food eaten that contains iodine
- Graves Disease
- Thyroiditis (Inflammation of the thyroid) due to viral infections, some medications, or post pregnancy
- Non-cancerous growths of the thyroid gland or pituitary gland
- Contrast dye used for medical imaging
- Some tumors of the testes or ovaries
- Too much thyroid hormone due to thyroid hormone replacement therapy

Some Symptoms You May Notice and Should Rightfully Bring to Your Physicians Attention:

- Hair loss
- Weight loss/gain
- Goiters
- Irregular / lack of menstruation
- Breast development in men
- Irregular heart palpitations
- Sleep problems
- Weakness of the hips and shoulders

MANAGING HYPERTHYROIDISM

Like its counterpart hypothyroidism, hyperthyroidism is treatable. General treatment is medication, surgery, oral radioactive iodine, or alternative (holistic) therapies. Balancing your body will assist in the treatment of hyperthyroidism. Here are some items to consider to optimize your thyroid health:

- A daily multivitamin, containing the antioxidant vitamins A, C, E, the B-complex vitamins, and trace minerals, such as magnesium, calcium, zinc, and selenium.

(continued on Page 17, see **HYPERTHYROIDISM**)

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2015 FOOTBALL SCHEDULES

ALL HOME GAMES ARE CAPITALIZED

NEW ORLEANS SAINTS

REGULAR SEASON

O. 04	DALLAS.....	7:30 pm	N. 22	BYE	
O. 11	at Philadelphia.....	Noon	N. 29	at Houston.....	7:30 pm
O. 15	ATLANTA.....	7:25 pm	D. 06	CAROLINA.....	Noon
O. 25	at Indianapolis.....	Noon	D. 13	at Tampa.....	Noon
N. 01	N.Y. GIANTS.....	Noon	D. 21	DETROIT.....	7:30 pm
N. 08	TENNESSEE.....	Noon	D. 27	JACKSONVILLE.....	Noon
N. 15	at Washington.....	Noon	J. 03	at Atlanta.....	Noon



COLLEGIATE GAMES

SOUTH ALABAMA

O. 3	at Troy St.....	TBA
O. 13	ARKANSAS STATE.....	7:00 PM
O. 24	at Texas State.....	TBA
N. 07	IDAHO.....	TBA
N. 12	LOUISIANA-LAFAYETTE... 6:30 pm	
N. 21	at Georgia State.....	TBA
N. 28	at Georgia Southern.....	TBA
D. 05	APPALACHIAN STATE.....	TBA

ALABAMA

O. 03	at Georgia.....	TBA
O. 10	ARKANSAS.....	TBA
O. 17	at Texas A&M.....	TBA
O. 24	TENNESSEE.....	TBA
N. 07	LSU.....	TBA
N. 14	at Mississippi State.....	TBA
N. 21	CHARLESTON S'THERN.....	TBA
N. 28	at Auburn.....	TBA

ALABAMA A&M

O. 03	at Coastal Carolina.....	5:00 pm
O. 10	at Grambling State.....	3:00 pm
O. 17	JACKSON ST.....	1:00 pm
O. 31	Alabama State.....	2:30 pm
N. 07	MISS. VALLEY STATE.....	1:00 pm
N. 14	at Southern.....	4:00 pm
N. 21	at Alcorn State.....	2:00 pm
N. 28	TEXAS SOUTHERN.....	1:00 pm

AUBURN

O. 03	SAN JOSE STATE.....	TBA
O. 15	at Kentucky.....	6:00 pm
O. 24	at Arkansas.....	TBA
O. 31	OLE MISS.....	TBA
N. 07	at Texas A&M.....	TBA
N. 14	GEORGIA.....	TBA
N. 21	IDAHO.....	TBA
N. 28	ALABAMA.....	TBA

ALABAMA STATE

O. 01	at Texas Southern.....	6:30 pm
O. 10	SOUTHERN.....	6:00 pm
O. 15	at Arkansas Pine-Bluff.....	6:30 pm
O. 31	Alabama A&M.....	2:30 pm
N. 07	at Jackson State.....	6:00 pm
N. 14	PRAIRIE VIEW A&M.....	2:00 pm
N. 21	MILES.....	2:00 pm

JACKSONVILLE STATE

O. 03	MISS. VALLEY STATE.....	1:00 pm
O. 17	at Tennessee Tech.....	6:00 pm
O. 24	at Austin Peay State.....	4:00 pm
O. 31	EASTERN KENTUCKY.....	1:00 pm
N. 07	at Eastern Illinois.....	1:00 pm
N. 14	SOUTHEAST MISSOURI.....	1:00 pm
N. 21	MURRAY STATE.....	1:00 pm

MILES

O. 03	ALBANY STATE.....	4:00 pm
O. 10	at Central State.....	12:30 pm
O. 17	KENTUCKY STATE.....	4:00 pm
O. 24	LANE COLLEGE.....	4:00 pm
O. 29	at Stillman.....	5:30 pm
N. 07	at Tuskegee.....	1:00 pm
N. 21	at Alabama State.....	2:00 pm

NORTH ALABAMA

O. 03	at Valdosta.....	1:00 pm
O. 10	at Western Oregon.....	3:00 pm
O. 17	N. CAR.-PEMBROKE.....	6:00 pm
O. 24	at West Georgia.....	1:00 pm
O. 31	DELTA STATE.....	1:30 pm
N. 07	at Shorter.....	12:30 pm
N. 14	WEST ALABAMA.....	1:30 pm

SAMFORD

O. 10	at VMI.....	12:30 pm
O. 17	THE CITADEL.....	2:00 pm
O. 24	at Western Carolina.....	2:30 pm
O. 31	FURMAN.....	2:00 pm
N. 07	CLARK ATLANTA.....	2:00 pm
N. 14	at Wofford.....	TBA
N. 21	at Mercer.....	TBA

SOUTHERN MISSISSIPPI

O. 03	NORTH TEXAS.....	TBA
O. 09	at Marshall.....	6:00 pm
O. 17	UT SAN ANTONIO.....	6:00 pm
O. 24	at Charlotte.....	11:00 am
O. 31	UT EL PASO.....	6:00 pm
N. 07	OPEN	
N. 14	at Rice.....	2:30 pm
N. 21	OLD DOMINION.....	2:30 pm
N. 28	at Louisiana Tech.....	TBA

STILLMAN

O. 03	LANE COLLEGE.....	1:00 pm
O. 10	at Clark Atlanta.....	1:00 pm
O. 17	at Tuskegee.....	1:00 pm

O. 24	CENTRAL STATE.....	3:00 pm
O. 29	MILES.....	6:00 pm
N. 07	at Kentucky State.....	12:00 pm

TROY

O. 03	SOUTH ALABAMA.....	TBA
O. 10	at Mississippi State.....	TBA
O. 17	IDAHO.....	TBA
O. 24	at New Mexico State.....	8:00 pm
O. 31	at Appalachian State.....	TBA
N. 07	LOUISIANA MONROE.....	TBA
N. 14	GEORGIA SOUTHERN.....	TBA
N. 27	at Georgia State.....	TBA
D. 05	at Louisiana Lafayette.....	TBA

TUSKEGEE

O. 03	at UNC Pembroke.....	2:00 pm
O. 10	at Morehouse.....	2:00 pm
O. 17	STILLMAN.....	1:00 pm
O. 24	at Kentucky State.....	1:00 pm
O. 31	CENTRAL STATE.....	1:00 pm
N. 07	MILES.....	1:00 pm

WEST ALABAMA

O. 03	WEST GEORGIA.....	2:00 pm
O. 10	at Florida Tech.....	6:00 pm
O. 17	SHORTER [HC].....	2:00 pm
O. 24	at Delta State.....	6:00 pm
O. 31	at Valdosta State.....	1:00 pm
N. 07	MISS. COLLEGE.....	2:00 pm
N. 14	at North Alabama.....	1:30 pm

HIGH SCHOOL GAMES

ALMA BRYANT

O. 02	at McGill
O. 09	BAKER
O. 16	at MGM
O. 23	at Davidson
O. 30	MURPHY

BAKER

O. 02	FOLEY
O. 09	at Alma Bryant
O. 23	MGM
O. 30	at Davidson

BALDWIN COUNTY

O. 02	at Spanish Fort
O. 09	SARALAND

O. 16	at Blount
O. 23	DAPHNE
O. 30	at Robertsdale

BAYSIDE ACADEMY

O. 02	at Cottage Hill
O. 09	HILLCREST
O. 16	at Opp
O. 23	GENEVA
O. 30	at Mobile Christian

BLOUNT

O. 02	ROBERTSDALE
O. 09	at Spanish Fort
O. 16	BALDWIN COUNTY
O. 23	at Leflore
O. 29	SARALAND

CHICKASAW

O. 02	J.F. SHIELDS
O. 09	FRUITDALE
O. 23	MILRY
O. 29	at Satsuma

CITRONELLE

O. 02	SARALAND
O. 09	at Robertsdale
O. 23	GULF SHORES
O. 29	at Spanish Fort

COTTAGE HILL CHRISTIAN

O. 02	BAYSIDE ACADEMY
O. 09	SATSUMA
O. 16	at Hillcrest-Evergreen
O. 23	OPP
O. 30	at ST. LUKES

DAPHNE

O. 02	FAIRHOPE
O. 09	GULF SHORES
O. 16	SPANISH FORT
O. 23	at Baldwin County
O. 29	at Leflore

DAVIDSON

O. 03	at Murphy
O. 10	at McGill Toolen
O. 16	FAIRHOPE
O. 23	ALMA BRYANT
O. 31	at Baker

FAIRHOPE

- O. 02 at Daphne
- O. 09 MGM
- O. 16 DAVIDSON
- O. 23 at Murphy
- O. 30 at Theodore

FAITH ACADEMY

- O. 02 ESCAMBIA CO.
- O. 09 at Vigor
- O. 16 B.C. RAIN
- O. 23 at Jackson

FOLEY

- O. 02 at Baker
- O. 08 at Murphy
- O. 16 THEODORE
- O. 30 at McGill

LEFLORE

- O. 02 GULF SHORES
- O. 16 at Saraland
- O. 23 BLOUNT
- O. 29 DAPHNE

MARY G. MONTGOMERY

- O. 02 at Theodore
- O. 09 at Fairhope
- O. 16 ALMA BRYANT
- O. 23 at Baker
- O. 30 VIGOR

McGILL TOOLEN

- O. 02 ALMA BRYANT
- O. 09 at Davidson
- O. 16 MURPHY
- O. 23 at Theodore
- O. 30 FOLEY

MCINTOSH

- O. 02 at Marengo
- O. 09 J.U. BLACKSHER
- O. 16 J.F. SHIELDS
- O. 23 at Fruitdale

MOBILE CHRISTIAN

- O. 02 WASHINGTON COUNTY
- O. 09 at Flomaton
- O. 16 at Leroy
- O. 23 ST. LUKE'S
- O. 30 BAYSIDE ACADEMY

MURPHY

- O. 02 at Davidson
- O. 08 FOLEY
- O. 16 at McGill
- O. 22 FAIRHOPE
- O. 30 at Alma Bryant

RAIN

- O. 09 JACKSON
- O. 16 at Faith Academy
- O. 23 WILLIAMSON

ROBERTSDALE

- O. 02 at Blount
- O. 19 CITRONELLE
- O. 16 at Gulf Shores

- O. 23 SPANISH FORT
- O. 30 BALDWIN COUNTY

ST. LUKE'S

- O. 02 SOUTHERN CHOCTAW
- O. 09 at Choctaw County
- O. 16 FLOMATON
- O. 23 at Mobile Christian
- O. 30 COTTAGE HILL CHR

ST. PAUL'S

- O. 01 at Williamson
- O. 16 ESCAMBIA CO.
- O. 23 at Vigor
- O. 30 at UMS Wright

SARALAND

- O. 02 at Citronelle
- O. 09 at Baldwin County
- O. 16 LEFLORE
- O. 23 HILLCREST-EVERGREEN
- O. 29 at Blount

SATSUMA

- O. 02 CLARKE COUNTY
- O. 09 at Cottage Hill Chr.
- O. 16 at W.S. Neal
- O. 23 at UMS Wright
- O. 29 CHICKASAW

SPANISH FORT

- O. 02 BALDWIN COUNTY
- O. 09 BLOUNT
- O. 16 at Daphne
- O. 23 at Robertsdale
- O. 29 CITRONELLE

THEODORE

- O. 02 MGM
- O. 16 at Foley
- O. 23 McGILL
- O. 30 FAIRHOPE

UMS WRIGHT

- O. 03 at Thomasville
- O. 10 SOUTHSIDE SELMA
- O. 17 MONROE COUNTY
- O. 24 at Satsuma
- O. 31 at St. Paul

VIGOR

- O. 02 at Jackson
- O. 09 FAITH ACADEMY
- O. 16 at Williamson
- O. 23 ST. PAUL'S
- O. 30 at MGM

WILLIAMSON

- O. 01 ST. PAUL'S
- O. 09 at Escambia County
- O. 16 VIGOR
- O. 23 at B.C. Rain
- O. 30 at Gulf Shores

**HYPERTHYROIDISM** (continued from Page 15)

- Omega-3 fatty acids, such as fish oil, to help reduce inflammation and boost immunity. *Note: Omega-3 fatty acids can have a blood-thinning effect. If you are taking blood-thinning medications, speak to your doctor before taking Omega-3 fatty acids.
- Alpha-lipoic acid, for antioxidant support. *Note: Alpha-lipoic acid can potentially interfere with certain chemotherapy agents. Alpha-lipoic acid may be dangerous in people with low thiamine levels, a condition commonly seen in alcoholics.
- L-carnitine, for decreasing thyroid activity. *Note: L-carnitine may have blood-thinning effects and therefore increase anti-clotting effects of certain medicines, such as warfarin (Coumadin). L-carnitine may increase the likelihood of seizures in people with a history of seizures.
- Probiotic supplement (containing Lactobacillus acidophilus) *Note: If you are suffering from digestive system issues please consult your physician BEFORE taking a probiotic.
- Do not take an iodine supplements unless directed by your doctor.
- Acupuncture may help correct hormonal imbalances.
- Therapeutic massage may help relieve stress.

FOODS AND SUPPLEMENTS

- Eliminate suspected food allergens, such as dairy (milk, cheese, and ice cream), wheat (gluten), soy, corn, preservatives, and chemical food additives.
- Eat foods high in B-vitamins and iron, such as whole grains (if no allergy), fresh vegetables, and sea vegetables.
- If you take thyroid hormone medications, talk to your doctor before consuming soy products. Some evidence suggests that soy may interfere with absorption of thyroid hormone.
- Iron may also interfere with the absorption of thyroid hormone medication. Please see your physician if your having complications.
- Eat antioxidant foods, including fruits (such as blueberries, cherries, and tomatoes) and vegetables (such as squash and bell pepper).
- Avoid refined foods, such as white breads, pastas, and sugar.
- Eat fewer red meats and more lean meats, cold-water fish, or beans for protein. Limit your intake of processed meats, such as fast foods and lunch meats.
- Use healthy cooking oils, such as olive oil or coconut oil.
- Reduce or eliminate trans fatty acids, found in commercially baked goods, such as cookies, crackers, cakes, French fries, onion rings, donuts, processed foods, and margarine.
- Avoid alcohol and tobacco. You may want to speak with your doctor on the consumption of caffeinated products such as coffee, tea, and soft drinks. Caffeine impacts several conditions and medications. And last but not least.....
- Exercise.

If you have concerns pertaining to you health, please consult a physician or medical specialist. The dietary notes suggested are meant to assist / and or compliment in the stability of your health. Locs of Soul/Tanene Jackson is not rendering a diagnosis to any medical condition and is not responsible for an individual's decision to self medicate or go against a physician's orders. ♣

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October Is... Domestic Violence Awareness Month

Efforts to raise awareness of domestic violence will be made throughout the month of October. "Tile Your Story" is the theme for the Domestic Violence Awareness Display. The display will travel throughout Mobile to educate citizens that domestic violence affects the entire community, to help victims of domestic violence break their silence and seek help, and to recognize the importance of law enforcement in addressing domestic violence.

OCTOBER DVA CALENDAR

- 01** **DIPPIN' TO END DOMESTIC VIOLENCE** - Cammie's Old Dutch (portion of purchases donated to Penelope House)
 - 02** **PENELOPE'S CLOSET** extended hours (9:00am-6:00pm)
 - 03** **TENNIS TOURNAMENT** (Mobile Tennis Center)
 - 05-09** **DVAWARENESS DISPLAY** ("Tile Your Story") at Government Plaza
 - 09** **ARTWALK**
 - 10** **DVAWARENESS DISPLAY** at Shoppes of Bel Air (Mall)
 - 12-17** **ANDY'S MUSIC**—Bring diapers, wipes, or package of socks and get FREE Guitar Restring
 - 13** **USA VS ARKANSAS STATE FOOTBALL GAME** (DV Awareness Display at Hospitality Tent)& **DV AWARENESS NIGHT** (Verizon)
 - 14** **BROWN BAG IN BIENVILLE** (11:00am-2:00pm)
 - 17** **DEARBORN YMCA** event (Penelope House to have info table/speak)
 - 19-30** **DVAWARENESS DISPLAY** at the Airport
 - 26** **FIVE GUYS BURGERS AND FRIES**-Airport Blvd. (portion of sales to Penelope House)
 - 27** **DV101**- USA Campus Student Terrace (6:00pm)
 - 29** **ROCKTOBER FEST**-The Temple Downtown (\$60 per ticket/\$100 for two, Will Kimbrough and Ryan Bathrop to perform, food, silent auction, cash bar) Doors open 5:15pm
 - 30** **BAYOU LA BATRE EVENT** (Penelope House to have a info table)10:00am-2:00pm.
- Zea's to donate a portion of sales to Penelope House every Monday, Tuesday, and Wednesday of the month of October
 - "Cotton Crusade" —Donate cotton products (new socks/undergarments, towels, etc) for those in shelter; Drop off at Penelope's Closet 63 No. Florida Street; Tues-Sat 9am-4pm

PENELOPE HOUSE CRISIS LINE: 251-342-8994 ♣



North Mobile County Market Update

The NOMOCO Food Park and Market located at 204 Wilson Avenue in Downtown Prichard has announced several updates for the market:

- Summer market hours, 9am til 12Noon will continue until October 17 at which time the Fall hours will begin, 1pm until 4 pm.
- The Market has partnered with Jimmy Lowe's Market and Fruit Stand. The partnership extends an additional opportunity to increase fresh produce in walking distance of North Mobile County residents. The Lowe's name, known by many as "Jimmy Lowe's", has been synonymous with the best fresh, local produce across the greater Mobile area for decades. Lowe's Market is now the official provider of fruits and vegetables for NOMOCO.
- Free African Drumming Class For Kids on October 03; 10am - 11am!

For more information, visit www.nomocofoodie.org

October Saturday Rabies Clinics

The Mobile County Health Department provides low cost rabies shots for cats, dogs and ferrets during weekend clinics. Here's a list of the rabies clinics planned for Saturdays during October in Mobile County:

- October 03, 1:30 – 3:30 p.m., St. Elmo Feed and Seed, 9001 Hwy. 90
- October 10, 1:30 p.m. to 4:00 p.m., Pet Supplies Plus, 803 Hillcrest Road, Mobile
- October 17, 12:30 p.m. to 2:30 p.m., City of Mobile Animal Shelter, 855 Owens St.
- October 31, 12:30 p.m. to 2:30 p.m., City of Mobile Animal Shelter, 855 Owens St.

The cost of rabies vaccine per pet is \$8, except at the City of Mobile Animal Shelter, which is \$10, all payable in cash.

ABOUT RABIES

Rabies is a virus that attacks the central nervous system. It is transmitted from infected mammals to man and is fatal once symptoms appear. Symptoms of rabies include unusual behavior, irritability, headache, fever, inability to eat or drink, balance problems, circling, seizures, coma, and, finally, death. All warm-blooded mammals, including humans, are susceptible to rabies.

Exposure to rabies may be minimized by eliminating all stray cats and dogs; having pet dogs, cats and ferrets vaccinated; staying away from wild animals, especially those acting abnormally; and not keeping exotic or wild animals as pets, health officials said. ♣

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CALENDAR

October 2015

MOBILE

CONCERTS

Shinedown-Soul Kitchen, 10/2
Houndmouth, Seratones-Soul Kitchen, 10/6
Corey Smith-Saenger Theater, 10/9
Iration, The Green, The Movement, Hours Eastly
-Soul Kitchen, 10/11
Those Manic Seas-Alchemy Tavern, 10/15
Papadosio-Soul Kitchen, 10/21
Rob Thomas, Vinyl Station-Saenger, 10/21
James Otto-Moe's, 10/22
RB Stone-The Listening Room, 10/23
Aaron Lewis-Midnight Rodeo, 10/23
Young Thug, Tory Lanez-Soul Kitchen, 10/23
Sam Holt-Soul Kitchen, 10/24
Bone Thugs-N-Harmony-Soul Kitchen, 10/29

Will Kimbrough-Temple, 10/29
The Molly Ringwalds-Soul Kitchen, 10/30
Daniel Knox, Rasputina-Alchemy Tavern, 10/30
The Smokin' Joe Kubec Band feat. Bnois King
-Blues Tavern, 10/31

MUSEUMS

—**Explorem**
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

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

SPORTS

—College Football

Jags vs. Arkansas State-Ladd Stadium, 10/13

ATLANTA

CONCERTS

Chick Corea and Bela Fleck-Schwartz Center, 10/3
Raheem DeVaughn, Leela James, V Bozeman-Woodruff
Arts Centre, 10/9
Jackson Browne, Larry Campbell and Teresa Williams
-Chastain Park Amphitheater, 10/10
Mint Condition-The Tabernacle, 10/11
Aaron Neville, Kristina Train-Cobb Arts Centre, 10/15
Frank Caliendo, George Kanter-Cobb Arts Centre, 10/16
Don Henley, Shawn Colvin-Cobb Arts Centre, 10/17
Fred Hammond, Donnie McClurkin, Hezekiah Walker,
Kim Burrell, Isaac Carree, Jessica Reedy, Zacardi
Cortez, Marcus Wiley-Fox Theatre, 10/17
Florida Georgia Line, Frankie Ballard, Thomas Rhett
-Lakewood Amphitheater, 10/17
Marc Broussard, The Last Bandoleros-Terminal West, 10/17
Elvis Costello-Variety Playhouse, 10/19
Boz Scaggs-Woodruff Arts Centre, 10/21
John Cleese/Eric Idle-Cobb Arts Centre, 10/21-22
Cedric The Entertainer, D.L. Hughley, Eddie Griffin,
George Lopez, Charlie Murphy-Phillips Arena, 10/24
Taylor Swift, Vance Joy, Shawn Mendes-Georgia Dome, 10/24
Blue Oyster Cult-Variety Playhouse, 10/30
Lalah Hathaway-Center Stage Theater, 10/30

FAMILY SHOWS

DISNEY ON ICE-Phillips Arena, 10/7-12

BILOXI

CONCERTS

The Jacksons-IP Casino, Resort & Spa, 10/2
Chubby Checker & The Wildcats-Golden Nugget, 10/3
Mickey Gilley-IP Casino, Resort and Spa, 10/9
Herman's Hermits starring Peter Noone-Hard Rock
Casino, 10/9
The Beach Boys-Beau Rivage, 10/9-10
Huey Lewis & The News-IP Casino, Resort & Spa, 10/10
Styx-Beau Rivage, 10/16
Montgomery Gentry-IP Casino, Resort & Spa, 10/16

Todd O'Neill-IP Casino, Resort & Spa, 10/22-23
America-IP Casino, Resort & Spa, 10/23
LeAnn Rimes-Beau Rivage, 10/23
Tesla-IP Casino, Resort & Spa, 10/24
Boz Scaggs-IP Casino, Resort & Spa, 10/30
Marilyn Manson-Hard Rock Casino, 10/31

NEW ORLEANS

CONCERTS

George Clinton And Parliament Funkadelic-The House
of Blues, 10/3
Preservation Hall Jazz Band, Corey Glover, Griz, Meshell
Ndegeocello, Ivan Neville, The Afgan Wings, Pinettes
Brass Band, Deacon John-Civic Theater, 10/3
Dwight Yoakum-Orpheum Theater, 10/10
Jackson Browne, Larry Campbell and Teresa Williams
-Saenger, 10/15
Florida Georgia Line, Frankie Ballard, Thomas Rhett
-Smoothie King Center, 10/16
Ani DeFranco, Hurray For The Riff Raff-The House
of Blues, 10/17
Drive-By Truckers-Joy Theater, 10/17
Big Freedia, Boyfriend, Hibou -The House of Blues, 10/20
Rob Thomas-Saenger, 10/20
Josh Groban, Lena Hall-Saenger, 10/21
Hanson -The House of Blues, 10/22
R. Kelly-Lakefront Arena, 10/24

FAMILY SHOWS

Alvin and The Chipmunks: Live On Stage-Saenger, 10/18

OCEAN SPRINGS

CONCERTS

Seth Walker-Murky Waters, 10/10

PENSACOLA

CONCERTS

The Main Squeeze, Post Pluto-Vinyl Music Hall, 10/1
Bret Michaels-Vinyl Music Hall, 10/2
The Jukebox Romantics-The Handlebar, 10/4

Rhiannon Giddens, Leyla McCalla-Vinyl Music Hall, 10/4
Today Is The Day, Abigail Williams-The Handlebar, 10/5
Flow Tribe-Vinyl Music Hall, 10/9
Ann DiFranco, Ana Egge-Vinyl Music Hall, 10/10
Ill Doots-The Handlebar, 10/11
Toro Y Moi, Astronauts, Etc.-Vinyl Music Hall, 10/12
Drive-By Truckers, T. Hardy Morris-Vinyl Music Hall, 10/13
Insane Clown Posse, P.O.D., Young Wicked, Dope D.O.D.
-Vinyl Music Hall, 10/14
Our Lady Peace-Vinyl Music Hall, 10/15
Honey Island Swamp Band, Seth Walker-Vinyl Music Hall, 10/16
Cruel Hand-The Handlebar, 10/16
Adam Age-Sluggo's, 10/19
Tank-Vinyl Music Hall, 10/21
Dan + Shay-Univ. of W. Florida, 10/22
Zoso - The Ultimate Led Zeppelin Experience
-Vinyl Music Hall, 10/23
Jonathan Richman-Sluggo's, 10/23
Rascal Flatts-Bay Center, 10/24
Justin Townes Earle-Vinyl Music Hall, 10/25
TraPt, First Decree, Adakain-Vinyl Music Hall, 10/27
Fortunate Youth, Stranger, Heritage, Sensamotion-
Vinyl Music Hall, 10/28
Celtic Woman-Saenger, 10/30
Boz Scaggs-Saenger, 10/31
SYMPHONY
Pensacola Symphony-Saenger, 10/3

SILVERHILL

CONCERTS

Grayson Capps, Will Kimbrough, Andrew Duhon, Seth Walker
-Blue Moon Farm, 10/18
RB Stone-Blue Moon Farm, 10/25

TUSCALOOSA

CONCERTS

Alabama-Amphitheater, 10/9
Jason Isbell, Sturgill Simpson, Brandy Clark-Amphitheater, 10/15
Casting Crowns, Lauren Daigle-Amphitheater, 10/16 ♣

Ask Flo!



DEAR FLO:

How can I get more involved in working with youth in the community?

-Jake

DEAR JAKE:

I am so glad you are interested in working in your community. I hope the following information will be beneficial to you. I would advise you to start slow. Find a safe place to volunteer. Be clear about your expectations and the expectations of the organization/group you are volunteering with. You must be willing to be transparent through a background check. If you have any shady past issues, please be upfront and let the groups leader determine if you are eligible to participate. As a first time youth worker, I would advise you to start with non contact work: help raise funds, mail out materials, make phone calls, clean uniforms (sports team, band, etc.), buy supplies and/or make snacks. There are a million ways you can help youth serving organizations. Trust is earned so start with a commitment and keep it! Parents trust organizations that serve children to protect them; don't get frustrated if you have to go the extra mile to prove your worthiness. If you are not serious about making a long term commitment, be clear about that from the beginning. If you are a member of a church volunteer with the youth programs connected to that ministry. I would also advise you to seek a mentor who can help you navigate the road to becoming a youth leader. It sounds good to say "I want to work with youth" but it is a serious position that should not be taken lightly. Kids are looking for role models, honesty, commitment, truth, and heroes. If you are not in a position to offer support on a consistent basis, just write a check. I hope this helps. ❖

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

FUSE PROJECT Launches Afterschool Initiative at Pillans School



Fuse Project plans to launch their afterschool initiative at Pillans Middle School this fall. This will be 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 was to reduce the number of discipline infractions and out-of-school suspensions by providing an alternative pathway for success. Upon entering the Afterschool 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. These afterschool programs have been directly funded by Fuse Project from the monies that were raised at their Dragon Boat Festivals in June.

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% decline in the number of discipline infractions and a 21% decline in the number of out-of-school suspensions.

According to Brie Zarzour, Co-founder and Treasurer + Secretary of the Board, "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 that Scarborough Middle plans to continue this unique and impactful program, and that Fuse Project is able to bring the same program to Pillans Middle School with the funds raised by this year's Dragon Boat Festival."

In 2015, Fuse Project successfully raised over \$151,000 in conjunction with their second annual Dragon Boat Festival alone. The funds raised from the event have been allotted to specific projects for underprivileged children in the Mobile County Public School System, Big Brothers Big Sisters of South Alabama, Prichard Preparatory School, Soccer4Life and Fuse Camp at the Exploreum. Since its formation in 2012, Fuse Project has raised a total of \$300,000 in an effort to support numerous causes that promote health, fitness, education and social responsibility to further benefit children along Alabama's Gulf Coast. Fuse Project has plans to grow beyond the annual Dragon Boat Festival through a number of opportunities that will engage young professionals with unique and creative fundraising events. ❖

AFTER HOURS

(continued from Page 04)

education and that of other girls. Film trailers, tickets and info can be found at www.crescenttheater.com.

The City of Mobile's Special Events Department finishes up their Fall weekly Brown Bag in Bienville series with Noah Thompson and Joe Morris on October 07, Tropic Flyer on October 14, Nu Image on October 21, and ending this year's Brown Bag with Molly Thomas on October 28. October weather is always so nice, so plan for lunch in Bienville Square those days. For more info, go to their website, www.specialeventsmobile.org.

If you like "Old School" and the "Rat Pack" plan to spend an evening at Mobile Theater Guild beginning October 16 and running through October 25 as they present My Way - A Musical Tribute to Frank Sinatra. Directed by and starring local vocalist Doug Breau, who many of you may have seen at the Blue Gill with the Mobile Big Band the 3rd Tuesday of the warm weather months, this production takes you back to when music was slow and easy. For more info, go to their website, www.mobiletheaterguild.org. ❖

HARD WORKING

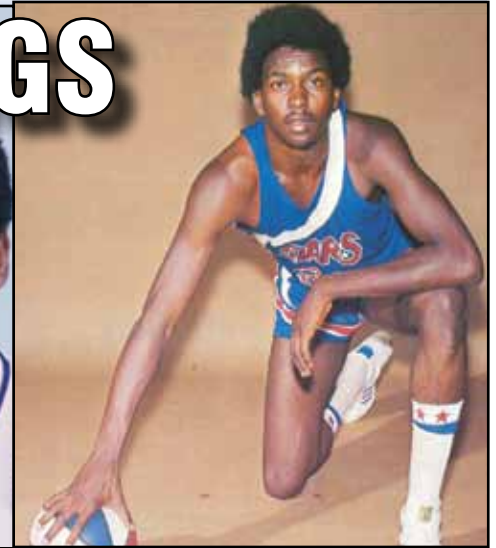
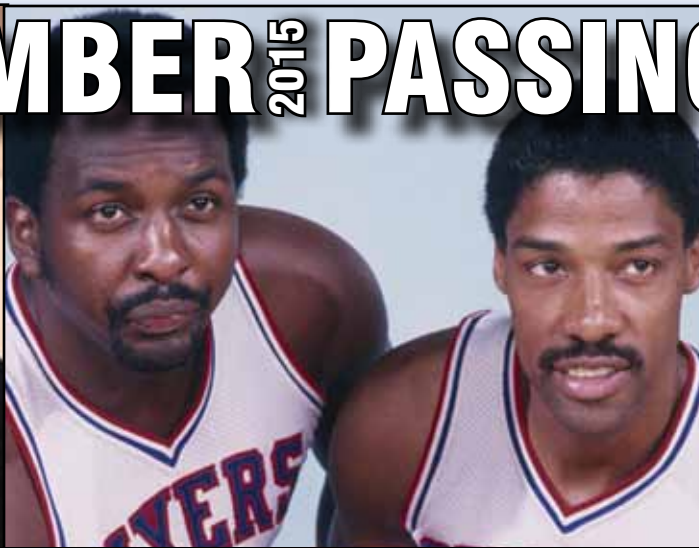
(continued from Page 13)

As the band had left the stage, the Alabama crowd couldn't sit still and eagerly awaited a huge three song encore. The Hard Working Americans could be described as Americana Country Rock featuring edgy lyrics, swampy basslines, and a twangy yet melodic guitar section that scream southern rock. The band's encore featured a crowd sing-a-long with "Straight to Hell" and a driving "Mountain Jamboree". The Hard Working Americans seem to have a blast together and definitely live up to their name.

HWA continues their late summer tour with more southern stops in Fayetteville, AR; Tulsa, OK; and Kansas City, MO before heading to golden Colorado with shows in Nederland and Durango. ❖

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SEPTEMBER ²⁰¹⁵ PASSINGS



MOSES MALONE-60 • NBA PLAYER • 76ers; Rockets • **Atherosclerosis**



BRAD ANDERSON-91
CARTOONIST
Marmaduke



YOGI BERRA-90
MLB
Yankees, Mets



JUDY CARNE-76
COMEDIENNE
Laugh-In
Pneumonia



BEN CAULEY-67
TRUMPET/VOCALIST
The Bar-Kays



WES CRAVEN-76
DIRECTOR/WRITER
Brain Cancer



FRED DELUCA-67
CO-FOUNDER OF SUBWAY
Leukemia



TODD EWEN-49
NHL PLAYER
Blues, Canadiens
Suicide by Gunshot



HELEN BURNS JACKSON-91
CIVIL RIGHTS ACTIVIST
Mother of Jesse Jackson



DEAN JONES-84
ACTOR
Parkinson's Disease



JACK LARSON-87
ACTOR
Jimmy Olsen/Superman



CARTER LAY-44
HEIR TO FRITO-LAY



ROY MARBLE-48
NBA PLAYER
Hawks, Nuggets
Lung Cancer



MARTIN MILNER-83
ACTOR
Adam-12
Heart Failure



CHERI MITCHELL-60
DIRECTOR OF BALLEMET
Traffic Collision



EVERETT PARKER-102
CIVIL RIGHTS ACTIVIST



GARY RICHRATH-65
GUITARIST
REO Speedwagon



CALVIN J. SPANN-90
TUSKEGEE AIRMEN



ALAN STEEL-79
BODYBUILDER/ACTOR
Samson, Hercules



DANIEL THOMPSON-94
CREATOR OF
Automatic Bagel Maker



WALTER YOUNG-35
MLB PLAYER
Orioles
Heart Attack

EXPRESSIONS: RIGHT OR WRONG

Lisa Johnson — A Poet and Writer who lives in Mobile



I recently spoke with someone who is recovering from cancer and although she looks like the perfect bill of health, she isn't. Upon talking with her, she related to me how some of her coworkers commented that she wasn't sick because she doesn't appear sick. She spoke of how her prayers and faith in God is what has carried her through this journey. As we engaged in our physical therapy, I shared with her that I have encountered comments like that too. Remarks like these can be disheartening.

Have you ever heard someone tell you that you don't look sick? I mean really! How does a sick person suppose to look and by whose standards should it be measured upon? Sadly some individuals have held back from helping such ones merely because the person didn't look or act like they were sick. In my opinion, it is ludicrous to think such a way! Personally, I like to fix myself up and put on a little makeup because it makes me feel better. More importantly, if I have taken the matter to the true God in prayer, why would I mope around like I'm on my last leg. If I've prayed to start feeling better, then that's what I'm going to try my best to act like until I do. Remember whatever you feed your mind, your body will follow!!!

Don't try to impress or convince others of your illness only to result in greater harm or injury to yourself. Please realize that people are going to talk either way. For instance, say you start to look the part of being sick; now comes the remarks: "Girl or man did you see such & such? Ooh wow they look bad! Man you should have seen them!" Stop and think how hurtful such comments would make that person feel if they overheard you. I haven't met one person yet who has been comforted by hearing they look bad. I was raised hearing these words: "If you can't say something good about a person, then don't say nothing at all." How wise and considerate it would be to offer assistance to the individual whom you know to be sick. Besides if a person is faking, they will answer to God for their deception. Practice the neighborly golden rule. (Matthew 7:12; Proverbs 25:11; 1 John 3:17; Hebrews 4:13) ♣

ACT Practice Test on October 10th

The Daphne Public Library will host an ACT practice test on October 10th for students in grade 10th, 11th and 12th. The practice test will begin promptly at 8:00 a.m. The testing will be held in the library community room. This event offering comes just in time for students to prepare for the October 24th and December 12th official ACT testing dates. Huntington Learning Center will proctor the test and offer a parent/student test score follow up on October 13th at 5:30 p.m. This is a no cost enrolment offering. Students can register by phone or email. Seating is limited. Call 621-2818 ext. 211 or email at: lyoungblood@daphneal.com.

FLAVA (continued from Page 06)

PRICHARD LIBRARY NEWS

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

OCTOBER 02 — Activity includes a video: "Barney's Halloween Party." It's Halloween and Barney and his friends are decorating the gym for an exciting party at the school.

OCTOBER 09 — Activity includes a video: "The Magic School Bus Spins A Web; Carlos and Phoebe can't decide if spiders are cool or creepy. As their quest to rescue Liz from a giant web, the kids gain a new appreciation for the bug trapping skills.

OCTOBER 16 — Activity includes a video: Goofy the Movie; Join Goofy and his son Max in a hip and hilarious all new movie that kicks up outrageous fun on the road to higher education.

October 30 — Activity includes a video "Mouse Soup; When a happy-go-lucky field mouse suddenly finds himself on the dinner menu of a dim-witted weasel, he has to think fast or be turned into Mouse Soup! ♣

THINKING OUTSIDE OF THE BOX



Arthur L. Mack
FREELANCE WRITER
Mobile, Alabama

Contact Info: steppinoutnews@aol.com

Some People Just Don't Want to Face Facts

This is pretty much old news—but it still grates on my mind big time.

Not long ago, the Emmy Awards were given out to the best actors and best actresses in various categories. And unless you've been living under a rock, Viola Davis won best actress for her role in the ABC television series *How to Get Away with Murder*—becoming the first African-American actress to win in that category.

You certainly remember Davis' acceptance speech, and how she based it on Harriet Tubman and how she geared it to uplift her contemporaries, notably Kerry Washington, Taranji P. Henson, Halle Berry, and Megan Good, just to name a few.

To be frankly honest, I was thrilled that Ms. Davis won. It was indeed exciting to see her finally get her due after so many years.

But that joy was tempered when I read some of the comments on the internet—notably from those who were ignorant of the fact that Ms. Davis was just stating what has been an all-too-common problem in Hollywood—that good roles for African-American actresses are very tough to come by, even today.

These so-called 'internet keyboard commandos' even had the unmitigated gall to suggest that the award was given to Ms. Davis because of her color!! They even made unflattering remarks about her appearance and her acting ability.

Hey, they even went as far as implying that Ms. Davis was playing the victim.

The one person who got the most attention for her negative remarks about Ms. Davis acceptance was Nancy Lee Grahn, who plays the character Alexis Davis on the ABC soap opera *General Hospital*. In a series of tweets, Grahn said that Shonda Rimes (who produced *How to Get Away with Murder*) should have written the acceptance speech, and that Davis couldn't have faced discrimination in Hollywood.

Seriously, Nancy?

I mean, come on. In an age where African-Americans are trying to avoid being marginalized, and during a time when the color of your skin more often determines if you can in fact get ahead, Grahn should have checked her history. True, she did apologize, but when it was all said and done, the cat was already out of the bag and running down the street.

Of course, I'm smart enough to know that people are going to say what they are going to say, no matter what. That's not the issue.

To me, what is the issue is that here are some African-Americans who are trying to uplift others by channeling their inner strength and telling them that positive things happen despite having deal with those who want to make skin color a handicap—and yet the ones who are trying to use Blackness in a positive way are being attacked because of it.

We'll probably have that issue until Hell freezes over. One thing is for sure—I'm getting sick and tired of having to deal with it. ♣



MARKETING YOUR WAY TO SUCCESS

Nathaniel Patterson...Managing Partner, The Patterson Group.
He writes to empower people with effective marketing strategies that increase business development, awareness and enhance personal lifestyles.
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"Connect To Success" <http://nathanielpatterson2.wordpress.com/>



SOCIAL MEDIA: Answers and Statistics, Part II

Social media has become a viable tool to connect to associates, friends, relatives and more than ever – customers. Yet, technology has not replaced the etiquette of relationships. Companies will need to speak WITH, not TO their audiences. With this in mind, communication should be based on a conversation, providing information and listening to customers. In addition, etiquette requires that you build a relationship before you ask for action or buying.

With this in mind let us walk through the process of connecting with your audiences.

KNOW YOUR AUDIENCES

Many businesses focus on their primary audience and forget that there are multiple parties who influence, recommend and deliver their products and services. Marketing 101 says that you must identify a primary and secondary audience, with demographics or psychographics. Yet, I am encouraging you to review further. There are several sectors that will influence either purchases or delivery that you will need to communicate with: employees, funders, vendors, volunteers, media, community stakeholders, influencers of trends. The key is to understand how they want to be communicated WITH and their emotional triggers. Spend as much time understanding them as you do your products and services.

COMMUNICATION CHANNELS

Last month I recommended a few social media platforms for entrepreneurial startups. Yet, there are many avenues to be considered as your staff and budget grows. Such as traditional media: print and broadcasting (magazines, newspapers, radio and t.v.) or digital marketing: electronic billboards, digital broadcasts, internet, mobile phones and social media.

COMMUNICATION

There is a difference between 'talking TO' and 'speaking WITH.' Think how you feel when a person dominates a conversation and does not listen. The difference is dictating versus influencing. Your posted content should be a result of audience homework, listening and creating quality emotional experiences.

CONTENT

Content should be based on customer conversations and research (demographics, psychographics, focus groups and surveys). This information will help you determine the style of writing, images and colors. Be mindful, this is not about your ego or needs but a pleasant customer experience, helping them spread the word on the quality of your products and services.

Ensure your social media or digital marketing campaign is creating an engaging customer experience. Once people are engaged referrals, purchases and retention will increase. ❖



LAUGHTER

GOOD FOR THE GOOSE!!!

Hearing a scream from the playroom, the mother rushed in and found her infant daughter Willie Mae pulling the hair of her four-year-old brother. Little Leroy. After separating them, the mother said to her son, "Now Leroy, don't be upset with your sister, honey. She didn't know she was hurting you." No sooner had the mother returned to her chores than she heard more screaming. This time she rushed in and found Willie Mae crying. "Now what happened?" she asked. "Nothing," said Little Leroy, "except that now she knows!!!" ☺

GOTTA GO!!!

Two campers, Bubba and Leroy, are hiking in the woods when Bubba is bitten on the rear end by a rattlesnake. "I'll go into town for a doctor," Leroy says. He runs ten miles to a small town and finds the town's only doctor, who is delivering a baby. "I can't leave," the doctor says. "But here's what to do. Take a knife, cut a little X where the bite is, suck out the poison and spit it on the ground." Leroy runs back to his friend, who is in agony. "What did the doctor say?" Bubba asks. Leroy looks at him with tears in his eyes and says "you're gonna die!!!" ☺

YOU ASKED!!!

A famous TV reporter was doing a report on location in the Appalachian Mountains about the local customs. During his report he interviewed one of the local town elders and asked him: "Tell me a story about something that has happened in your life that you will never ever forget as long as you live". The old man, Bubba, laughed and began to tell the story. "One day, a long, long time ago I lost my goat on that mountain. As is the local custom, all of the men in the village got together to smoke the magic herb and we went up the mountain to find the goat. When we finally found the goat -as per our custom- we all smoked more of the magic herb and each man, one at a time had sex with the found goat. It was quite a scene." The reporter was shocked, to say the least. But he pressed on... "I'm very sorry, sir.. but I don't think our network can air that story. Perhaps you have another story with a happy ending that you could share with us?" Bubba laughed and said, "Ok, ok.... I have a better story for you that has a happy ending..... One day, a long, long time ago my neighbor lost his wife up on that mountain. As is the local custom, all of the men in the village got together to smoke the magic herb and we went up the mountain to find our neighbor's wife. When we finally found her - as per our custom - we all smoked more of the magic herb and each man, one at a time had sex with her. It was the best time of my life! What a party that was!" The reporter was taken aback, shocked. He was getting frustrated and finally asked the old man "Let's try a different angle... Maybe you can tell me about something extremely sad that has happened to you that you will never forget as long as you live?" Bubba lowered his head, and tears began to swell in his eyes.... he paused momentarily, then said: "One day, a long, long time ago I got lost on that mountain..." ☺

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