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In Myself

I do not ask for any crown

But that which all may win;

Nor try to conquer any world

Except the one within.

Be thou my guide until I find

Led by a tender hand,

The happy kingdom in myself

And dare to take command.

- Louisa May Alcott

inspiration

noun in·spi·ra·tion \,in(t)-spə-'rā-shən, -(.)spi-

something that makes someone want to do something or that gives someone an idea about what to do or create : a force or influence that inspires someone

In Myself is one of my favorite poems. When I start to feel like I am losing at life, I think about the poem *In Myself*. It is a source of inspiration for me.

Traditionally, the final issue of the year is a recap of stories shared. This year I wanted to change it up since we moved to a quarterly cycle. So instead of *Looking Back and Leaping Forward*, the team and I wanted to inspire you with articles about people who have inspired us.

As a creative, inspiration plays a huge role in how I live my life. Without inspiration I don't believe that any of us would live as productive, progressive spirit beings.

In this issue you will meet our 2016 Living Legends. This year's class of legends are extraordinary women who have inspired me to keep going. But more than that, they have kept this county going in our greatest times of distress. These women represent

the best that lives in each of us.

We also salute our veterans with an article on the history of Veteran's Day. We teamed up with Veda Brown to help bring awareness to domestic abuse, and Sasha the Diva popped over to our office for an interview. We did our best to bring you stories that will inspire you this season.

What on earth would we do with out inspiration?

Here's to a new you in the New Year.

Blessings,





We have a spot waiting for you.

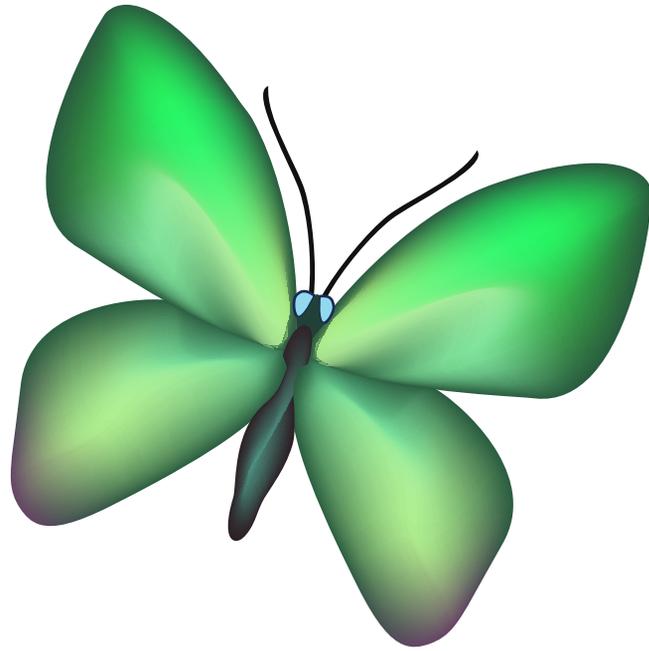
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“You are what
you do, not
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you’ll do.”

— C.G. Jung

We Are Clayton Magazine's 2016 Living Legends

12 EXTRAORDINARY WOMEN CONTRIBUTING GREATLY TO OUR COMMUNITY.



MEET OUR LEGENDARY LEGENDS

This past June, Publisher of Gerrian Hawes celebrated 12 women as her Living Legends. All of the women come from different walks of life, but have contributed greatly to our community. On the pages to follow, you will read of their contributions and their dedication to community.



Southlake Mall's Mighty WOMAN

BY KIMBERLY ALLEN
PHOTO BY WALTER DRAYTON

Doesn't it seem like your favorite retailers are constantly closing their doors for good, no matter how much money you spend there? Yet mainstay Southlake Mall not only remains open for business, but continues to deliver new stores regularly—the latest being H&M. And if you still don't consider the Mall a valuable resource in Clayton County, think about this: Southlake Mall remains one of our county's largest employers, with over 1,100 employees.

If you wonder how this is possible, Southlake's longevity can be directly attributed to the dedication of General Manager **Judy W. Pritchett**, whose vision to bring a unique shopping experience to the Southern Crescent adapts with the times. Second only to those who spend their dollars at the mall, Judy's leadership has been the glue that holds Southlake together. "Navigating Southlake Mall through its most challenging times and sharing in the success of its repositioning is my greatest professional accomplishment," she shares. "With this, I have learned to keep moving forward—not dwell in the past."

Learning to Market a Vintage Property

After graduating from the University of Maryland Judy relocated to Atlanta, where she took the first steps towards her career. “I was reading an article about Mike Bush, a seasoned commercial real estate professional in the *Atlanta Business Chronicle*. He was launching a program called Project REAP (Real Estate Associate Program) and as the founder and Executive Director, he proposed to educate and train minorities for commercial real estate careers. I found this inspiring,” recalls Pritchett while discussing her journey to Clayton County. “After submitting the application and completing the interview process, I was selected for Atlanta’s inaugural class in 2001.”

Judy successfully completed the program, earned one

expresses Judy.

The proprietor of Southlake Mall, Vintage Real Estate, has a rich history of renovating and repositioning retail properties. It is a private investment firm which focuses on the direct acquisition, operation, and development of value-add properties nationwide. “What I enjoy most about my job is having an owner, Vintage Real Estate, who is confident in the community and demonstrates this confidence by investing in significant annual improvements to the shopping center, including an enhanced merchandising mix,” Pritchett clarifies. “Vintage brings a highly experienced executive team whose members come from some of the most significant and successful mall and shopping center investors/operators in the industry.”



photo by Michie Turpin

of seven internships available to only the top graduates, and was selected for employment by her first choice, The Rouse Company. After stints as an Assistant General Manager at Perimeter Mall and the Village of Merrick Park in Florida, she later transitioned into the leasing field. By 2005, Pritchett was tapped to manage Southlake Mall.

“I enjoy contributing to the improvement of communities through positive social, political, and economic change. The Mall combines various layers of marketing, finance, and operations. Being able to merge all of these tiers in a way that provides a positive and valuable experience for our customers is challenging and rewarding,”

The Baltimore native credits her success to her parents, R. Timothy and Sarah Warwick who were “loving, encouraging, committed, hardworking, and wise. The workplace provides fertile ground for positive change, and a respectable reputation removes barriers and provides an opportunity for dialogue. My husband, children, family, and friends, provide unconditional love and support, and this is what matters most to me.”

Judy and Elgin Pritchett, have two amazing children, Timi and Dylan, and celebrated twenty-two years of marriage this September.



Teri Williamson, by her own admission, has “worn many hats” over the years, including wife and mother, secretary, office manager, Boy Scout Camp Art Director, Girl Scout leader, event planner, and Sunday School teacher. Second only to motherhood, Art Director could be her favorite. “My goal was to become an art teacher, but my friend Karen called one day and said, ‘I know the perfect job for you.’” And suddenly there she was, surrounded by beautiful artwork in a beautiful venue almost every day, working alongside the most talented artists. This was hands down one of Teri’s greatest experiences to date.

Her life in Georgia began when her father was transferred here while she was a sophomore in high school. That is when she met and began dating the man who would eventually become her husband, Don. “Dad was transferred to New York and I completed my senior year at Oceanside High School in Long Island. Don came up for my senior prom and shortly after, we broke up,” she recalls. “Eight years later we began corresponding. At the time, he was engaged and so was I. I broke up with my fiancé and a few days later I got a letter from [Don] saying he was no longer engaged, was taking a trip to Canada, and asked if could he stop by. He arrived on Sunday, asked me to marry him on Wednesday, and we got married the following Monday. We went to Canada on our honeymoon and I moved back to Georgia with him.”

Williamson claims raising productive, responsible, caring, faithful children as her greatest accomplishment. “I invested more of myself, time, talents, and treasures in my family than any other endeavor. Not to say that I am solely responsible for their success. It was a joint effort with their dad, their grandparents, and many others who influenced them. And, there was a lot of prayer. I am most proud of the adults my children have become,” she attests.

Teri and Don are blessed with two great children, Heather and Jason, a wonderful daughter-in-law, Cindy, and a beautiful granddaughter, Katie, with whom she enjoys spending time painting, gardening, and traveling.

The Artist at Heart

BY KIMBERLY ALLEN
PHOTO BY WALTER DRAYTON

A Voice for the Voiceless

BY KIMBERLY ALLEN
PHOTO BY WALTER DRAYTON

Cyd Cox chose to work in the management field in order to “reach back and make it easier for those minorities who would come behind us,” a decision that bears fruit in Clayton County today. “Racism and poverty—these are the two biggest ills of the world that continue to impact the attitudes and lives of all people,” she details.

Heeding the advice of her father who insisted his daughters get a college degree so that they would be able to handle any situation, the San Francisco native left the West Coast to attend Fisk University. After graduation in 1976, she worked her way up through various trainee and managerial positions and by 1980 accepted a position in Georgia. After living in Atlanta, Decatur, and Stockbridge, Cox put down roots in Jonesboro in 1985.

Believing that “If you aren’t at the table, you are on the menu,” Cyd has fully immersed herself in working to make Clayton County great. “My mother, Amanda Muree Frierson Noble, was a community activist and instilled in me that we are our brother’s keeper,” she shares. Following in her mother’s footsteps, she currently chairs the Clayton Collaborative Authority whose focus is on identifying the issues and finding services for the families and children in Clayton County. She also sits on the board of the Grassroots Leadership Institute, which provides leadership training to the community.

Cyd is probably best known for her twenty-four year involvement from the local school level to the national level with the Parent-Teacher Association. “After taking a year off, I have just been reelected as President of the Clayton County Council of PTAs,” she reveals, but is especially proud of, “Becoming a voice for those that didn’t have one during the loss of our schools’ accreditation. I learned that a group of citizens can really come together to address an injustice and make a difference. If you are not involved in decisions that impact your community and allow others to make your decisions, then you must resign yourself to whatever happens,” Cox asserts.

Cyd is also actively engaged at Shiloh United Methodist Church as chair of the Staff-Pastor Relations Committee. Her daughters Amanda Nicolé Cox and Kaitlyn Chemelle Cox, are her biggest blessing.





The Difference Maker

BY KIMBERLY ALLEN
PHOTO BY WALTER DRAYTON

“The thing I enjoy most about my profession is making a difference in someone’s life. The responsibility of wearing my uniform is more than just identification, I have the responsibility to represent nobility, integrity, and honor for thousands and I want to make sure whenever I make contact with someone I deliver a trusting or a positive encounter,” explains Clayton County Deputy Chief of Police Gina V. Hawkins. **“This may make the difference in how they treat the next person they encounter.”**

The Ohio native originally aspired to become an attorney since she “loved to debate while defending people and loved the law.” After taking a break from school in 1988, she needed to find work and chose the police academy because it also dealt with the law and she thought it would be “fun.” Twenty-seven years later, she’s still loving law enforcement. “I know the opportunities I have had in my profession provided me with more satisfaction than my original career goals because I have the opportunity to make a difference for all parts of society, internally in law enforcement and externally in the community,” she says. Gina did eventually complete her education,

earning her bachelor of science in criminal justice from Georgia State University, and later a Master of Science degree from Johns Hopkins University, all while raising two daughters.

Her desire to serve others was instilled by her parents in very different ways. “My father was a hardworking dreamer who defended and stood up for people who he believed were less fortunate, and he never met a stranger. And whenever someone attempted to put a roadblock in front of my mother, she would patiently wait for the crack in the door and bust it down with her persistence,” Hawkins proudly reminisces

“My desire to defend and protect everyone while in this noble profession has provided my personal understanding of my purpose as a servant leader. The honor to serve the community in everything I do maintains my motivation and inspiration when times are not always positive,” Gina admits. “As Law Enforcement professionals, we have to constantly challenge ourselves to improve the service within our communities because we are a part of our community.”

Gina is the proud mother of Italia who is 25 and presently serving in the Navy and Trinity, a rising tenth grader.

The Soul Survivor

BY KIMBERLY ALLEN
PHOTO BY WALTER DRAYTON

Cheryl Wise is a true native who lives, works, and plays in Clayton County. Attending Hendrix Drive Elementary when it first opened and then Forest Park Middle School, she fondly recalls, “We could roam the streets back then and if you did something you were not supposed to do your friends’ parents would reprimand you, and then tell your parents. It was a close knit community.” Her favorite novel is still Margaret Mitchell’s *Gone With the Wind*.

Cheryl attended Forest Park High School through her sophomore year, when she left to get married. While working a full time job and raising two children, she earned her GED by taking night courses at Clayton State University. Because her husband was a car salesman, Cheryl was always involved in this field and just “rolled with it.”

Wise feels fortunate to have found a career that provided opportunities to learn and grow with Toyota South Atlanta. “I have worked for four different owners of the dealership that have been wonderful to me. Our current owner, Jerry Gresham, is my hero,” she declares. “He started at the bottom, currently owns two dealerships and has owned others in the past. He gives so much to others.”

Cheryl’s church family is a very important part of her life, so much so that she has held various in-house administrative positions such as Treasurer, taught children’s Sunday school, and even sang in the choir for awhile. She currently co-leads a Sunday school class for senior citizens, although she “doesn’t tell them they are seniors.” Wise is also a member of The Southeast Controller’s Association, where she has held the office of President, Vice President, and Secretary.

A widower, Cheryl is currently in a relationship with a wonderful man that “God placed in my life.” She has three biological children: Bret, Deah, and Bryan; and two stepchildren from her marriage: Michele and Rich. Wise also has “ten wonderful grandchildren that I adore,” Trevor, Tanner, Vance, Macie, Connor, Madison, Richie, Hudson, Sadie, and Emmett, and is expecting number eleven in about seven months.



Serving Lovejoy's Seniors

BY KIMBERLY ALLEN
PHOTO BY WALTER DRAYTON

Newly reelected City Councilwoman Mary Ann Carp initially wasn't thinking about running for office, but after being asked by a number of people to accept the challenge, she figured, "maybe I have something to offer."

She figured correctly. Just ask the senior citizens she gives so much of her time to, which isn't hard because, as she admits, "I am one! I enjoy working with them because sometimes they are forgotten, and also the young people. Teenagers need to be understood and loved for who they are and not so much what they do," she theorizes. "And when I can, I work in the Lovejoy City Garden. It's wonderful to see things grow and help people eat right. I enjoy working with lots of different activities and learning how the City is run."

Born in Ohio and raised in Indiana, Florida, and North Carolina, Mary Ann settled in Georgia in 1984. Her career spans several decades and experiences, including fourteen years with Publix Supermarkets and eleven years at Lovejoy High School. She was first elected as city councilwoman in 2012.

Her greatest accomplishment? That's easy, her children. "I have learned a lot in life, some came easy and some came hard. But I love life and try to live each day at a time." She also enjoys quilting, having enjoyed the hobby for years and discloses "I still do it all by hand."

When asked what type of advice she'd give to her twenty-year-old self, she advised: "Pray daily. Smile and say hello to people. Give a hug when you can, for that person may need one. We all need that."

Widowed, Mary Ann's husband, Jim, passed away in January 2016. They had three children and two stepchildren: son Steve Bailey, daughters Sharon Cross and Buffie Johnson, stepson James Carp, Jr., and stepdaughter LuAnn Jefferes.



Making Morrow

BY KIMBERLY ALLEN
PHOTO BY WALTER DRAYTON

Second term Councilwoman Jeanell Bridges brings years of diverse experience to the City of Morrow. “My position provides me the opportunity to make a positive impact with the continuous growth in the City that I love, which is filled with the citizens I love. It is because of them that I have the privilege of serving,” she shares.

Jeanell worked at Grady Hospital for eleven years as a laboratory assistant and was privileged to be present for the first open-heart surgery performed there. “I was later hired by the Coca-Cola Company, which was a life changing experience for my family. It gave me the opportunity to travel the world and to meet and work with some amazing people. My favorite destinations were Australia and Swaziland. The twenty-five years I worked at Coca-Cola was all a part of God’s plan for my life. What other explanation could there be?”

After her children left the nest, Bridges was ready to downsize and “never be responsible for yard work again. After a few months of looking in Atlanta my real estate agent convinced me to give Morrow a try, and after three trips I was pleased to find an affordable condominium. I loved that everything was easily accessible and the people were warm and welcoming,” she says.

When Jeanell is not volunteering at the Good Shepherd Clinic, serving as a longtime member of the Kiwanis of Southlake, working as an Assistant Poll Manager for the Election Board, or facilitating the Women’s Ministry at her church, what does she enjoy most about serving as councilwoman? “The opportunity to interact with people, the staff, and the citizens of my City and other leaders of our County,” answers Bridges, who has dedicated herself to making Morrow the best it can be and is thankful for the support of her constituents. “It is amazing what opportunities can unfold when you are willing to take a step out on faith. God orders my steps and in spite of me, He loves me unconditionally. I am blessed,” Bridges confirms.

Jeanell is a proud mother of one daughter and two sons and thanks to them, she is a very proud grandmother of six granddaughters and one grandson.





The Change Agent

BY KIMBERLY ALLEN
PHOTO BY WALTER DRAYTON

How does a girl from Central Georgia wind up in Clayton County? Hard work, determination, and the desire to be a blessing to others.

The opportunity to attend Morris Brown College is what initially brought Angela Redding to Atlanta. After graduating cum laude with a bachelor of science in accounting, she went on to earn her MBA complete with honors.

“I initially started my career as an accountant because I love numbers and auditing. As I transitioned through my career, I accepted different positions that challenged me, including working in the Management Information Systems department after receiving my MBA and working as the Human Resources/Payroll Manager for a Fortune 500 company,” she says.

Redding was forced to reevaluate when the Fortune 500 company went through a merger. “A colleague who had left the company and was hired by the City of Forest Park called to inform me of a new position being created in the Office of the City Manager, and he thought I would be a great candidate for the position,” she recalls. “Before accepting the position, I had never worked for a governmental agency.”

In her current role, Redding gets the opportunity to utilize all of her skills in various capacities, but admits that she primarily enjoys “helping others and seeing the completion of a project that benefits the residents and the community.”

Yet despite all of her professional accolades, her biggest achievement is a personal one. “One of my greatest accomplishments was giving birth to my daughter. I was on bed rest for seven months and count her as one of my many blessings from God,” Angela attests. “I learned from experience that when you pray and take things to God, leave them there and your prayers will be answered.” She is also inspired by her parents, who “always put God first in their lives and raised me to be the person that I am today. My parents have helped countless individuals in our family and the community without seeking recognition or asking for anything in return. “They have a successful company and have been married for over fifty years, that is truly an inspiration to me,” she shares.

In her spare time, Angela is an avid reader, President of the School Council at Charles R. Drew High School, member of the Leadership Clayton Advisory Board, member of Alpha Kappa Alpha Sorority Incorporated, and a member of Higher Living Christian Church.

One thing Angela knows for sure is that God blesses us so that we can be a blessing to others, and if she could right one wrong in this world it would be eradicating racism, “because it is such an ugly part of our society that divides us as people and as a nation.”

Angela and her husband, Ricky have been married for twenty-one years. They have a blended family with one daughter, two sons, and three granddaughters.

Overjoyed About the City of Jonesboro

BY DANA HINDERS
PHOTO BY WALTER DRAYTON



“JONESBORO HAS BEEN MY HOME for all of my adult life,” says Mayor Joy Day. “I first came to Jonesboro in 1971 as a very young woman and began teaching third grade at Lee Street Elementary in the heart of the City. When I retired in 2006, I was serving as Principal of Suder Elementary, also in the City. I’m a small-town girl at heart. I love the laid-back ambience of the City and the benefits of knowing your neighbors for many years.”

“Now that I am fully retired, being able to devote my total focus to the City will enable me to bring more efficiency and be able to better serve,” she said. Day describes the role of mayor as equal parts administrator and facilitator. According to City Code, the six city council members make final decisions for

“I dream of a Jonesboro with a strong downtown identity, capitalizing on our historic flavor and quality of life.”

members with the information they need to make intelligent choices to guide the city.

When asked what she hopes to accomplish, Day focuses on finding creative ways to help the City reach its full potential. “My vision for the City of Jonesboro is to keep the small-town atmosphere, yet move forward in terms of attracting and keeping businesses,” she said. “I dream of a Jonesboro with a strong downtown identity, capitalizing on our historic flavor and quality of life.”

the city and the mayor votes in the event of a tie. Therefore, the mayor’s responsibility is to keep up with local, state, and national issues in order to provide council



The Navigator: Keeping Clayton Connected to the Airport

BY KIMBERLY ALLEN
PHOTO BY MICHIE TURPIN

WHENEVER ONE REFERS TO THE “WORLD’S BUSIEST AIRPORT,” the final destination is obvious—which makes it easy to sometimes forget that ninety percent of the airport is located within Clayton County’s borders. Perhaps because “Clayton County International Airport” doesn’t sound quite as sexy as Hartsfield-Jackson Atlanta International Airport (ATL) or fit as neatly onto an airline luggage tag like the moniker ATL does.

Nevertheless, as Director of the Office of Public Affairs, Myrna White keeps us connected to all things ATL despite the fact that our county isn’t getting top billing. This is fitting since ironically, White began her airport career as a liaison for Clayton County.

“Each mayor and general manager for whom I have worked as a manager has had a commitment to partner with Clayton County to enhance the airport’s economic impact to the region,” she attests. “I have embraced that philosophy with passion as I worked to build a solid relationship with the business community, elected officials, and the Clayton County community as a whole. While they may not agree with our every move, they know they have a voice at the world’s busiest airport.”

In hindsight, it is hard to believe that Myrna’s aviation career started as a temporary assignment. But dating back to her college days, White has parlayed her skill set over a wide range of fields and opportunities, with every experience equipping her for the position she has held at ATL for over two decades.

Most of us go through life searching for our place in it. Some completely miss their calling, and others stumble into their purpose accidentally. Myrna is one of those enviable folks who knew early on the value that her writing talents would bring—it was just a matter of time before she found the right outlet to express herself.

“I’ve always loved English and earned A’s from kindergarten through college. I also had a passion for reading and writing. I grew up watching Walter Cronkite tell the nation, ‘And that’s the way it is . . .’ each day on the evening news,” says White while reflecting on her motivation to pursue a television news anchor career at one time. “I can still hear my mother telling me, ‘Myrna, you can do anything you put your mind to.’ She said it with such conviction she made a believer of me!”

Myrna’s journey began at the University of Georgia School of Journalism with a major in broadcast journalism, and soon her dream of being anchor seemed closer to reality via an internship at a Florida television station. As is true of many internships, she enjoyed the experience, but recognized that her need to write far outweighed the desire to become an anchor.

Her next internship at the *Columbus Ledger* newspaper evolved into a full time position as a reporter after graduation. There she covered several beats, including education, the police, and nearby Fort Benning among others, which led to White authoring her own events column entitled “About Town.” The urge to write continued to bear fruit as she was eventually named bureau chief for the newspaper’s West Georgia/East Alabama area and relocated to LaGrange. After four successful years there, White’s creativity began to feel stunted, and that’s when she knew it was time for a change. “I yearned for the more creative side of journalism,” she confessed, “and made the move to the public affairs arena.”

Myrna revisited her passion for writing while working as a public information officer for the then Department of Public Safety in the City of Atlanta, and drew upon her past as she simultaneously began work as a media liaison. This proved to be a winning combination for the Dublin native, who would eventually take her talents to ATL.

“My story is a great illustration of why it pays to give every position 100% of what you’ve got, striving to excel at every level. Treat people with respect along the way. If you’re in a junior position, but seeking to be a manager, work as though you’re already a manager. That means offering solutions and not just presenting problems, taking ownership of the position and your contribution to the overall success of the organization. It also means carrying yourself in a professional manner—in both attire and attitude,” she advises.



Taking Care of Business

BY KIMBERLY ALLEN
PHOTO BY WALTER DRAYTON

YULONDA DARDEN BEAUFORD BEGAN her career as a journalist, working at the *Miami Herald* newspaper while freelancing on the side for other organizations. Given her experience penning business articles, a friend suggested that Yulonda parlay that into a new role with the local chamber of commerce. This advice served as the launching pad which changed the direction of Beauford's life and career.

Hired as a novice by the Greater Miami Chamber of Commerce in 1997, Yulonda soared to the top by receiving promotions on a yearly basis, and each position proved more challenging than the last. By the time she left the Miami Chamber in 2000, she had earned the title of Executive Director of Governmental Affairs.

Beauford's next stop was Norfolk, Virginia where she served as Director of the Hampton Roads Chamber of Commerce. After relocating to Georgia, she took a position with the Clayton County Chamber of Commerce (CCCOC) in 2005. Initially hired as vice president, it didn't take long for the Chamber to recognize this Miami, Florida native's potential and ask her to serve as its President.

Under Yulonda's watch, the CCCOC claimed over 600 businesses as members who represented more than 100,000 employees in the Southern Crescent. Along with the distinctive events presented by the CCCOC, highlights of accomplishments attained during Yulonda's tenure include: collaborating on the creation and implementation of the Clayton County Economic Development Strategic Plan; the CCCOC's award winning Principal Partner's Day initiative; the Leadership Clayton program; the Women in Business Council; and the ability to build stronger partnerships for the business community with Clayton County Public Schools, elected and government officials, as well as regional and statewide organizations.

In 2016, Yulonda was appointed Vice President of Economic Development and External Affairs with Atlanta Technical College, where she is responsible for building alliances with businesses, industries, and community organizations, as well as working to increase the number of customers enrolled in the college's noncredit corporate and professional education programs.



The Wordsmith

BY GERRIAN HAWES

WRITING IS NOT SIMPLY ABOUT JOTTING

DOWN ideas in a systematic way. A true writer organizes thoughts in a way that delivers a clearly communicated message to an audience of readers.

Any professional can draft an email or a simple two or three page report. However when ‘heavy lifting’ is required, executives generally hire someone to whom writing comes naturally. They call upon the gifts and talents of a wordsmith, and those of us in the greater Metro Atlanta region call upon Kimberly Allen. Kim is not just a natural writer, she is a prolific writer.

“Fordham University is where I realized my calling while working as features editor for the college newspaper during my junior and senior years,” she shares. “I not only enjoy helping people balance and organize their thoughts into readable content, but finding little known facts that may teach the reader (and sometimes the writer and myself) information they didn’t already know existed on a topic. The only caveat to this is that I can always find a way to make something sound better, and the rewrites never stop (laughs).”

Kim is a native New Yorker hailing from Hollis (Queens). But within one year after relocating to Georgia in 2005 she began writing Clayton.Talk, a community blog column about current events for the *Atlanta Journal-Constitution* (AJC). “I love learning new things about interesting people and places, and turning that knowledge into a story,” she explains. “Writing that column not only helped me to meet and get to know many people here, but was also a crash course in all things Clayton County.”

While researching stories for her column, Kim happened upon the *We Are Clayton Magazine* (WrC) website. She immediately respected the positive influence that WrC created and when a mutual friend introduced me to Kim, we bonded over the publication’s potential. Kim attributes many great moments to WrC because “it goes without saying that I’ve met some of the most interesting people in Clayton County. Only in big cities would most people expect to live amongst the former United States surgeon general, an Olympian, an Emmy winner, and a freedom rider!”

When asked if she could right one wrong in this world, she responded: “That we stop killing each other and restore respect. Not love, although that would be absolutely awesome, but let’s revive respect. Respect for human life in general is at an all-time low. I have family and friends of all different races, some in law enforcement, who I’d never want to see hurt or killed under any circumstances.”

Kim recently expanded her repertoire of marketing and public relations skills by entering the political field. After writing and editing content for various candidates, she was asked to join the campaign of Rhonda Burnough. In this role, she wrote campaign materials, designed and maintained the campaign’s website and social media, and offered guidance wherever needed. Kim’s hard work (along with that of several volunteers) led to Burnough’s hard fought victory over the fifteen year incumbent.

WORDS. IDEAS. RESULTS.

Kimberly also owns her own writing and editing company—K. Allen Communications, LLC—which combines her love for reading, writing, and editing. Through her company, Allen has “ghostwritten and edited several books and other writings over the years,” and also creates content for websites. As if all of that isn’t enough, Kim is currently in the process of writing her first fiction novel (which a literary agent recently requested five chapters of).

Kimberly lives in Lovejoy and attends New Vision Christian Church in Forest Park. She is an NBA and lifelong New York Knicks fan who is “hoping to become a member of Alpha Kappa Alpha Sorority, Incorporated sometime in the near future, as this is something I’ve wanted to do for a long time. Their history of community service is amazing, and I’d love to be a part of that!”

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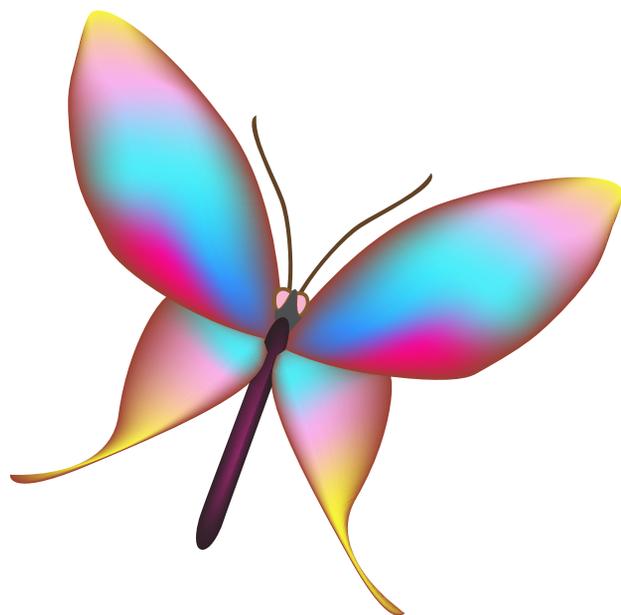
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— MICHELLE OBAMA

THE POWER WOMEN

A Diva, The Woman Who is Taking on Domestic Violence, Women Making History in Healthcare, and the Attorney with Big Dreams.



MEET 5 WOMEN WHO ARE PAVING THE WAY

Sasha The Diva shares why blended is so important to having a successful marriage. Veda Brown is conquering domestic abuse and helping survivors see their strength, Doctors Pettiford and Yoga are paving the way for women's health, and Tameka West, Esq. is serving justice for those who need her help.



Dreaming BIG

is Natural for Tameka West, Esq.

BY GERRIAN HAWES
PHOTO BY CURTIS GREEN

If there was ever a wrong that, Tameka West, Esq. could right it would be INEQUALITY, “Because everyone should be provided with the same opportunities in life!” she exclaims.

Growing up in Hattiesburg, Mississippi, Ms. West witnessed and faced many injustices that inadvertently fueled her dream and gave her the determination to practice law. While there were many who did not believe that she would succeed, Tameka’s self-confidence, sense of pride, and strong will proved all of her naysayers to be dead wrong.

In pursuit of her dream, Tameka attended Clark Atlanta University on a full academic scholarship for her undergraduate studies in political science. She became the first in her family to attend

college and graduated summa cum laude. West went on to earn her juris doctor from the University of Iowa College of Law in 2000, and within four years opened her own firm.

Inspired by the late Thurgood Marshall’s dedication to civil rights law, West made a firm decision to seek justice for those who experience inequality. When asked what she enjoys most about her career choice, she says, “Helping people, particularly clients who have been unlawfully terminated from their jobs and/or denied reasonable accommodations in the workplace.”

Throughout Tameka’s life her aunt, Gloria Gasaway-Williams, has also been a source of inspiration by showing her niece unconditional love and unmeasured strength no matter what.

When I asked Ms. West to list five things (or people, or a mix of both) that matter to her most and why, she listed: Faith because you must overcome many hurdles in life; Family and Friends because everyone needs a support base; Self-Confidence because you must believe in yourself despite those who doubt you; Career because everyone has a purpose in life; and Community Service because to whom much is given, much is required.

Even though she did not include her love for football on this list, anyone near and dear to her knows that the Atlanta Falcons is her team, and they matter a whole bunch to her!

While most of Tameka’s BIG Dreams have been realized, her heart is set on someday taking the bench as a judge.

Ms. West is a Clayton County resident who is a Leadership Clayton graduate and serves on the Development Authority Board.



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The Essence of a Diva . . .

Sasha
The
Divva

BY KIMBERLY ALLEN PHOTO Courtesy of Sasha The Diva Communications, Inc.



Since the launch of KISS 104.1, I have been an avid listener . . . there's just something about R&B music that moves my soul. But it was about four years ago when Sasha The Diva really caught my ear with her comments about the leadership of (former) Clayton County Public Schools Superintendent Dr. Ed Heatley.

"Come on Clayton County, what y'all doing to the babies down there? Get yo stuff together, every child deserves a good education!" she chastised. "This is Sasha The Diva; y'all know I love the babies!"

Feeling angry at what I believed to be a random,

uninformed comment, yet intrigued by the blatancy of her words, from that point on I decided to continue listening to see what she was about.

What I discovered was a woman whose passionate opinions are fueled by pride in her blackness, coupled with love for community, family, the listening audience, the elderly, teenage mothers, and a host of other concerns that many radio personalities simply use as momentary talking points to fill airtime.

These qualities and so much more convey the true spirit of Sasha, and have turned me into an engaged listener ever since.

A Diva is Born

"I am real. I do me. I believe in what I want to believe in. I dress the way that I want to dress. I praise whatever God I want to praise," she expresses. "I say what I mean, and I don't ever mean to hurt anyone's feelings it just comes out. I am just real."

That's the essence of Sasha The Diva, in a nutshell. I really connected to her sense of assuredness. It is not arrogance, but what I would describe as a no nonsense type of energy. Throughout our conversation, I found her to be very sincere and still hungry for all that life still has for her. Her journey is that of, "I am."

One of Sasha's many connections with her audience is through her celebrity. And while she has no problem being so accessible, at times she admittedly feels a bit misunderstood "because of the whole *diva* thing. Some put me in a good place, but some people mistake that for being something that it is not and put me in the "b***h" category," she candidly shares.

"Can I tell you something? It is fine whenever you put me. But I know who I am, and you and your thoughts don't control me," she attests. "So you either love me or you don't and if you don't it's okay, I have love back for you, but I'm okay with it."

As early as age three, Sasha was already acting out her dreams by "using some utensil [as a microphone] to mimic Barbara Walters, or whoever I saw on television," she reminisces. "I never wanted to do anything else." So it should come as no surprise that Sasha was actually dubbed "Little Diva" by the one person who watched all of this unfold and most influenced her life—her father.

"I saw my father every day, and we had dinner together every day. When I got off the school bus his a** was standing on the porch, and I'd be like 'Damn Daddy, can you go somewhere?' You know like go away?" she says through laughter at the memory. "But he was there, and I never felt alone, My sister, my mom, and I always felt protected. He took care of his family."

Realizing early on that his daughter would thrive in the radio and television

industries, he did all he could to help make this Diva's dream a reality. "My father taught me to always work hard, and always told me that I was a strong, beautiful, smart girl," she adds. "And that you don't allow people to control you. They are trying to be like you, and that means that you are doing something amazing." Sasha heeded those words as she worked to take her place in the radio world.

stepfather to Dominique, Sasha's youngest son. None of this sat well with Dom (who met Kevin only three months before they got married) and the two immediately began to clash.

Suddenly caught between two of the most important people in her life, Sasha acknowledged that her relationships with her husband and son were broken. Not because of any wrongdoing on their part, but

"There is no transition, there is only one Sasha. I am the same all of the time, I am me."

Sasha's career began in Milford, Maryland at a small market pop radio station located inside of a house. "I think I was making six dollars an hour and for me, that was nothing. Leave your family, leave your children, and bring them the coffee when they want it. Don't worry about how much money you make or that you are eating tuna fish or your house don't have no furniture. That's called sacrifice."

The Diva's rise to the top also included interning stints, working for free, and hustling in more small markets, all while learning the business, "from what the janitor does to the advertising department," she says. "But first and foremost, there is sacrifice. People who want to do what I do are not willing to make that kind of sacrifice."

The Fix

Family both grounds and strengthens Sasha and like most, finding that person who you KNOW is the one for you is a dream realized. It was no different for The Diva when she met firefighter Kevin Harris. As a matter of fact, she was so sure that after only nine months, the duo married. And yes, Harris is everything she knew he would be . . . her knight in shining armor—until he moved in and assumed the role of

due to her own naiveté. The dream of what she thought her blended family would become was shattered when compared to the reality.

In all fairness, Dom had been the man of the house up until that point. He was her "plus one" to all of those black tie, star studded affairs, and had been his mom's biggest champion, confidant, and inspiration to keep it moving when times were hard. How dare she unexpectedly bring in this stranger to interrupt the good thing they had going.

One can only imagine all of the pain this family endured before finally reaching out for help, which led to Sasha and her tribe being featured on the OWN (Oprah Winfrey Network) hit series, *Iyanla Fix My Life*. And even though her Atlanta family of listeners were familiar with the Sasha they heard from 10:00 a.m. to 2:00 p.m. during the week, they along with the nation had no idea what her life was about off the air. Which led to . . .

Blended Not Broken

Sasha continues to use her voice in new ways by penning her first book, *Blended Not Broken*, where she bravely detailed her family's pain and subsequent healing.

"*Blended Not Broken* is a book filled with circumstances and lessons not for entertainment but for transformation", says Sasha. "It is a book designed to help families that find themselves blended."

The Good Wife

Sasha wears several hats: mother, sister, friend, radio celebrity, and wears them all well despite what can at times be a demanding work schedule. But the role of wife that she cherishes today is the one that she almost took for granted.

"I was engaged to get married [to a different man]. We had taken a cruise with family and during the trip, my [former] fiancé disrespected my parents. And at that moment I knew he wasn't the one," she recalls, explaining that a lot of money was lost on wedding plans that had already been booked and paid for. "I went to the families cabins and told everyone keep your mouths shut, the wedding is off. My granny was like 'Yay.'" That's when Sasha decided to take a break from radio and traveled to Egypt to regroup.

Fast Forward to 2016

After talking for what seemed like hours, we took a break when Kevin called his wife to discuss the Harris's plans for the evening. I watched as Sasha slowly closed her eyes in order to totally focus on the sound of his voice.

It was almost like she was in a dream world where they were the only two people who existed. I didn't hear what was said, but could definitely feel the love they shared for one another.

After hanging up the phone she opened her eyes, looked right at me, and plainly stated, "I don't know how women who are married are always hanging out with their girlfriends. I just don't know how they do that," she declared. "I love being with my husband. He's my best friend."

This was evident as she described their morning ritual—which actually

started late the night before when she couldn't get to sleep.

"So, I got in about 11:30 p.m. and his back was hurting so I just rubbed his back and he fell into his snore (laughs). That's when I eased out of the bed, went into the office, did some work, and returned some emails. I started to get a little sleepy myself and went on back to bed, but was up again by 6:00 a.m. with him. But before we get out of the bed he usually rubs my back and my legs and teasingly calls me Fred Sanford because of how stiff I am in the mornings. Twice a week he cooks me breakfast, then I throw on some jeans, a T-shirt, flip-flops, bang up this face, hair and boom, we're out the door around 7:00 a.m. every morning. And that is how a normal day starts off for me."

The Life

"By working the job of my dreams, traveling the world, meeting all the people that I have met and most importantly, by helping people, I have lived my dream," she says. "I can confidently say that I lived my life on my terms, and I made my parents proud".

When asked what the one thing is she wanted to do that she has yet to do, she takes a deep, thoughtful breath and responds "I just want to say goodbye to my Dad," who passed away in 2013. He is buried in McDonough, and this is the primary reason why she'll never leave the state of Georgia. **WRC**

Like most of our readers, Sasha lives on the South Side in nearby Henry County and can be heard on the airwaves midday during the week on KISS 104.1.

To book Sasha The Diva for speaking, guest appearances, book signings, or any other events, please visit her website at www.sashathediva.com.




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Shattering
the

SHAME

of
Domestic

Abuse

BY KIMBERLY ALLEN
PHOTO BY MICHIE TURPIN

FEATURED POWER WOMAN

Fact: One in every four women will experience domestic violence in her lifetime—that's more women than breast cancer, lung cancer, and ovarian cancer combined.

You don't have to google domestic violence to recognize this has long been a national epidemic—a problem that existed way before someone decided we've all been desensitized by violent movies, video games, and/or rap music. Domestic violence doesn't discriminate by race, creed, region, socioeconomic class, occupation, educational background, religious affiliation, or any other distinction you can come up with. The statistics are staggering and endless.

Fact: Domestic violence is the leading cause of injury to women between the ages of 15 and 44 in the United States, more than car accidents, muggings, and rapes combined.

Maybe after reading this you'll think about the horror of what that one woman goes through; but eventually just like the latest mass shooting or questionable police action, it'll be on to the next—until it hits too close to home.

This is why organizations like the Sisters Empowerment Network are so important. Because when the rest of us move on, somebody has to be there, ready to help.

Fact: There are 1,500 shelters for battered women in the United States. There are 3,800 animal shelters.

"As a child, I grew up in an abusive home. My dad was physically, emotionally, and verbally abusive to my mother. As children, my siblings and I suffered a lot of pain because of that abuse. It was very difficult!" recalls Veda Brown, Founder of the Sisters Empowerment Network (SEN), and it is that personal experience which prompted her to start this organization back in 2006. "We continuously are reminded from [older] women who have experienced domestic violence how they wish there were organizations like SEN when they were going through the abuse. Like my mother, many of them silently dealt with it," she says.

Fact: Victims of intimate partner violence lost almost 8 million days of paid work because of the violence perpetrated against them by current or former husbands, boyfriends, and dates. This loss is the equivalent of more than 32,000 full time jobs and almost 5.6 million days of household productivity as a result of violence.

"Our goal is to help the community identify the warning signs of domestic abuse. If you notice a woman who appears withdrawn, always edgy, gets phone calls and text messages throughout the day from her husband or boyfriend (while in the workplace) or has to run out immediately after work, you can bet she's probably in an abusive relationship. If she was an outgoing person who now makes excuses as to why she can't participate in different functions or activities or is always on eggshells; if she's wearing a turtleneck in the summertime or sunglasses [while] indoors, those are all warning signs that she's in an abusive relationship," advises Veda.

Many women who have benefitted from SEN's services returned to pay it forward by volunteering to help other victims. "My proudest

accomplishment is when women have gained self-sufficiency, and are working, thriving, and living a peaceful, violent free life. It's a blessing to see women become their best selves," Brown declares. "I am also very proud of my staff of volunteers—11 beautiful women whom we refer to as "super sisters."

Fact: Witnessing violence between one's parents or caretakers is the strongest risk factor of transmitting violent behavior from one generation to the next.

Fact: Children who witness violence at home display emotional and behavioral disturbances as diverse as withdrawal, low self-esteem, nightmares, self blame, and aggression against peers, family members, and property.

Fact: Boys who witness domestic violence are twice as likely to abuse their own partners and children when they become adults.

"This [last] statistic troubled me because it reminded me of a young boy around the age of 11 years old that attended one of our workshops with his grandmother. During the workshop the boy just began to cry out! The young man's scream stopped everything in motion during the workshop, and when asked what's wrong, he replied, 'I'm not strong enough to fight my mom's boyfriend; I'm just not strong enough to keep that man from beating my mother.' This is one of those stories that I will never forget."

Fact: Domestic violence does not end immediately with separation. Over 70% of women injured in domestic violence cases are injured after separation.

One statistic that many are unaware of is that a woman typically returns to an abusive relationship seven times before she finally decides to leave the relationship permanently.

SEN provides women in need safety through shelter referrals, along with counseling-affiliated programs to assist with healing from emotional abuse. By being partnered with Verizon Wireless, SEN is able to offer victims wireless phone services with voice mail as a means to communicate with family and friends after leaving an abusive relationship. In addition, SEN provides the Moving Ahead Through Financial Management Curriculum for victims. The FREE curriculum is designed to help victims whether they are struggling to eat, looking for a safe place to live, trying to hold a job, support their children, or manage their financial planning. Also, SEN partners with the Furniture Bank of Metro Atlanta to provide recycled gently used furniture for victims fleeing domestic violence. "We try to provide the widest variety of services based on each woman's individual needs," explains Brown.

"It's vital to encourage women who are trapped in an abusive relationship to formulate a safety plan to get out. We want women to understand that abuse can take on many forms that can be difficult to detect. It's important for victimized women to know that their partner doesn't need to raise their hand against them to consider it abuse," clarifies Veda.

"They should never excuse or dismiss their partner's abusive behavior. If anyone is acting aggressive or violent towards them,

it is never their fault. Women should recognize that relationships can still be abusive, even if their partner has never hit them. Emotional, verbal, or financial abuse is still abuse, and must be addressed the same as physical abuse.” To date Brown estimates that SEN has empowered and advocated for more than 800 women and their children.

SEN Around Clayton

A graduate of the Clayton County Grass-Roots Leadership Institute, Veda has gone on to lead several women towards a new way of life. Recently named Chairperson of the Clayton County Against Domestic Violence Task Force, she admits to being “impressed and elated with our holistic approach as it related to our work for the prevention of domestic violence.” And aside from the personal satisfaction Brown gets from helping women, SEN has received several accolades in its own right such as proclamations from the Clayton County Board of Commissioners and the Mayor of the City of Riverdale. She also sits on the Board of Directors of the Georgia Coalition Against Domestic Violence, and chaired the Clayton County Domestic Violence Fatality Review through the Georgia Commission on Family Violence.

“The most common way people give up their power is by thinking they don’t have any.” - Alice Walker

By obediently following the will of God and his instruction, Veda’s mother, whom she describes as her “biggest cheerleader” has had a front row seat to watch her daughter turn what was once private pain into personal power. But the greatest honor this Riverdale resident receives comes from those who refer women who need assistance to SEN. “I’m humbled by the success and achievements of [SEN] which has contributed to the support of this community,” she shares. “The citizens of Clayton County and government officials have all played a part in our distinguished achievements and have truly helped move the needle for this organization. As a result, we have made a significant impact in the community.”



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Dr. Arthy Yoga

Dr. Janine Pettiford

THE DYNAMIC DUO, Offering the Best in Women's Health

BY TAL WRIGHT
PHOTO BY MICHIE TURPIN

The **Women's Life Center** at Southern Regional Medical Center and its Spivey Station is the region's most complete resource for women's health in south metro Atlanta, and provides access to outstanding staff and physicians, including Dr. Janine Pettiford and Dr. Arthy Yoga, who are committed to providing the best healthcare in a warm, caring environment.

FEATURED PHYSICIANS

DR. JANINE PETTIFORD

As a surgical breast oncologist, Dr. Janine Pettiford specializes in benign and malignant breast diseases. And she emphasizes patient education, and identifying those who are high risk for breast cancer.

“The key is to diagnose breast cancer at an earlier stage while identifying those risk factors that increase a patient’s risk for breast cancer, which results in a better overall prognosis,” she says.

Pettiford graduated with honors from Saint Louis University School of Medicine, completed her residency at Baylor College of Medicine in Houston, Texas, and her Surgical Breast Oncology Fellowship at Texas Tech Health Sciences in Amarillo, Texas.

She was recruited to Southern Regional about two years ago, and brings more than 11 years of experience, especially in Surgical Breast Oncology, to the community.

Pettiford recognizes that breast cancer is a life-changing event for her patients, and that’s why she guides them through their breast cancer diagnosis and treatment.

She is proud of Southern Regional’s commitment to serving all patients, and particularly its Komen Grant, which covers the costs of preventative care with mammograms, breast ultrasounds, and breast biopsies for those in need.

Her mantra with patients is simple: “prevention, education, and surgical treatment when indicated.”

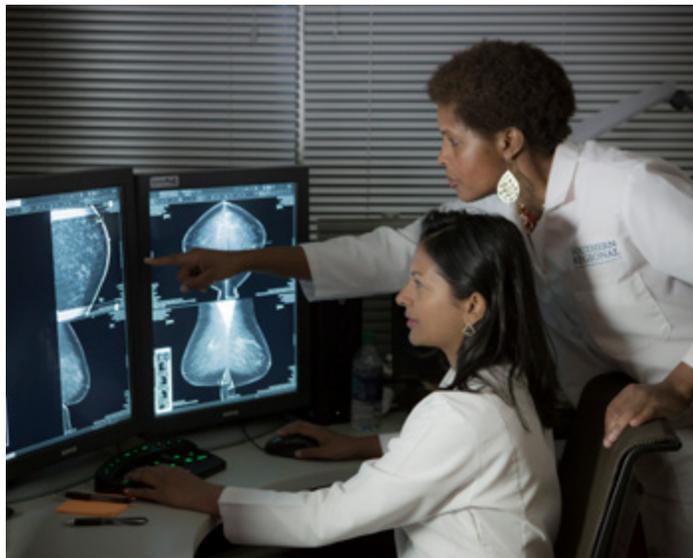
She’s also proud of Southern Regional’s Women’s Center at Spivey Station.

“It is a state-of-the-art facility, including the patient rooms, same day surgery center and equipment for mammograms, ultrasounds, and breast biopsies. It provides us outstanding tools to serve our patients. Patients are able to be seen by a breast specialist and have their mammograms, breast biopsies and surgeries all in one facility.”

Pettiford’s vision is to continue to educate the community in breast cancer awareness and continue with her research efforts in breast cancer.

“I wanted to be a Surgical Breast Oncologist because there is a need for compassionate physicians who are dedicated to treating women and men with breast cancer as well as treating benign breast diseases. I want to help educate patients, help identify and reduce their risks factors for breast cancer, and help prevent reoccurrence of cancer.”

She believes in giving back. “Part of our job is to serve the community, so I volunteer at health fairs, participate in church community events and support groups. And the Komen Grant allows us to help those in need, and that’s one thing I was looking for.”



Educating patients about cancer prevention is a big part of her practice. “It’s critical to educate patients on what to look for and the importance of screening, including a yearly mammogram, and remind them about the importance of not using tobacco products, exercising regularly, and keeping alcohol intake to a minimum. Early detection is key.”

DR. ARTHY YOGA

Dr. Yoga grew up in Sir Lanka, an island country in South Asia near southeast India, in the midst of its thirty-year civil war, which ended in 2009. Scenes of war and its ravages taught her the importance of doctors to the country and its citizens.

Today, Dr. Arthy Yoga is a Breast Surgical Oncologist at Southern Regional Medical Center. She is a graduate of the State University of

New York Upstate Medical University and completed her general surgery residency at Staten Island University Hospital. And she studied through fellowships at the University of Miami and an international onco-plastic Fellowship at Clinique Bizet, a plastic surgery clinic in Paris, France, where she received advanced training in onco-plastic techniques.

She also received advanced training in Breast diseases, Breast Ultrasound, and performed dedicated rotations in Radiation oncology, Medical oncology, pathology, radiology, plastic surgery and genetics.

Yoga takes great pride in helping women through her surgical expertise.

“It’s the most impactful work we do, because in addition to eradicating cancer, we help women return to normalcy,” she says.

“In medical school, I worked with breast surgeons and enjoyed the experience, and the connection we made with the patients. As a surgeon, I enjoy interacting with patients and feel like I have the opportunity to become a part of their life, as they do mine,” she says. “I value the way we work with them and treat them as a part of our practice. I also enjoy being a member of a multidisciplinary team at Southern Regional, its Spivey Women’s Center, and the Breast Health Clinic.”

Yoga has a personal interest in breast health, because her family has a history of breast cancer. And, she says, it’s why she engages her patients in early and frequent screenings, genetic risk assessments, and testing for those risks.

“Breast cancer can result in terrible emotional scars,” Yoga says. “In the past, women did not have options. Now, they have a lot more options, and we can make them look normal again. I trained in plastic surgery and I take pride in making patients look normal again.”



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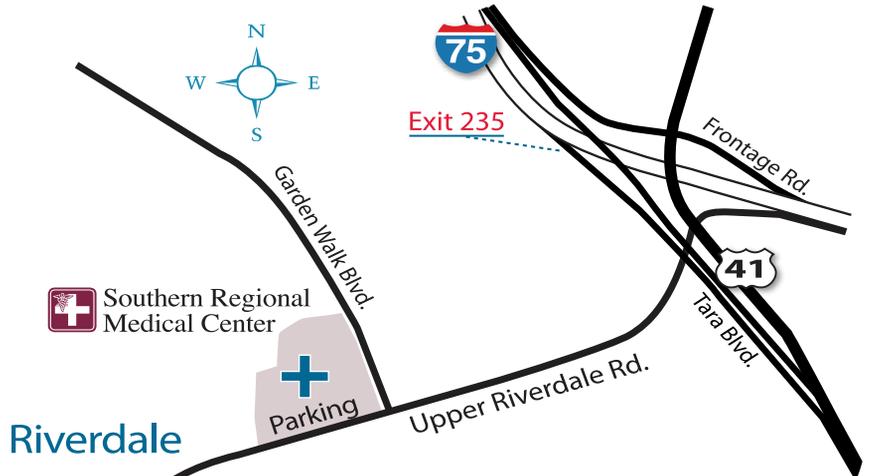
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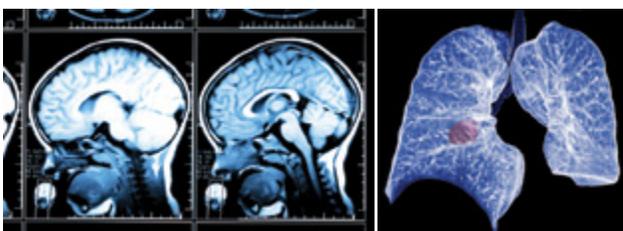
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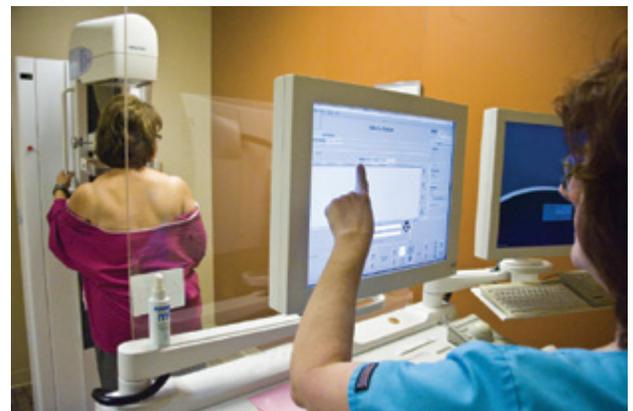
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Above: Diagnostic Images of Head & Lungs



Above: Mammography at Southern Regional

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Stop confusing Marketing with Communications!

By John Williams Google Business

Most companies confuse communications with marketing. Both are intended to enhance demand, so in many companies the functions get entangled. And more recently, the added factor of omnipresent, multichannel communication has blurred the line between when marketing kicks in and when communications takes over.

To define some of these functions up front: Marketing is shaping who you are, what will make your offering meaningfully different from your competition, and using this compass to guide not only what you say but what you do to deliver your distinctive value to your key constituents in a compelling way.

Communications is crafting the messages you would like to be received, and sending them out both to priority internal and external audiences.

It would seem to follow that marketing is more important at the start, when you are setting strategy, and communications grows in importance as execution comes to the forefront. The reality is not that simple in our complex new world of broad-reaching, two-way interactions. The two are reliant upon one another, like siblings, from beginning to end.

Yes, traditional PR and outreach events are viewed more as communications functions, while product and content management are considered to be more within the purview of marketing. The truth, though, is that the two cross over.

Like walking and talking, marketing and communications are best done in conjunction with each other, and with balanced effort. It is a false division to allocate your efforts between communications and marketing – it's essential to achieve a strong equilibrium and co-dependence on both. Strong marketing that works in tandem with outstanding communications ensures that the enterprise has something to offer that the target audience is aware of, understands and, most importantly, values.

Doing good without anyone knowing about it may be noble, but not terribly commercial; saying nice things without delivering them amounts to moral fraud. So supporting fluidity between marketing and communications is, in a sense, like two siblings deciding to call their differences quits. Because working together, so much more can be achieved.

What's the Difference Between Marketing and Branding?

By Annette Stevens Google Business



Photo Courtesy of istockphoto.com

IT'S A QUESTION THAT COMES UP IN MANY VENUES. On Social Media. In business meetings. In university classes.

For those “in marketing” the answer is deceptively simple. For those who are not, the answer can be both confusing and subtle. It's a question that creates a lot of confusion.

MARKETING is a broad organizational function that encompasses the traditional “4P's” – price, product, place and promotion.

Under the category of promotion are a number of elements that go into what is often called the “promotional mix” – these include both **ADVERTISING** and **PR**.

BRANDING is a process that involves establishing a “personality” for a company or product/service in the minds of some target group – generally customers.

As with marketing, branding is impacted not only by promotional activities, but also by price (a “high-end” brand will generally have a high-end price point and vice versa), product (e.g. quality and service attributes and experiences customers have with the product or the service they receive), place (which also includes access/availability – exclusive products are often difficult to access/in limited supply, adding to their “allure”) and, of course, promotion. Many people wrongly assume that brand is about logos, taglines and corporate colors; they are an element of the brand but as explained previously just a part of it.

Advertising is not **MARKETING**. PR is not **MARKETING**. Branding is not **MARKETING**. **MARKETING** is – literally – everything a company does to deliver a product/service to its target markets.

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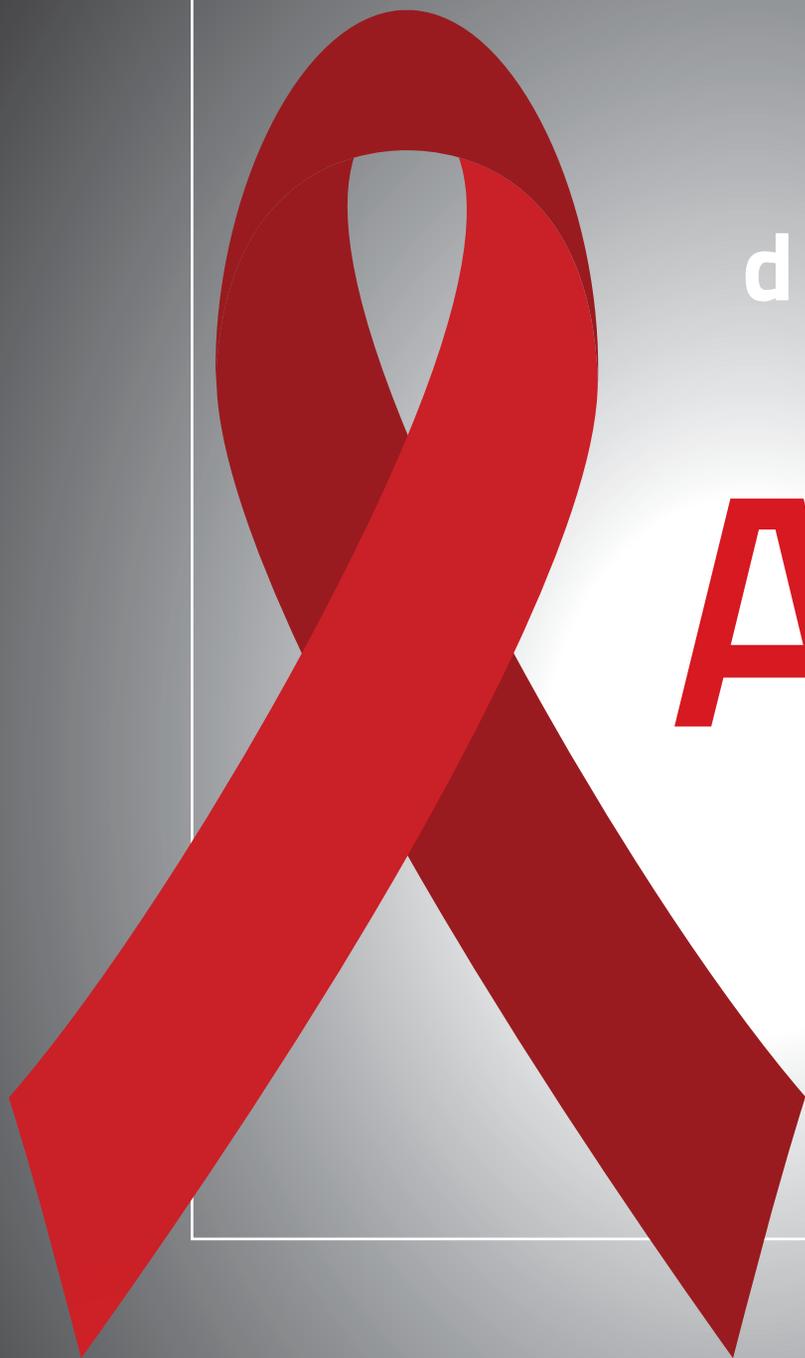
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december 1
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AIDS
DAY

- Spread the word about the continued fight against AIDS using #AIDS2016 and #WorldAIDSDay
- Submit a blog or blog idea for the AIDS 2016 "Community Voices" blog to info@aid2016.org
- Register for AIDS 2016 at www.AIDS2016.org to take part in the united voice against HIV/AIDS

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Monday, October 31, 2016 at 6:30

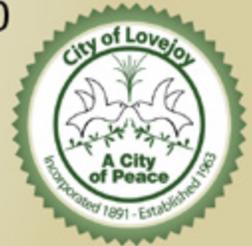
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Saturday, December 3 at 6:30

Lovejoy Christmas Party

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HEALTHIER GENERATIONS



A graphic for Veterans Day featuring a background of an American flag. The stars are on the left, and the stripes are on the right. In the foreground, there are several pairs of tan military-style boots with laces. A semi-transparent red rectangle with a white dashed border is centered over the image, containing the text.

VETERANS DAY

HONORING THOSE THAT
SERVED AND THOSE WHO
CONTINUE TO SERVE.

Thank You

- We Are Clayton Magazine Staff



Photo Courtesy of istockphoto.com

The History of Veteran's Day

Courtesy of www.va.gov.com/historyofveterans

World War I – known at the time as “The Great War” - officially ended when the Treaty of Versailles was signed on June 28, 1919, in the Palace of Versailles outside the town of Versailles, France. However, fighting ceased seven months earlier when an armistice, or temporary cessation of hostilities, between the Allied nations and Germany went into effect on the eleventh hour of the eleventh day of the eleventh month. For that reason, November 11, 1918, is generally regarded as the end of “the war to end all wars.”

In November 1919, President Wilson proclaimed November 11 as the first commemoration of Armistice Day with the following words: “To us in America, the reflections of Armistice Day will be filled with solemn pride in the heroism of those who died in the country’s service and with gratitude for the victory, both because of the thing from which it has freed us and because of the opportunity it has given America to show her sympathy with peace and justice in the councils of the nations...”

The original concept for the celebration was for a day observed with parades and public meetings and a brief suspension of business beginning at 11:00 a.m.

The United States Congress officially recognized the end of World

War I when it passed a concurrent resolution on June 4, 1926, with these words:

Whereas the 11th of November 1918, marked the cessation of the most destructive, sanguinary, and far reaching war in human annals and the resumption by the people of the United States of peaceful relations with other nations, which we hope may never again be severed, and

Whereas it is fitting that the recurring anniversary of this date should be commemorated with thanksgiving and prayer and exercises designed to perpetuate peace through good will and mutual understanding between nations; and

Whereas the legislatures of twenty-seven of our States have already declared November 11 to be a legal holiday: Therefore be it Resolved by the Senate (the House of Representatives concurring), that the President of the United States is requested to issue a proclamation calling upon the officials to display the flag of the United States on all Government buildings on November 11 and inviting the people of the United States to observe the day in schools and churches, or other suitable places, with appropriate ceremonies of friendly relations with all other peoples.

An Act (52 Stat. 351; 5 U. S. Code, Sec. 87a) approved May 13, 1938, made the 11th of November in each year a legal holiday—a day to be dedicated to the cause of world peace and to be thereafter celebrated and known as “Armistice Day.” Armistice Day was primarily a day set aside to honor veterans of World War I, but in 1954, after World War II had required the greatest mobilization of soldiers, sailors, Marines and airmen in the Nation’s history; after American forces had fought aggression in Korea, the 83rd Congress, at the urging of the veterans service organizations, amended the Act of 1938 by striking out the word “Armistice” and inserting in its place the word “Veterans.” With the approval of this legislation (Public Law 380) on June 1, 1954, November 11th became a day to honor American veterans of all wars.

Later that same year, on October 8th, President Dwight D. Eisenhower issued the first "Veterans Day Proclamation" which stated: "In order to insure proper and widespread observance of this anniversary, all veterans, all veterans' organizations, and the entire citizenry will wish to join hands in the common purpose. Toward this end, I am designating the Administrator of Veterans' Affairs as Chairman of a Veterans Day National Committee, which shall include such other persons as the Chairman may select, and which will coordinate at the national level necessary planning for the observance. I am also requesting the heads of all departments and agencies of the Executive branch of the Government to assist the National Committee in every way possible."

On that same day, President Eisenhower sent a letter to the Honorable Harvey V. Higley, Administrator of Veterans' Affairs (VA), designating him as Chairman of the Veterans Day National Committee.

In 1958, the White House advised VA's General Counsel that the 1954 designation of the VA Administrator as Chairman of the Veterans Day National Committee applied to all subsequent VA Administrators. Since March 1989 when VA was elevated to a cabinet level department, the Secretary of Veterans Affairs has served as the committee's chairman.

The Uniform Holiday Bill (Public Law 90-363 (82 Stat. 250)) was signed on June 28, 1968, and was intended to ensure three-day weekends for Federal employees by celebrating four national holidays on

Mondays: Washington's Birthday, Memorial Day, Veterans Day, and Columbus Day. It was thought that these extended weekends would encourage travel, recreational and cultural activities and stimulate greater industrial and commercial production. Many states did not agree with this decision and continued to celebrate the holidays on their original dates.

The first Veterans Day under the new law was observed with much confusion on October 25, 1971. It was quite apparent that the commemoration of this day was a matter of historic and patriotic significance to a great number of our citizens, and so on September 20th, 1975, President Gerald R. Ford signed Public Law 94-97 (89 Stat. 479), which returned the annual observance of Veterans Day to its original date of November 11, beginning in 1978. This action supported the desires of the overwhelming majority of state legislatures, all major veterans service organizations and the American people.

Veterans Day continues to be observed on November 11, regardless of what day of the week on which it falls. The restoration of the observance of Veterans Day to November 11 not only preserves the historical significance of the date, but helps focus attention on the important purpose of Veterans Day: A celebration to honor America's veterans for their patriotism, love of country, and willingness to serve and sacrifice for the common good.



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Pink reminds us to screen for breast cancer. But screening for colon cancer is important, too!

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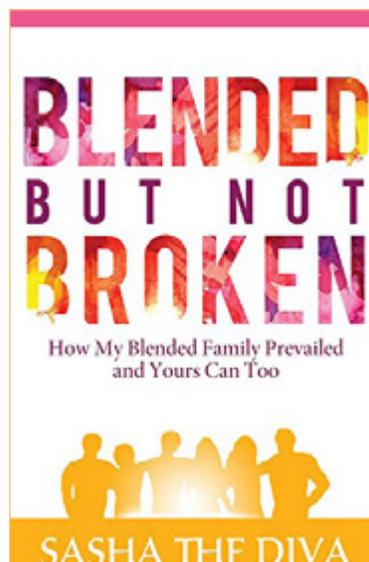
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Three books that cover very important topics. Managing time is the one skill everyone needs to master, *Managing Time on Purpose* is the tool you will need to help you accomplish that goal. In *Blended Not Broken*, Sasha The Diva takes you on the journey of healing. *Real Talk For Real Sisters* by Judge Penny Brown Reynolds is a must read if you are looking to embark on a road of personal healing. All three books answer life's most important questions.



The management of time can be a struggle for you, as well as your staff, "Managing Time on Purpose" is a practical guide based on theory and best practices that can be used to effectively, efficiently, and purposefully manage your time and the time of your staff. As business leaders, it is important to recognize the importance of time management and the impact it has on your entire organization. Dr. Deborah A. Johnson-Blake is an educator and expert in management and organizational leadership. In addition, she has vast experience in public administration with an emphasis in public management. As a time management advocate, she is thrilled to present "Managing Time on Purpose" as her first published book. She lives in the Atlanta metro area with her husband and son.



Blended families can thrive, and Sasha The Diva explains how you can better navigate through the process of merging households in this practical guide. She shares her deeply personal struggles, tough lessons, and experiential advice with those who will encounter or who are already part of a blended family. She even includes more significant details about her family's intervention from renowned life coach Iyanla Vanzant, which aired on television ("Iyanla Fix My Life").

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Judge Penny Brown Reynolds has created the ultimate advice book for women and teens. *Real Talk for Real Sisters* includes 20 chapters of life lessons, each with journal pages at the end, along with a whole section of advice from sisters. *Real Talk for Real Sisters* is a powerful addition to any inspirational library.

The Honorable Judge Penny Brown Reynolds is a nationally respected leader, bold visionary and highly dedicated public servant, former jurist, attorney, public theologian, author and ordained pastor. She is a history maker and international public figure. She received an Emmy award nomination for her work on the internationally syndicated daytime television court series, *Family Court with Judge Penny*.

3 Powerful Lessons Learned From The Anxiety of Disappointment

By Jordyn Speakman

IT'S HARD BEING IN AN UNCOMFORTABLE SPACE; A SPACE YOU KNOW ISN'T YOUR DESTINY. You go to work, go home, go to work, and go home again. It seems like time moves so fast for everyone around you. Friends are traveling the world, getting married and having children and you. . . Well, you go to work, go home, go to work, and go home again. It's tough feeling stuck and perhaps left behind and forgotten. But take heart, friend. Jesus has "overcome the world!" Good news! Part of the world is feelings of anxiousness, disappointment and loneliness. Because he did, you can too.

Here are a few lessons I've learned enduring this kind of anxiety:

Lesson #1 - In times of anxiety, lean on your support system.

It seems like, if there is a 'God,' he's left you, but he hasn't. From my own experiences, sometimes things get tough and in retrospect, God used tough times to get my attention and perhaps the attention of my family. I almost lost myself and God found me. Music found me again. Family held on to me. And love kept me breathing. Love from all of them sustained me. When I finally learned to trust them, leaning on my circle got easier and being with them became life in the form of Sunday dinners, late night crepe walks, boba tea dates, and a hand to hold while standing at the altar.

Lesson #2 - You are not alone.

Sometimes, standing at the the altar, crestfallen and empty-handed after years of trying to make it left me so worn and torn that only the hands clutching mine and the arms squeezing my shoulders held me steady on my feet. It feels embarrassing in the moment to need people so badly, but you might be surprised how many of those same people were in your shoes not too long ago. In fact, it could be the remembrance of how badly they needed a hand to hold that keeps them at your side.

Lesson #3 - Hard times make us tough.

You are not the first tree whose leaves have fallen and you will not be the last. It is a part of growing and come spring, your leaves will be more lush and full and your trunk stronger after all the harshness of winter.



Photo Courtesy of istockphoto.com

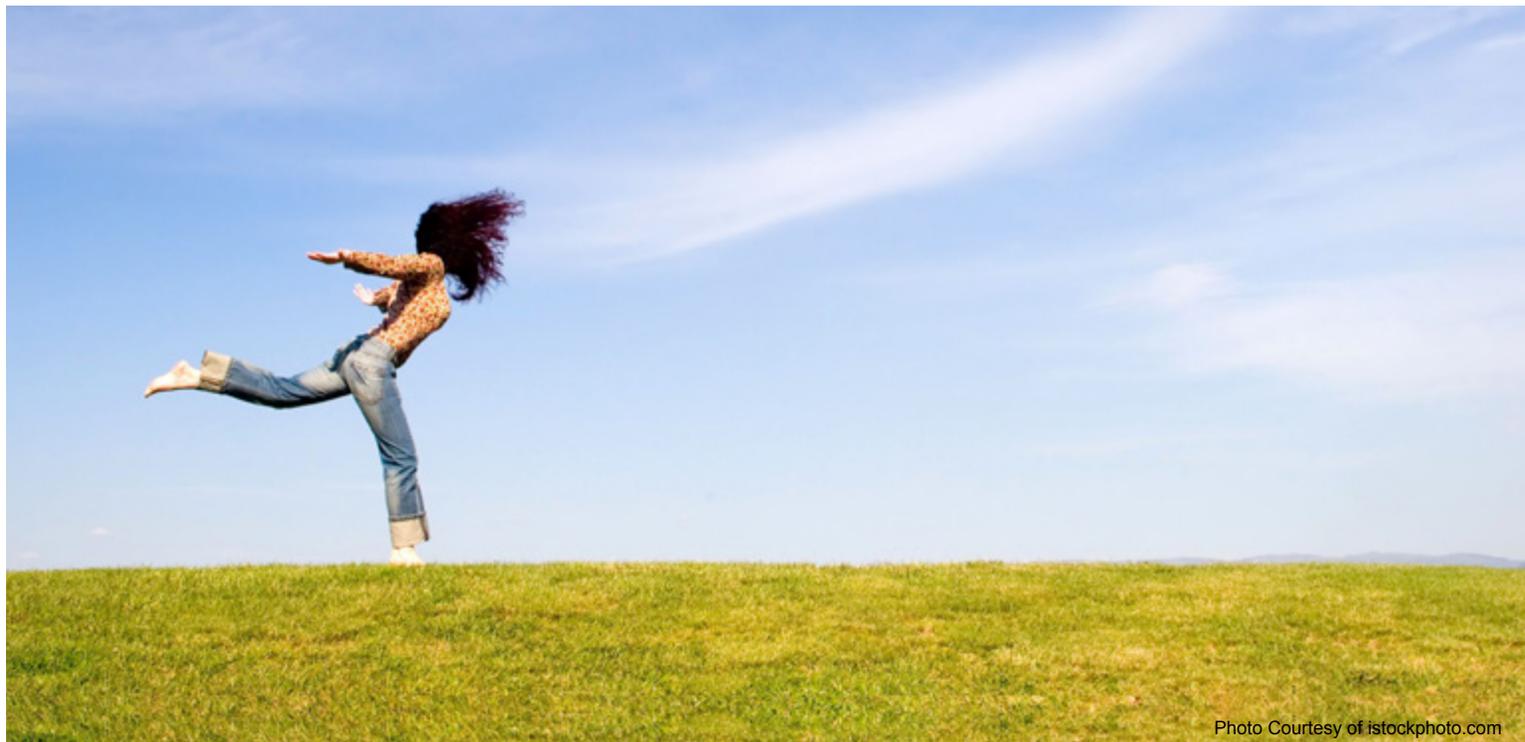


Photo Courtesy of istockphoto.com

Ask Not What They Can Do for You...

By Jordyn Speakman

SERIOUSLY, MAYBE KENNEDY HIT THE MARK ON THAT ONE. We're so concerned about our own benefit that we sometimes forget about one of our most important callings: love. Sure, loving another person sometimes takes extra effort that could be put to use elsewhere, right? But to quote the Bible, "A generous person will be enriched, and the one who provides water for others will himself be satisfied." (Proverbs 11:25) Why do we constantly look for the end-game to swing in our favor and disregard the other person/group/entity? Here's a thought: As it pertains to community, life is not a chess game. Your neighbor may not necessarily be your opponent. I'm sure that to someone this might seem naive, but at the risk of sounding like the 'give peace a chance' soap boxers, GIVE EACH

OTHER A CHANCE.

Sometimes, I wonder where this comes from. Is it ingrained in all of our DNA to consider ourselves first and everyone else last? Is self-centeredness learned or implicit thinking and behavior? Then, I wonder how could I change this? You know, trying to be the change I wish to see and all that. But, seriously. The other day, I could have refused to let someone get in front of me on Mt. Zion Road, but I waved at the lady and she waved and smiled her thanks.

As she passed, I saw three kids in her backseat doing God knows what. She could've been driving them home from day camp, in which case maybe they were all tired after a long day and were ready to get home, get bathed and get to sleep. She might have been taking them to someone else's house so she could get a break from the ruckus I know I caused as a kid for my mom. She might have been a babysitter and wasn't really worn out after only a couple hours. I could imagine and speculate someone else's circumstances all day, but does it really matter? Do I have to know your story to be kind to you? Nope. The next person could be rude and barge into the lane without so much as a horn blow or wave, but I'll let them over too. Why? I've got two simple reasons: (a) no one but me decides who I'm going to be in a moment, and (b) I have to sleep with my choices, not theirs.

THE BLESSING

It was the newness of the rising sun
that danced across my cheek
And kissed me there where yesterday
I could do naught but weep
The higher it rises, the fuller it gets
Until now I can only remember
The dancing kiss and where it rests
In a smile, a hug, and a "you be blessed."

It was the singing of a blue bird
that brought the word of life to me
this new and precious day
Made holy by His hand
That forms the songs of birds
And trains my ear to hear
Hallelujahs in their rhythms.

And it was one man broken, blind and deaf
Who walked out of his home every day and said
I ate the same old thing, made the same old way
And now I'm off again to have the same old day
Each day is a rut, all I can do is fill this gut
And wait for the day when my coffin will shut.

The sun heightened its glory for the man to see
Then shed a few tears behind a tall oak tree,
After seeing he was blind or at least wore a shroud.
The blue bird sang louder than ever before
praising in time with the beat of his steps,
Then cried out in sorrow seeing he was deaf.

And so it is on each brand new day
as all of creation stops its work to say
Thank you lord for new mercies, new life
There are those in this world who only see strife

We must pray for the broken, the blind, and the deaf
That they too will be healed by all that is left
By His grace in each new day
sun's kisses that wipe our tears away.
bird songs that sound out His love
And grace that grants new beginnings.

BY DIANA MILES



FOR THE PAST COUPLE OF YEARS, Publisher Gerrian Hawes has honored women for their contributions to Clayton County and for the support they have given her personally, with an annual High Tea. Along with honoring these women, *We Are Clayton* designates a charity that will receive proceeds from the event.

This year, Love and Grace Ministry, Inc. was the recipient of the very generous gift of \$5,000 donated by Toyota South Atlanta. Jerry Gresham, owner of the dealership committed the gift to the ministry during the Tea.

As a result of our Big Giver, Mr. Gresham, Love and Grace Ministries, Inc. has been afforded the opportunity to feed and clothe children in Haiti.

An email sent from Dedra Key de Chavez, the organization's lead minister, explains how special and important the gift is:

I am beyond excited to send you these photos and update from Love and Grace Ministry, Inc., Haiti. Words cannot describe the gratitude we have for your generous contribution and support. Through this financial gift, thirteen children received the most wonderful news this week that they would be recipients of our program. This is the highlight of my "work".

We have 700 students within our six schools, hundreds of which hopefully await to join the sponsorship program.

Due to your kindness, I had the privilege of adding children to this program. I cannot tell you how their hearts filled with joy! You are truly changing lives through education, combatting hunger by providing three healthy meals per week and showing these children Jesus in a tangible way. This is how we open the doors of their hearts for Christ!

Attached you will find individual photos of each child, a video of the group :) as well as a word document with their names, birthdate, and who they live with.

Again, we are sincerely thankful for your support and look forward to a long relationship with you and these children.

May God richly bless you as you have so richly blessed others.

Under His wings,

Dedra

Like Love and Grace Ministry, WtC is grateful for Toyota South Atlanta and Jerry Gresham.

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Photos Courtesy of Dedra Key de Chavez





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Out & About

CLAYTON'S MOST BOASTED EVENTS FROM THE LAST SEVERAL MONTHS



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A Very Special Thank You to Curtis Green for the great photos from the High Tea and luncheon.



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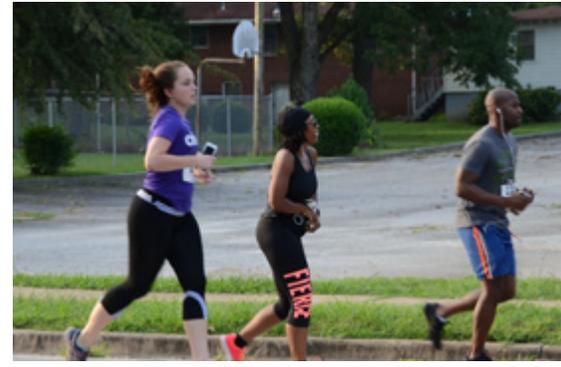
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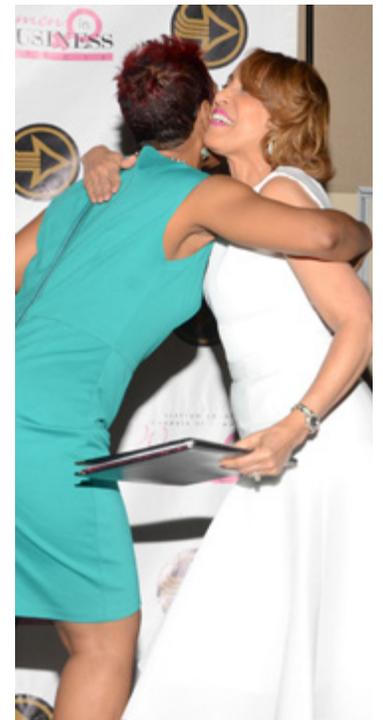
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