



Volume 32, No. 2

"And Ye Shall Know The Truth..."

February 18, 2015

AKA Increasing Heart Health Awareness



Alpha Kappa Alpha Members

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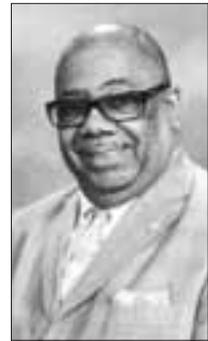
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Profiles in Black and White

By Rev. Donald L. Perryman, D.Min.
The Truth Contributor

We are a country of strangers, and we are having a great deal of difficulty with our differences, because ultimately, we lack the ability to look at specific human beings.

- Anna Deavere Smith



The University of Toledo is currently involved in a high-stakes hiring decision to replace former president Lloyd Jacobs. Yet, one finalist, Christopher Howard, could find the deck stacked against him in his quest to become the first African American in the history of UT to occupy the institution's top post.

Some in the community suggest that Howard's profile, published in The Blade's Sunday, February 15, 2015 edition, is an instance of cultural racism. It is alleged that the article, titled *With 3 'superb' finalists, UT faces historic choice*, subtly depicts the Harvard and Oxford - educated ex-U.S. Air Force helicopter pilot/intelligence officer, to seem a less desirable choice than the other two candidates, both Caucasian women.

Cultural racism refers to the way that minorities are portrayed in the mass media through the lens of journalist preferences and biases. Current research indicates that these media representations affect the public's beliefs and attitudes toward minorities, including stereotypical notions that blacks are intimidating, hostile or other perceptions consistent with modern racism. Ultimately, negative content about African Americans is interpreted in ways that stigmatizes and handicaps them in high-stake competitions such as jobs.

"It's all about what gets talked about and what doesn't. And about using emotive language to emphasize something negative on a specific candidate and downplaying his education, corporate experience, military service and the fact that he is the only one of the three who has had actual experience serving as a college president," said one cultural expert.

While the firing of a female candidate in her last job was glossed over in the Blade account, more than half of Howard's profile portrayed him as an "intimidating," hard to get along with, angry black male. Somewhat astonishingly, the foundation for these negative assessments was an accusation from a Facebook page managed by an anonymous administrator.

"What I find problematic in this piece is how quick the discussion of Howard's record turns to issue with his leadership. Where is the balance? Do you have data if there are issues with the other candidates? Seldom, a university president or provost is not criticized by somebody, so why would the writer dedicate one half of the profile of the minority candidate to 'issues' with his administration?" adds Eduardo Bonilla-Silva, chairman and professor of sociology at Duke University.

While the Civil Rights Movement and ensuing anti-discrimination legislation, which mandated equal opportunity, effectively eliminated blatant racism (for the most part), the movement did not address the

often-unconscious attitudes that characterize contemporary bias. Yet, it is the same perceptions and attitudes of the past that continue to hinder contemporary diversity efforts via implicit attributional bias in the form of stereotypes and negative content about excluded groups such as African Americans.

Minority job applicants with comparable skills and qualifications are often rejected for alleged deficiencies in 'soft skills,' or characterized as possessing an inappropriate style or demeanor, a socially acceptable proxy for race and justification for exclusion, say researchers.

Stereotypical depictions of minorities also foster high levels of anxiety or discomfort among Whites that can shape interracial interaction and decision-making. Although unintentional, these negative attributions still undermine interracial exchanges, "affecting the degree to which African Americans are seen as desirable choices for relationships as colleagues, friends, or neighbors."

Let's end cultural racism by changing the images of African American men and women of color in the media to reflect an unbiased account of their qualifications.

Contact Rev. Donald Perryman at drdlperryman@centerofhopebaptist.org

Community Calendar

February 16 – March 31

Art Exhibit: Maumee Branch Library; 40 paintings by artists Larry Parker, Sr

February 19

Connecting Communities Outreach Event: Main Branch Library; McMaster Center; 4 to 7 pm; Presented by NeighborWorks TOLEDO REGION; To bring awareness of programs available to Lucas County residents; Agencies – Area Office on Aging, Lucas County Jobs & Family Services; Pathway, United Way, Columbia Gas: 419-691-2900 ex 312

February 21

Shelter in a Storm Ministry: Seeking people with a miracle testimony; 4 pm: 419-270-2261 or 419-244-7458
Beta Gamma Youth of Phi Delta Kappa, Inc Black History Program and Luncheon: Macedonia MBC; 1 to 3 pm: 419-754-1524

February 22

Calvary MBC Culinary Heritage Food Taster: Sponsored by the Roses of Calvary Flower Ministry; 4 pm; "Safe in Jesus;" Speaker Min. Sheree-Madison Emery

St. Francis de Sales high School Annual Fun-A-Rama: Noon to 7 pm; Fun and games for all ages; Harlan's barbeque chicken dinners, DiMartini's pasta and meatballs, Stanley's kielbasa dogs, Ferdo's hummus and pita: 419-531-1618 ext 351

Louis Farrakhan Live via Webcast: 1698 Nebraska Avenue; 3 pm: 419-973-0248

February 25

Lourdes University "Celebration of Black History Month:" 5:30 pm; Lourdes Chorus and Good Company Ensemble, guest choirs, Alma Drum & Dance Ensemble: 419-824-3772 or kbiscay@lourdes.edu

February 28

Toledo Kwanzaa House Black History Café: Kent Branch Library; :30 to 4:40 pm: 419-973-0248

March 1

Clarence Smith Community Chorus in Concert: 4 pm; Monroe Street United Methodist Church: 419-473-1167 ext 230

The Sojourner's Truth

Toledo's Truthful African American
Owned and Operated Newspaper

Fletcher Word – Publisher and Editor
Marticia Hurst – Office Manager

Tricia Hall – Reporter
Carla Leonard – Social Editor
Rev. D.L. Perryman – Columnist

Jennifer Retholtz – Webmaster
Kathy Sweeny – Graphic Designer
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A Certified MBE

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www.thetruthtoledo.com

Black History Month Celebrates the Strength of a People

By Robert Smith
Guest Column

Toledo's African-American population is an amalgam and a representation of citizens from countries and communities representing an entire world geography, and yet we are joined together by a common thread simply known as the Motherland.

During this Black History Month, we acknowledge the uncommon strength of a people... and we acknowledge, regardless of the tribe, township or cul-de-sac we come from, that we are all spiritually and experientially connected.

We come from a beautiful place; we come from the wombs of strong, inspiring and protective women. We are the descendants of women who worked two and three part-time jobs just to make sure their children could go to school with their heads held high and something warm in their bellies.

We come from the seeds of robust men who found no job too hard or beneath their dignity, as long as they could feed, clothe and shelter their families. We come from men with hearty souls who would "take it" if it meant their kids having an opportunity to do better.

We come from no-nonsense men and women of faith and conviction who said what they meant and meant what they said and ... *only had to say it once.*

Wrapped in an undeniable common experience our parents - their parents and their parents/parents- witnessed and changed a country's posture toward a people. Those changes didn't happen in a day, or a decade. From as early as Harriet Tubman, Sojourner Truth and Frederick Douglas, the mission never changed: to better the circumstances of African Americans.

We are the descendants of a pride, energy and determination which belied educational or economic circumstances. It is chilling to think that the fate of an entire race of people was in the hands of individuals who, trudging through the dark of night toward freedom, had little more than a dream and a determination.

Their thoughts and emotions were so eloquently translated by Nina Simone many, many years later as she uttered, "I wish I knew how it feels to be free."

We're from the north, the south, the east and West Africa. We are very broadly defined as African Americans. When *once upon a time* we were Colored, then Negro and in the 60's we became "Black." But...I've come to learn... no matter the nomenclature, we are one.

As early as the 1800's African Americans began migrating to this community. Locally, we are the descendants of a people who - in 1919 - saw a need to create a safe, clean environment for young African-American women (primarily teachers) to live. It was Mamyie Randall [Duffy], Albertus Brown and Ida Foxx filling a need and founding the Working Girls Home.

We are the descendants of brilliant legal minds. It was early legal minds like Albertus Brown, Lawyer Suttfield, Jess Heslip, who bred, J. Slater Gibson, J.B. Simmons followed by Emmit Wheaton, Robert Franklin, Robert Penn and Eddie Cole who in turn elevated the genius of Terry Jones. We are a very proud of our roots.

We are the descendants of Emory Leverette, Zach Redden, Sylvester Hoffman, N. Ray Jones, Dick Huston and dozens of others who insured young African American college students (male and female) were in place to run programs in the city parks to serve as role models and examples for succeeding generations to know, first, what it meant to work and be professional and, secondly, get young minds to understand life was full of promise and opportunity because...they had our back.

We are the descendants of Althea and Arthur, but we are also the descendants of pure athletic genius the likes of Roscoe Cumberland (Sr. and Jr.), Bill Jones, Porter King, Ezra Moore, Emerson Cole, and Tootie Grant who bred Odell [Barry], Shorty [Jim Goings] and John Williams who bred Linda [Jefferson] and Myra [Waters] and Jimmy [Jackson] and on and on and on. Toledo was once the bedrock of stellar and professional athletes and we have to thank our predecessors for ... *showing us how.*

We know the center of activity for Toledo's African American community was *first* the Frederick Douglas Community Association and then the Indiana YMCA. It was at these two places where our community was framed and strengthened. From these two places men and women of every ilk not only pondered and pontificated, but also made shared decisions about our community's direction.

There is a line in Anthony Hamilton's Christmas song, *Home for the Holidays*. He never repeats the line, but for some reason, that single phrase just jumps out. It says, "...we made the most of not much at all." That was our community. In many respects that is our community today. Yesterday, we didn't have much and today we have more, but somehow... we have less.

We believe in the potential that lies within our community, so much so we chose, for lack of a better expression, a road less traveled. In 2004, The African American Legacy Project embarked upon a journey to begin to

... *continued on page 12*

Speaking of Education...



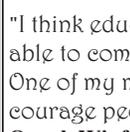
"Education is for improving the lives of others and for leaving your community and world better than you found it." ~ Marian Wright Edelman



"The beautiful thing about learning is that no one can take it away from you." ~ B. B. King



"Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek." ~ Barack Obama



"I think education is power. I think that being able to communicate with people is power. One of my main goals on the planet is to encourage people to empower themselves." ~ Oprah Winfrey



"Any book that helps a child to form a habit of reading, to make reading one of his deep and continuing needs, is good for him." ~ Maya Angelou



"The function of education, therefore, is to teach one to think intensively and to think critically. But education which stops with efficiency may prove the greatest menace to society." ~ Martin Luther King, Jr.



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The History of Local Bowling and Melvin Hayes Involvement

By George W. Hayes, Jr.
Guest Column

The National Bowling Association, Inc. is a non-profit corporation, organized in August 1939, in Detroit, Michigan, for the express purpose of encouraging blacks to develop their skills in the game of Ten Pins.

It was originally known as the "National Negro Bowling Association" because at the time of its birth, blacks and other non-Caucasians were not permitted to belong to the American Bowling Congress (ABC) or Women's International Bowling Congress (WIBC) due to certain restrictive clauses in their constitutions.

Because our membership included a large number of Asians, Hispanics, Native Americans and people of a color other than black, in 1944, our organization was renamed "The National Bowling Association, Inc."

We participated actively in the fight for "Equality in Bowling," and in 1950 both ABC and WIBC removed the non-Caucasian clauses from their constitutions. Starting in 1951 TNBA members have enjoyed the privilege of competing in all open sanctioned leagues and tournaments.

Clubs from the following cities were represented at the inaugural NNBA meeting: Detroit,

Cleveland, Cincinnati, Columbus, Toledo, Indianapolis, Chicago, and Racine, Wisconsin

The great heavyweight champion Joe Louis and Ted Page, one of the outstanding performers in the Negro Baseball Leagues, also were instrumental during the formative years of organized black bowling.

In addition to his golf interests, Louis established a large, 24-lane alley in Detroit in 1942, and was often seen participating in the competition (The first black-owned lanes were built in 1940 by William Pierson in Cleveland, Ohio.)

By way of his involvement in bowling and golf, Louis endeared himself even more to working-class as well as upper-class blacks, who were more likely to be found on the golf course. Ted Page was also a lanes owner in Pittsburgh.

Although approximately 80 percent of our present membership is black, TNBA has no racial restrictions whatsoever as to membership or participation. TNBA's slogan is "Promoter of Sportsmanship, Fellowship and Friendship" - ideals which are accomplished through orga-

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Melvin Hayes

African Art Has Arrived!!

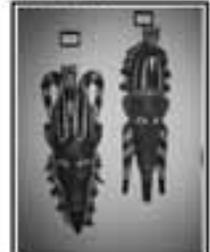
Hundreds of wood carvings from Ghana have recently arrived at The Truth Gallery - masks, statues, village scenes! All at unbelievably low prices!



The Gallery is open Monday through Friday from 8 AM to 4 PM



See more art online at www.thetruthtoledo.com



The Truth Gallery
1811 Adams Street
419-242-7650

He's Back and Planning to Have an Impact

By Fletcher Word

Sojourner's Truth Editor

LaMarr Norwood is back in action. The veteran drug rehabilitation therapist who founded and led Fresh Attitudes for more than 15 years has returned to his native Toledo with a fresh attitude to start a new treatment agency – Impact Therapy.

Norwood spent much of the past four years or so in Chicago and Charlotte, NC, at times observing treatment techniques and always reflecting on his own prescription for success in the recovery process. He does not always like what he sees in the field these days.

And what he sees these days is a trend that started to take root about 10 to 15 years ago – the integration of drug treatment with treatment for mental illness.

"Mental health has taken over," he says of the now widespread approach to coordinating the two treatments. "Mental health is treating both diagnoses simultaneously."

Part of the reason for the combined approach is a matter of practicality. Part is based on the prevailing view in psychology circles that those with mental illnesses, such as schizophrenia, cannot make much progress in drug treatment unless the mental health issues are treated as part of an overall approach.

The practical side of the combined treatment approach has evolved nationwide over the years as drug treatment agencies found themselves increasingly unable to gain access to funds that have been more readily available to mental health agencies. Here in Lucas County, the Alcohol and Drug Addiction Services Board was unable to pass a levy for taxpayer funds on three straight occasions in the early 2000's before acquiescing to a merger with the Lucas County Board of Mental Health – which, on the other hand, was perennially successful in passing such levies.

Such a merger would make it that much easier for the mental health professionals, says Norwood, to subsume drug treatment into a comprehensive treatment approach.

"The body can't always tell the difference," he says of the dual approach. He advocates drug treatment first so that then the mental illness can be properly diagnosed and treated appropriately – if indeed mental illness is present.

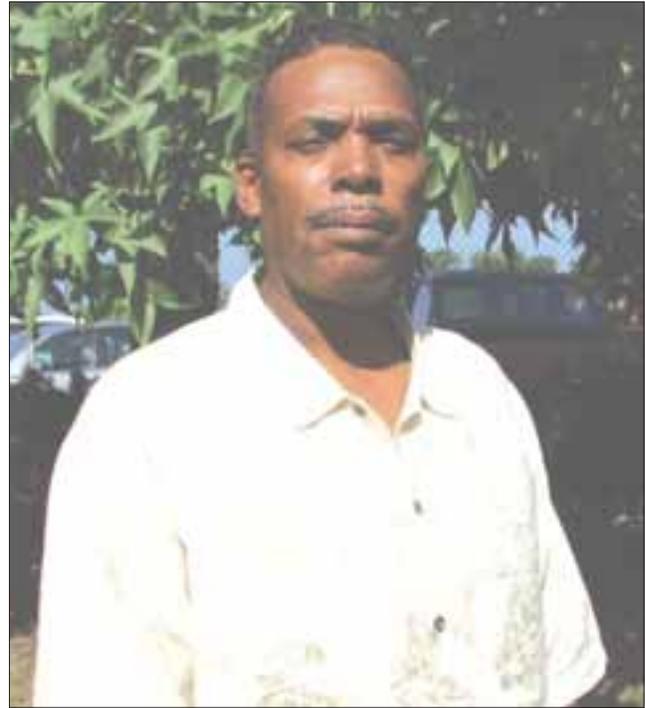
"First, get somebody sober, I don't think it works the other way," he says. "Then, with young people going into treatment together with mental health, it creates a stigma that may harm them later – drug abuse can be temporary. Mental disease is not temporary."

"I'm not saying mental health does not have a place but there can be a better psychological profile if they are sober," says Norwood. Recently, as he notes, agencies devoted solely to drug treatment have fallen by the wayside or have been absorbed into mental health agencies. COMPASS and SASI, two drug treatment agencies with long histories in northwest Ohio, have been taken over by Zepf, for example.

"For survival purposes," says Norwood. "For the dollar. And for the most part, this hurts those who are socio-economically challenged, more than it hurts others."

Often, he feels, those with addiction issues are misdiagnosed.

"People are so willing to accept a mental health diagnosis when in reality they are just a drunk or a dope fiend," he says.



LaMarr Norwood

Norwood's approach to drug treatment is an upgrade from the typical 12-step approach. "I can almost guarantee that they will get sober," he says. It's "an aggressive approach – sometimes you have to confront – a tactful confrontation. When you can bring someone to a realization of where they are – as opposed to where they want to be, then they can get to where they want to be.

"Recovery is not about not using; recovery is about getting you back on track with life – it is a very positive thing if presented right. I'm hearing about counselors who are doing more work than the clients, the clients are supposed to do 80 percent of the work. Is all this that's going on just a play for dollars?"

Impact Therapy, located at 3450 Central Avenue, Suite 366G, will be one of the few area centers devoted exclusively to drug and alcohol abuse treatment. Services will include assessment, case management, group counseling, outpatient care, crisis intervention and individual counseling. Services are Medicaid improved and some other forms of insurance will be accepted.

For more information, call 567.288.6769 or email impacttherapyoh@gmail.com

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HUD Housing, From Hood to Good A Story of Success in Improving Safety in Low-Income Housing.

by S.C.Doran

The University of Toledo MSW Intern for Reynolds Elementary Community School Program

The 43615 zip code covers parts of Ottawa Hills, Sylvania, and Sylvania Township as well as Toledo. There are approximately 6 elementary schools in the area, more than 20 churches, and a number of assisted living centers. 43615 also has a number of small farms, a handful of small colleges, a couple of strip clubs and a number of bars/pubs and restaurants. Colorful might be a good way of seeing the area, yet interestingly in 2010 a person was about twice as likely to be raped, three times as likely to get robbed and burgled compared with Ohio crime stats on the whole if they lived in the 43615 area zip code. (CLRSearch.com)

Southgate Woods Circle apartments used to be part of the problem. In fact, it had one of the worst ratings by HUD before it was purchased by Southgate Woods LLC. According to Officer Below of Toledo Police Department, "It was so bad, I would just park my vehicle down the street because I knew I would be back several times a night."

When the new ownership team moved in, the first thing new manager Angela Smith did was hire a private security company, AJ Bureau of Investigation. This put armed security guards on site through the night, seven nights a week in the beginning.

Smith also had lights installed throughout the complex, "I needed it to be like daytime out there." The next step was to limit access to the property by fencing it in, re-directing the flow of traffic, and adding a gate that requires a code or a call to be allowed in.

There are now cameras on the property to monitor activity and ensure property safety. These simple solutions reduced problems almost immediately for the residents and management however, it didn't completely remove all crime at the site.

Smith reports that they were still calling on TPD two or three times a night, but as things progressed in the redesign of the complex, the number of calls to TPD has gone down to about once a month. It would have been easy for the previous owners to have made these few changes, but for whatever reason, they had not invested in these logical solutions to the crime that was happening in this complex.

Even before the beginning steps had been taken, Smith began walking around her complex. It was important to meet her renters, and it gave her the chance to talk with them about what changes were coming.

As she explored the apartments and townhomes, the realization came that they needed a lot of work. Windows, interior doors, roofs, siding, paint – both interior and exterior, kitchens, carpet, tile and all the hallways needed to be renovated.

Smith was shocked and dismayed at the condition the dwellings were in when she began. She had a hard time understanding how the past owners could have people living in housing that had no interior doors and with heaters that had been torn from walls and never replaced. It was especially shocking due to the fact that this was tax dollar-subsidized housing. It was definitely a challenge to get the complex up to code, and to create a place that people could feel safe and be safe living in.

Another important change was the enforcement of the standard HUD leasing agreement. Smith explained to current tenants, "you're part of the solution, or you're part of the problem here." Then she would go through the whole lease, and explain it all in detail to the tenants, making sure they fully understand it before they signed it.

Right at the start they evicted 89 people. Today they have a waiting list to move in that is nearly equal to the prior eviction rate. Additionally, HUD requires inspection annually, which the previous owners reported they had adhered to. Smith and her now site manager, Tiffani, inspect the units at Southgate Woods every 90 days allowing them to get ahead of problems before they get too far out of hand.

While repairing the property, it was also time to begin rebuilding the relationship with Toledo Police Department (TPD). Smith would call them and then follow through on any charges she filed. Officer Below of TPD spoke about how Smith would go to court and support the police officers in getting convictions or in enforcing evictions.

They could count on her and the relationship began to heal. Today TPD is working closely with Smith to help improve other

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Library celebrates America Saves Week (February 23-28)

The Toledo-Lucas County Public Library is proud to continue its **Living Better, Spending Smarter** (<http://lbss.toledolibrary.org>) series during *America Saves Week* (February 23-28).

- More info: www.americasaves.org
- Social media hashtag: **#ASW2015**

The Library has a series of **FREE** programs this month to assist customers who are making plans, setting goals and saving for the future.

America Saves Week programs at the Library:

Fighting Identity Theft—Don't Be a Victim!

• **Krista Werner**, Apprisen Consumer Credit Counseling
Find out how ID theft happens, how the information is used, and how to avoid being a victim. Valuable information on what to do if you find yourself a victim of medical ID theft, and more.

February 25 – Waterville Branch, 800 Michigan Ave., Waterville, OH 7-8 p.m.

February 26—Heatherdowns Branch, 3265 Glanzman Road 6-7 p.m.

Your Student Loan Debt—Finding Solutions

• **Holly Cipriani**, Outreach Coordinator and Counselor, Bowling Green State University

Information on different student loan repayment plans including those that are income based. You will also have the opportunity to learn about different loan forgiveness programs available, and options you have if they find you cannot afford your monthly loan payments.

February 24—Main Library, 325 Michigan St. 6:30-7:30 p.m.

February 25—Point Place, 2727-117th St. 6:30-7:30 p.m.

Living Great, Spending a Lot Less

• **Candy Huner**, *Deal With it Simply* blogger

Live a lot better on a lot less money. Learn tips on cutting your spending without cutting down on your life.

February 28—Holland Branch, 1032 S. McCord Road 10-11 a.m.

These programs are made possible by a grant from the FINRA Investor Education Foundation through Smart investing@yourlibrary®, a partnership with the American Library Association.

Toledo-Lucas County Public Library celebrates Black History Month



Join us for

The Toledo Chapter of the NAACP Comes of Age

Saturday, February 21, 2015 • 2 - 4 p.m.
McMaster Center at Main Library, 325 Michigan St.



Join us as we celebrate the monumental 100th Anniversary of the Toledo chapter of the **National Association for the Advancement of Colored People**. Special guest **Dr. Kenneth Goings** of The Ohio State University will speak about the accomplishments and leadership of the Toledo NAACP chapter over the last 100 years. Dr. Goings is a professor of African American history and an expert on NAACP history in Ohio.

A question and answer session will follow. Light refreshments will be served.

Stop by your neighborhood branch or visit toledolibrary.org for more Black History Month events and activities.



GREAT MIGRATION: MAPPING YOUR HISTORY

A BLACK HISTORY MONTH CELEBRATION

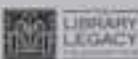
Saturday, February 28, 2015 • 1 - 4 p.m.
McMaster Center at Main Library, 325 Michigan St.



Dr. Willie L. McKether, Asst. Prof. of Anthropology at the University of Toledo will explain the event in American History popularly called "The Great Migration" which took place in the first half of the 20th century, when millions of African Americans moved from the rural South to the urban North and West.

- WGTE documentary, *African American Lives-Toledo*
- **Aayan Naim** performs blues music from the rural South
- Gallery exhibit of original watercolor paintings by **Aaron S. Bivins**
- Learn about genealogy resources and much more!

These programs are **FREE** and open to the public. **FREE** parking.



419.259.5200



Economy Section • Economy Section

Energy & You

By Karl A. Parker, MBA, P.E
Board Chair,
Parker Family of Businesses

Happy New Year from Dhahran, KSA! Welcome to the seventh Energy & You column! As a reminder - this column will share a variety of information to help our readers understand the energy and sustainability landscape and provide guidance on how to optimize energy costs.

I hear that Old Man Winter is wreaking havoc once again in northwest Ohio! Unfortunately, record low temperatures are pummeling the area. Schools are closing, water and heating systems are working overtime and failing, and, of course, energy costs (gas and electric) will make huge dent in local bank accounts! As mentioned in previous articles, help is only a phone call away.

Call 419-297-6139 or 419-486-9273 to discuss how to reduce your energy costs.

Global Energy Job Market

Low oil prices have improved consumer confidence and jump started the economy! Employers in a variety of industries are hiring and consumers are spending more. Gas guzzling vehicle purchases are flying off the lot and Americans are planning road trips at an exponential rate. That's the goodness of low oil prices. The national average gas price is \$2.25 per gallon. This is one of the by-products of low oil prices.



However, there is another side to low oil prices. Fledgling oil companies that have low margins and poor balance sheets are struggling; i.e., the weak companies will fail resulting in the loss of thousands of jobs.

Several emerging oil exploration projects have been placed on
... continued on page 12

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This is what we were meant to do. Mercy is the region's preferred heart program, with the most experienced cardiac and vascular team, and chest pain emergency centers throughout Northwest Ohio. And now, the heart care you have come to trust from St. Vincent is available at the Mercy Heart & Vascular Center at St. Anne. With additional cardiac care at St. Charles, Mercy Children's, Mercy Defiance, Mercy Tiffin and Mercy Willard, we are caring for more hearts in communities across the region. Find expert heart care at mercyweb.org/heart

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Economy Section • Economy Section

Five Tips to Save Money and Time in Your Small Business

Special to The Truth

There are two things most small business owners have in common: limited time and limited finances. If you're an entrepreneur, finding ways to make the most of both is crucial for your sanity and success.

The key to becoming more efficient with these two key resources is organization, says "SmallBizLady" Melinda Emerson, small business expert and author of the bestselling book "Become Your Own Boss in 12 Months." She has teamed up with Sam's Club to help small business owners save time, money and energy as they tackle their day-to-day tasks. Here are some of her top tips:

- Stop creating never-ending to do lists. Focus on completing only five things before 11 a.m. each day. By selecting your top priorities at the end of each day, you will become much more selective and effective with your time.

- Focus on a niche target customer. You have limited time and resources for your marketing efforts. It is best if you pick a niche target customer you can actually reach; don't just chase any customer that you think has money. Remember, if everyone can use your product or service, no one will.

- Look for one-stop shopping for supplies and services. For example, a Sam's Club Business Membership not only saves you money on business and restaurant supplies, it also provides members-only savings on a suite of business services that can save you time. Services include solutions for human resources, payroll, payment processing, and legal needs. Sam's Club has joined forces with such trusted brands as First Data, LegalZoom and Execupay to provide members-only savings. You can find more information at www.SamsClub.com/services.

- Use a timer when you are on social media. Facebook and many other social media sites can be a huge time suck if you are not strategic. Focus your efforts on just one social site to build your online brand.

- Organize your files. You can waste a lot of time looking for things on your laptop if you're disorganized. Don't store everything on your computer desktop. Create files by category and year, such as "2015 Contracts," to find things quickly. You should also use a cloud storage backup system. This way, you can work from any-

where and your files will be safe if something happens to your computer.

Running a small business is a full time job and then some. If you are your own

boss, take easy steps to maximize your resources and make certain tasks less time consuming.

Courtesy StatePoint

Get ready to SCRATCH

New instant games every month

Dump on the itching powder! Dive into some poison ivy. Or just mentally prepare yourself because the Ohio Lottery is releasing exciting new instant games every month, including Lucky Horseshoe. And with the new MyLotto Rewards™ club, you can turn your non-winning tickets into chances to win merchandise, apparel and once-in-a-lifetime experiences. Sign up at OhioLottery.com/MyLotto.

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OH!
LOTTERY

Economy Section • Economy Section

What Ohioans Plan To Do With Their Tax Refunds

How to get the most out of your tax refund

Special to The Truth

What would you do if you received an extra paycheck this month? For Ohioans lucky enough to receive one, a tax refund can be exactly that. With 49.2 percent of individuals in Ohio getting about the same or larger returns this year than last, many depleted "rainy day" fund and empty vacation jars will be replenished.

The majority of Ohioans (53.2 percent) expecting a refund will use the money to pay down existing debt, according to the Ohio Credit Union League's 2015 Consumer Survey. Meanwhile 46.8 percent will invest in a savings program. Only 4.6 percent are planning to make a major purchase, and a very small percentage will use it start a new business.

With many deciding to save and pay down debt, where do you start?

• **Replenish "rainy day" funds.** Putting money aside helps manage the unimaginable. Building up a "rainy day" savings account allows for a little cushion when things such as car repairs or home maintenance projects arise.

• **Pay the high-interest balance first.** Before you make a large payment on a credit card or loan balance, look to see which has the highest interest rate and will give you the greatest relief to your monthly expenses/payments.

• **Invest in your future.** Putting additional funds in your retirement account can have long term benefits.

• **Invest in the next six months.** Certificates of deposit aren't yielding much return these days, but are still a safe short-term investment with a moderate interest rate and guaranteed return.

• **Look to a credit union for help.** Credit unions offer many avenues to help people invest in their future well-being. Most offer long and short investment options, as well as several savings programs to help you watch your money grow.

To learn more about how a credit union can help you or to find a one in your area, visit www.aSmarterChoice.org.

Melvin Hayes... continued from page 4

nized competition.

Now you can see why this is such a great bowling association and we have many programs within it to help promote the game of bowling. We have our adults as well as the youth bowlers. One of the programs we have is the King and Queen program which is a contest to see who raises the most money from his or her local senate which is the local branch of the TNBA. Those two individuals are to be named King and Queen and

be crowned as such every year in May somewhere in the country during our national convention. They will be the ambassadors of bowling for that year around the United State. In May 2011 our very own Melvin Hayes was named King.

Melvin Hayes has done more to promote bowling and to get people involved in the TNBA than anyone in Toledo, Ohio in the last 30 years. He has worked harder than anyone else in the country and he deserved this honor.

He never ever forgets the junior bowlers either and is a great supporter of them. The Toledo Bowling Senate Junior Bowling League is the only African-American youth league in the city. It started in 1953 and we bowl at Interstate Lanes on Saturday from September to Easter weekend starting at age 4-18.

He is truly the King of bowling.

Ed. Note: George W. Hayes Jr. is the Toledo Bowling Senate Junior Bowling Coordinator. He can be contacted at 419-764-1835

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Economy Section • Economy Section

Your Winning Retirement Game Plan

By Phil Walton, Social Security Manager in Toledo, OH

Guest Column

This month, a driver will take the checkered flag at the Daytona 500, skiers will stand atop the podium at the World Alpine Ski Championships in Vail, Colo., and a football team will win Super Bowl XLIX in Glendale, Ariz. The sports are different, but the winners share a common trait—years of commitment to their plans.

To win the retirement game, you also need commitment and a plan. For years, you've worked hard and paid into Social Security. Whether you're new to the workforce or getting ready to cross your own career finish line, you'll want to open a *my Social Security* account to see how your hard work is paying off. You can create or access your account at www.socialsecurity.gov/myaccount. You can use it to verify your earnings history, get estimates of your future Social Security benefits, and more. It's the place to get the information you need to put together your own winning game plan.

A good NASCAR pit crew keeps its driver on the track, and our *Retire-*

ment Estimator can do the same for your retirement plan. The *Estimator* offers an instant and tailored estimate of your future Social Security benefits based on your earnings record. You can plug in different anticipated yearly earnings to discover different retirement options and learn how your benefits could increase if you work longer. Give the *Retirement Estimator* a test drive today at www.socialsecurity.gov/estimator.

Once you've come of age to retire—or if you're just in the planning phase—our quick and convenient online services are in place at www.socialsecurity.gov/applyonline. In as little as 15 minutes, you can speed through our online application. In most cases, once your application is submitted electronically, you're done. There are no forms to sign and usually no documentation is required.

Fine-tune your game plan. Take advantage of our services and resources at www.socialsecurity.gov to optimize your retirement.

HUD Housing.. continued from page 6

high-crime housing complexes. When asked why TPD is reaching out to community members to help improve the community through prevention rather than simply prosecution, Officer Below vehemently stated that, "it's about human rights and protecting those rights as well as protecting people."

During her first year, Smith realized that many of the residents in the complex were young, single mothers. She worked with them one-on-one, helping them where she could. She had an open door policy for the children of Southgate Woods, often having them in her office coloring, or hosting after school tutoring for them.

Countless hours were spent in front of her office computer with the children, picking out playgrounds for the complex, and finally the children watched as their design was brought to reality in the play area of the complex. The kids would also walk the complex with Smith and pick up trash and talk to her about their dreams.

She always made sure to talk to them about the world outside of where they were living at that time. "There's a whole big world out there a lot bigger than this one area, so you are not trapped, that gang, or this block isn't everything; you can move out and do anything you want." Recently, one of the young men who grew up in Southgate graduated from high school and shared with Smith that he had joined the military, in part because of what she had told him all the years he lived there.

Today site manager, Tiffani, says it is important to, "meet them where they are at." She continues the good work Smith started at Southgate. The community is thriving and even with all of the improvements, the over-all profits have improved right along with its safety. Perhaps this shows investing in the people and the process by providing a higher level of service is not only valuable from the human aspect, but also from the monetary aspect.

Seeing the changes at Southgate Woods has inspired TPD as well as others in our area; reminding us all that logical, simple, determined and thoughtful changes applied to even the ugliest of problems can result in huge improvements.

You can find other Toledo areas that have been improved by investing in the human element all over Toledo: the Cherry Street Legacy Project, United North, The University Church Reynolds Community School program, West Toledo, Sleepy Hollow Block-Watch and many more. Possibly the most important thing to understand here is, that many hands make light work and so when the opportunity presents itself to get

involved to improve the safety in our community, do it.

"Without a sense of caring, there can be no sense of community." Anthony J. D'Angelo

References

Southgate Woods Apartments | Toledo, Ohio. (2011, January 1). Retrieved November 18, 2014, from <http://section-8-housing.findthebest.com/1/7247/Southgate-Woods-Apartments>

Data sourced from U.S. Department of Housing and Urban Developments (HUD)

Southgate Woods Apartments in Toledo, OH. (n.d.). Retrieved November 18, 2014, from <http://affordablehousingonline.com/housing-search/Ohio/Toledo/Southgate-Woods-Apartments/7530/>

(S.C. Doran, Personal interview, October, 2014)



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Energy & You... continued from page 8

hold. This has compelled several global oil services companies to lay off thousands of workers. Baker Hughes announced last week that it will cut 7,000 jobs globally. Halliburton announced it will cut 6,400 jobs representing eight percent of its global workforce, and Schlumberger will eliminate 9,000 positions, which represents nine percent of its global workforce.

As a matter of fact, more than 100,000 lay-offs have been announced since oil prices began to slide last summer. Additionally, Position Drilling, one of the largest rig contractors of North America, has idled more than 20 percent of its rigs, resulting in a loss of 1,000 skilled operators jobs. This will negatively impact one of the primary growth drivers of the American economy and, unfortunately, slow down the diversification of its typically homogenous workforce.

If you recall, in an earlier Energy & You article, I reported that the oil and gas industry is looking to include people of color. This, unfortunately, may change in the short term.

However, the graying of the O&G work-

force, with a glut of experienced workers in their late 50s who are ready to retire, will require several fresh workers with technical and leadership experience. Rigzone reports that there is an acute shortage of mid-career professionals aged 35-45, with 10-20 years training and experience.

Recently, oil prices have rebounded, Brent & WTI (defined in a previous article) have clawed back and regained about 20 percent value. This could slow down layoffs and thaw out the recent hiring freeze. I will cover more about job creation in the 2015 energy industry in the next month's article.

What is Sustainability? Part II

As I mentioned in the last Energy & You article, sustainability in its truest form focuses on people, profits and planet. Basically, sustainability focuses on three critical areas: social, economic and environmental systems i.e. The Triple Bottom Line. Many often mistakenly think that sustainability is about 'tree-hugging'. That couldn't be further from the truth.

Yes, one of the key areas of sustainability is focused on environmental stewardship. However, as Jeff Immelt said when he launched Eco Imagination at GE - 'Green'

is about Green! We will come back to that in the next Energy & You article.

Parker Family of Businesses Energy and Sustainability Scholarship

Parker Family of Businesses is a progressive, principled collection of companies whose purpose and passion are to help people develop, to grow profitable businesses, and to drive sustainability efforts for our planet. We provide professional services for public and private sector clients worldwide.

We also pride ourselves on offering development opportunities for people of color who are traditionally underrepresented in the technology, energy, and sustainability industries. We are committed to bridging the technology, energy, and sustainability divide by offering scholarships for high school seniors and first year college students from the urban communities.

Qualifying students have an opportunity to earn \$1,000 scholarships for the 2015-2016 academic year. For more information, e-mail info@parkerfob.com or call 419-297-6139. The application and scholarship requirements can be found on the Parker Family of Businesses Facebook page.

Black History Month... continued from page 3

reclaim our fractured history. From our very beginnings we looked to our past seeking answers to, at least, a better understanding of, problems perpetually infesting our community landscape. We are not alone. There are so many, many others asking the same or similar questions.

It is true, we are a community under siege and while we don't agree on everything, we all seem to agree on those things that are critically important. We're all reading the same book; maybe not the same chapter at the same time.

Perhaps we just need to challenge ourselves with a greater veracity. We only need to look to our genesis for a more complete understanding of self.

So this February we should celebrate the indelible spirit of a people. This February we should hold in reverence and the highest of esteem those who offered us more than hope. We should pay tribute to those who *worked for* and delivered to us ... a life better than they could ever imagine experiencing.

Whether they are the people near and dear to us or the thousands of nameless, faceless men and women who stood strong in the face of indignity with an uncompromising faith in pursuit of simple decency; we should take the time to honor their struggles and successes; their highs and lows and their laughter through the tears. We should honor their unrelenting resolve that things will be better.

Maybe during Black History Month we should collectively light a candle to our ancestors and for freedom; perhaps we will.... *next year.*



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Black Broadway: African Americans on the Great White Way by Stewart F. Lane

By Terri Schlichenmeyer
The Truth Contributor

A remote control and 500 channels.

That's what you've got for entertainment, and there's still nothing on TV. That doesn't keep you from looking, though, and wishing for something different.

Finding entertainment shouldn't be such a big production – but in decades past, that's exactly what it took for African Americans, in more ways than one. In the new book *Black Broadway* by Stewart F. Lane, you'll find out why.

When William Alexander Brown decided to retire, he knew where he'd do it: in the two-story home he'd purchased in lower Manhattan. It was 1821 and Brown, a free black man, knew that there were few places for black actors to perform for black audiences, and he planned to allow performances there.

The popularity of those performances spurred Brown and a friend to "go a step further" with a 300-seat establishment they named the African Grove Theatre. It, too, was successful, until Brown was forced out of business by a local white theatre owner who feared competition.

Not long after the African Grove Theatre was closed, minstrel shows began attracting crowds of both races. Many shows featured white *and black* entertainers in burnt-cork blackface, as well as comedy sketches and dancing – in-

c. 2015
Square One Publishers
\$39.95 / \$49.95
Canada
288 pages

"It's not clear," says Lane, "why the African Americans of the era turned out to see" those shows – but they did, perhaps to laugh "at the absurdity of the caricatures..."

By the late 1800s, vaudeville and burlesque had become popular, and that added increasing diversity to shows. Black entertainers were often included on-stage, and entire productions were created with black troupes, for black audiences. White people, of course, were welcome and did attend; one theatre owner even gave them their own section... in the back of the house.

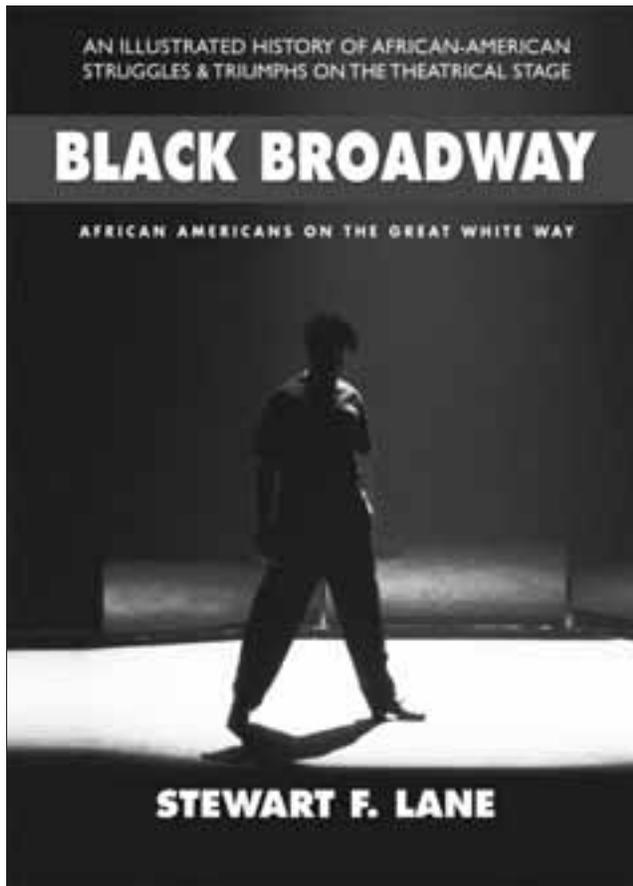
Throughout the years, African Americans – both performers and audience members – made strides, but slowly and with help from the NAACP and the Harlem Renaissance. By the 1930s, Broadway shows included racial issues; by the 1940s, interracial marriage was a common theme. In the 1950s, au-

diences enjoyed performances dealing with poverty and racism – but it wasn't until well past the Civil Rights years that black faces became a non-issue on the Great White Way.

Loaded with pictures, playbill reproductions, advertisements, and drawings, *Black Broadway* is a theatre-goer's delight.

But I was equally happy to see that there's plenty for the historian, too: in addition to a rich narrative on equality for African Americans on Broadway (and off), author Stewart F. Lane includes a running timeline of national and world history to put the main body of this book into perspective. We're also treated to dozens of short-but-comprehensive profiles of influential performers and people who, though many haven't graced a stage in decades, are still familiar to followers of theatre, jazz, dance, and music.

With all that's inside this book, give yourself time to browse, read awhile, then browse again and enjoy. *Black Broadway* is perfect for fans of stage and screen and, of course, when there's nothing on TV.



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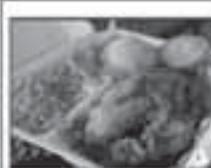
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Resumes will be accepted until February 20, 2015. Email cover letter, resume, and list of references, in Microsoft Word or PDF format, to:

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Equal access to ABLE's office is available. Applicants requiring accommodation to the interview/application process should contact the email address listed above.

EOE

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Clinical Mental Health Therapist needed to provide psychosocial and diagnostic assessments and clinical therapy services to youth and their families who are affected by mental Health and/or substance abuse adversities. Qualified candidates must effectively apply the principles and techniques of clinical therapy. Bachelor's degree with LSW, LISW or similar license required. Master's or Doctoral Degree in social work, psychology, or related fields preferred. Excellent benefit package. Interested candidates please mail resume and cover letter to:

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Request for Proposals Compensation Survey and System Consultant RFP#15-R004

Lucas Metropolitan Housing Authority (LMHA) will receive proposals for **Compensation Survey and System Consultant. Received in accordance with law until Tues., Mar. 10, 2015, 3 PM ET.** 425 Nebraska Ave. For Documents: www.lucasmha.org, 435 Nebraska Ave., Toledo, OH 43604 or 419-259-9446 (TRS: Dial 711).

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Qualified candidates must possess a Bachelor's degree in nursing, (Master's preferred), current Ohio RN license, both psychiatric and physical health nursing experience and a minimum of five years supervisory experience. Position must be able to work a flexible schedule and will travel to various locations where services are provided.

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NOTICE TO BIDDERS

SEALED PROPOSALS for bidding on **Exterior Restoration for Toledo Metroparks Belt House, 5602 Swan Creek Drive, Toledo, Ohio 43614** will be received; opened; and read aloud at the Metropolitan Park District of the Toledo Area, Fallen Timbers Field Office, 6101 Fallen Timbers Lane, Maumee, Ohio 43537 **Friday, February 20, 2015 at 3:00 p.m.** local time.

THE SCOPE OF WORK consists of exterior restoration of an existing residence. General construction includes select demolition, asphalt roofing, aluminum gutters & downspouts, fiber cement siding & trims, fiberglass shutters, window & door replacement, electrical service, and misc. carpentry & masonry. Bidders may obtain copies of plans, specifications, contract documents and plan-holder's list through Newfax Corporation, 333 West Woodruff, Toledo, Ohio 43604 between 8:30 a.m. and 4:30 p.m., Monday through Friday (check made payable to Newfax Corporation) or via the Newfax Digital Plan Room at www.newfaxcorp.com. Newfax can be contacted at 419-241-5157 or 800-877-5157. A non-refundable fee of \$15 is required for each set of documents obtained. For additional information, please contact Jon Zvanovec @ 419-360-9184, jon.zvanovec@metroparkstoledo.com.

EACH BIDDER MUST FURNISH either (1) a bond for the full amount of the bid or (2) a certified check, cashier's check or irrevocable letter of credit in an amount equal to ten percent (10%) of the bid with its bid. The successful bidder must furnish a 100 percent (100%) Performance Bond and a 100 percent (100%) Labor and Materials Bond.

No bidder may withdraw its bid within thirty (30) days after the actual date of the opening thereof.

THE BOARD OF PARK COMMISSIONERS OF THE METROPOLITAN PARK DISTRICT OF THE TOLEDO AREA reserves the right to reject any or all bids, and to waive any informality in bidding.

By order of the Board of Park Commissioners METROPOLITAN PARK DISTRICT OF THE TOLEDO AREA

Stephen W. Madewell, Director

Pink Goes Red For Women

Special to The Truth

February is American Heart Month and Alpha Kappa Alpha Sorority, Incorporated® continues its focus on increasing health awareness of diseases that disproportionately affect the African-American community, particularly heart disease and stroke.

On Valentine's Day, Saturday, February 14, 2015, Alpha Kappa Alpha Sorority, Zeta Alpha Omega Chapter of Toledo, Ohio welcomed Dr. Warren Quinton Foster, cardiologist, who spoke to Alpha Kappa Alpha members about making the right choices for their hearts.

Most important was choosing a heart healthy lifestyle to beat heart disease and stroke. Dr. Foster informed the audience that nearly half (46 percent) of all non-Hispanic African-American females develop some form of heart disease. And more than one-third (37 percent) of all deaths among Hispanic females are caused by heart disease and stroke.

Because heart disease can strike women at any age, Dr. Foster encourages women to:

1. Eat healthy (choose lean meats, eat more fresh fruits and vegetables, and eat foods that are low in saturated fat, trans fats, cholesterol and sodium)

2. Exercise for 30 minutes at least four times a week

3. Quit smoking

4. Lose excess weight

5. Know your family history of heart disease

6. Take the Go Red Heart Checkup at GoRedForWomen.org and find cooking tips and recipes at ShopGoRed.org.

7. Schedule an appointment with your doctor to understand your risk factors

In recognition of the American Heart Association's annual Wear Red Day presented each February, Alpha Kappa Alpha members added to their traditional colors of pink and green. Chapter members wore red attire at the event to highlight the importance of preventing heart disease and stroke. Afterward, a quiz was given on how to recognize the warning signs of a heart attack and how to spot a stroke F.A.S.T. Alpha Kappa Alpha Sorority, Incorporated®, Zeta Alpha Omega Chapter is under the leadership of President Katina Johnson and Vice President Margaret Huntley. The Health Promotion Target Chairman is Cheryl Wallace and Andrea Price is the Chairman of the "Pink Goes Red for Heart Health" Community Impact Day.



Dr. Warren Foster



Aka members and Dr. Foster