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Preserving a part of Dallas' past

By David Wilfong
NDG Special Contributor

If a person stands atop the high LBJ/Tollway overpass, looking out across the North Dallas horizon, they would see an endless vista carpeted by large brick homes, condos and apartment buildings, but it wasn't always this way.

The area near that interchange, not so long ago, was a landscape of rolling hills, creeks, dense areas of trees; and small communities nestled north of what was even then called "Big D".

In the mix of pathways running around Valley View and the Galleria is Alpha Road, which is a well-known landmark to pretty much everyone who has spent any significant time navigating the streets of Dallas. But as George Keaton, Jr., a retired educator who now devotes his time to preserving and sharing the history of African Americans in the DFW area, will happily point out, it is more than just a name.

Alpha was a community, an unincorporated town that officially ceased to exist in 1987, but had begun being swallowed up by the Metroplex some years before that. It was founded by former slaves shortly after the Civil



George Keaton, Jr. rests by the headstone of his grandparents during a recent visit to White Rock Garden of Memories Cemetery. (NDG photo by David Wilfong)

War.

At the corner of Preston Rd. and Spring Valley Rd. sits "Camino del Misionero" a small church which provides Christian services in Spanish.

"That was the original site of Mt. Pisgah Baptist Church," Keaton says driving by on Preston Rd. "It's a Hispanic church now, but it was originally a black congregation. Back then, this (Preston) was nothing more than a two-lane dirt road, or maybe tar by then."

Mt. Pisgah is still alive and well,

having recently moved from Webb's Chapel to a new home at 1020 Sherman St. in Richardson. But it, like many churches in the area, owes its beginnings to a small community that was once considered separate from the big city.

Keaton is the executive director and founder of Remembering Black Dallas, Inc. (RBD), which focuses on historical research, preservation, education and genealogy. RBD meets on the fourth Saturday of every

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Youtube.com/Channel/NorthDallasGazette

North Dallas Gazette recently asked the question: **"What is the status of Dr. Martin Luther King's Dream?"**

Part 1: Dr. Gerald Turner, President of SMU
Part 2: Michael Rawlings, Mayor of Dallas
Part 3: Dallas County Commissioner, John Wiley Price
Part 4: Texas Senator, Royce West



DISD offers students new 'choice schools'

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Rihanna set to perform in Dallas

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COMMENTARY

Our say in the matter

NDG's View

Early voting for the 2016 March 1st Texas Primary began on Feb. 16 and will end on Feb. 26. Citizens of Texas will speak up, one-by-one, as ballots are cast, and, finally, tallied on March 1st.

As citizens of the United States, and more importantly, citizens of Texas, we now hold the responsibility to our countrymen to honorably, and honestly, stand and elect our choices for the power-

ful positions of President/Vice President and U.S. Representatives.

With the recent passing of Justice Antonin Scalia and the Republicans congressional power to block President Obama's nominee's confirmations; it is but another bitter, but pressing reminder of the importance of our vote in every election. The national element of this year's primary is vitally important to our country and the many dilemmas

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Crystal Dunn



Phyllis Dawkins



Jamal Story

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Crystal Dunn

After being the last player cut from the team that would eventually win the 2015 World Cup, U.S. forward Crystal Dunn is making sure that opportunity will not pass her by again as she works to cement her place on a roster of only 18 players in the Rio Olympics later this year.

The U.S. Women's National Team finished atop Group A at the 2016 CONCACAF Women's Olympic Qualifying Championship with a 10-0 shutout of Puerto Rico.

Dunn scored half of the U.S. goals, five goals in the



Caleb Rottman / Wikimedia

match - two in the first half and chalking up a hat trick in the second - leading all scorers for the USA.

The effort ties the U.S. record for most goals scored in a single match. She is the seventh player to

achieve this in the 31 years of the program.

The record game for Dunn was played at Toyota Stadium in Frisco, home pitch for FC Dallas, and Dunn was named the "Budweiser Woman of the Match" following her performance. If this type of performance remains consistent, Dunn should be a major factor in Brazil.

Christen Press, Kelly O'Hara, Carli Lloyd and USWNT newcomer Samantha Mewis also recorded goals in the contest. One goal was scored of a defending Puerto Rican player.

The match marked the

eight consecutive contest for the USWNT in CONCACAF Olympic qualifying in which the USA held their opponent scoreless. Canada was the last team to muster up a goal against the USA with a 1-1 tie in 2008.

The USA will go to Houston for the semifinal match on Feb. 19 to face either Guyana or Trinidad & Tobago. The winners of the semifinal matches qualify for the 2016 Olympics in Brazil.

Dunn won the New York State Championship in soccer three out of the four years she played for South Side High School in Rockville Center, NY. She scored four

goals in the final game of her senior year to cap off the final crown.

From there she went on to the University of North Carolina from 2010-13.

She was selected as the first overall draft pick in 2014 for the National Women's Soccer League, going to the Washington Spirit, where she remains as a forward.

Dunn was first called up to the National Team in 2013 and played her first match against Scotland. From there she was included on the roster which went to the 2013 Algarve Cup, which the Americans won.

However, the rode to a highly lauded spot on the national team did not come without setbacks. Dunn was dropped from the roster in 2014 ahead of the Women's World Cup in Canada, which the USA won for the first time since 1999, earning a third star on the team jersey.

"I fell short of a dream," Dunn said. "But now I have the opportunity to get better, improve my craft and that's basically what I did every day. I woke up and just want to get better."

Dunn returned to the USWNT roster during the 2015 Victory Tour, and seems likely to stay.

Phyllis Dawkins

Phyllis Worthy Dawkins, a seasoned academician at Cheyney University, has been appointed the new provost and vice president for Academic Affairs at Bennett College. She is scheduled to begin her tenure at Bennett on Dec. 1.

"We are very pleased with this appointment," said Bennett College President Rosalind Fuse-Hall. "She has an extensive history working as provost and has served before in that capacity in North Carolina. I am very happy to have someone with her experience and



background join our team."

Under Dawkins' leadership at Cheyney as vice president for academic affairs, she revised institutional academic policies and practices, overhauled financial aid and admis-

sions, and signed new/updated articulation agreements with University of the Sciences of Philadelphia, LaSalle University and the Community College of Philadelphia. She also reinvigorated the International Program, established the Ad Hoc Advisory Committees on Retention and Admission Criteria, and promoted a culture of assessment, continuous improvement and data based decision making.

Prior to her arrival at Cheyney University, Dr. Dawkins served as provost, senior vice president for Academic Affairs, professor,

the associate provost, vice president for Academic Affairs, and director for the Center for Teaching, Learning, and Academic Technology at Dillard University. Prior to that, Dr. Dawkins worked at Johnson C. Smith University (JCSU) for 28 years serving as the chief academic/administrative officer/dean of the College of Professional Studies, former interim vice president for Academic Affairs, and chair and professor of Physical Education.

Dawkins assumed critical responsibilities at all three institutions for successful reaffirmation of accredita-

tion by the Southern Association of Colleges and Universities, Commission on Colleges (JCSU and Dillard) and by the Middle States Association of Colleges and Universities (Cheyney).

She also served as the Accreditation Liaison Officer at all three institutions and has made numerous presentations at SACSCOC Annual Conferences on topics such as Faculty Development, Learning Communities and Institutional Effectiveness.

Having worked extensively with faculty development throughout her career,

Dr. Dawkins developed national and international perspectives on the contributory roles of faculty and universities in the expanding global society. Her leadership positions include past president of the Professional and Organizational Development (POD) Network (a network of faculty developers), former president and co-founding member of the HBCU (Historically Black Colleges and Universities) Faculty Development Network, board member of the Higher Education Teaching and Learn-

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Jamal Story

By Ruth Ferguson
NDG Editor

Jamal Story, a recipient of a grant from the TACA Bowdon & Embrey Family Foundations Artist Residency Fund, will once again delight the Dallas Black Dance Theatre's (DBDT) fans, presenting an aerial ballet as a part of their Cultural Awareness series this weekend. During a recent conversation with the *North Dallas Gazette*, Story shared his excitement about returning to the DBDT again.

"The relationship for me is old and very warm," Story shared. When asked about what drew him back to Dallas, he stated, "The big at-



traction for me is working with this company in any capacity. I have a long relationship with this company, going back to my freshman year in college at SMU." While earning dual degrees in Dance Performance and TV/Radio Communications, Story joined DBDT and had the unique opportunity to

perform with the company at the 1996 Olympics in Atlanta. "When the company got that appointment they were in a position to hire extra dancers," and thus began his long relationship with DBDT.

Professionally, Story went on to travel the world performing with legendary singers such as Madonna during her 2001 Drowned World Tour, and with Cher as an aerialist and dancer on her Cher's Living Proof: The Farewell Tour. And then New York City beckoned with an chance to perform in the Broadway production of *The Color Purple*. During the historic show, Story was a dancer and assistant dance captain.

It was during his time with Cher that Story began to dis-

cover aerial ballet, which he describes as a chance to explore integrating the floor with the air space. He stated, "I knew the choreographer would train us, but I did not know she would train me to be her partner!"

Story believed it was truly a God designed change in direction for his professional career. "I did not have aerial on my radar and this sort of happen to me in the best possible way. After three years on this tour and then three years in a Vegas show, I have now adopted aerial work as part of my creative existence," he shared.

But that does not mean it was not scary! As Story joked, "Black people don't do heights!" But his faith

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Why do politicians treat addiction differently in the suburbs?

By Julianne Malveaux
NNPA News Wire Columnist

Nick Cocchi would like to be the sheriff of Hampden County, an Eastern Massachusetts county of half a million people. Springfield, Massachusetts, a city that is about 22 percent African American, is the county seat. Eastern Massachusetts (and indeed, much of New England) is experiencing the devastating fallout from the heroin and opioid abuse epidemic. The Centers for Disease Control and Prevention say that deaths from heroin overdoses have quadrupled in the past decade, and that heroin use has doubled among Whites. Thus, it is entirely appropriate that Mr. Cocchi's candidate website includes a page that talks about opioid abuse in Hampden County.

Far less appropriate, and indeed, repugnant, was a statement that Cocchi made when he testified at a November hearing before the Massachusetts Joint Committee on Mental Health

and Substance Abuse. According to Victoria Kim, a writer for The Fix, a newspaper that reports on addiction and recovery issues, Cocchi said as part of his testimony, “What was once the heroin junkie in the dark inner-city back alley has now become brother, sister, mom, dad, son and daughter. It's hit suburbia U.S.A.”

Should the issue of addiction be treated more compassionately and humanely now that it has “hit suburbia U.S.A.?” Wasn't that “heroin junkie in the dark inner-city back alley” somebody's brother, sister, mother, dad, son or daughter? This is why it is so important to lift up the Black Lives Matter movement. Cocchi has, implicitly, said that he values the person in suburbia U.S.A. more than the person in the inner city. And his characterization of the inner-city drug abuser as someone in a back alley reeks of his biases.

Bishop Talbert Swan II, the President of the Springfield NAACP and pastor of Spirit of Hope Church of

God in Christ, strongly objected to the racially coded language that Cocchi used to talk about the problem of addiction. He is not the only person who has noticed the increasingly humane way addiction is being managed as the epidemic devastates the White community, in contrast to the way addiction has been managed in the past (consider the language around the crack epidemic) or even now, when African Americans are addicts. Even Cocchi's use of is term “junkie” lacks humanity. To call someone a “junkie” is far less humane than calling them an addict.

Before voters support Cocchi in his quest for sheriff, they might push him to get some sensitivity training. They might also ask if he would treat the inner city addict differently than he would treat one from a Hampden suburb. The larger question, though, is why there is such sudden empathy for addicts, an empathy that was utterly lacking when the increase in crack addiction devastated

the African American community, and when zero tolerance policies and mandatory drug sentencing placed people who were seriously ill behind bars for decades. Addiction, after all, is more an illness than a crime.

In Gloucester, a city about 40 miles north from Boston, heroin and opioid addicts who voluntarily turn themselves in at the police station are provided with treatment services, and not charged with any crime. The program has gotten national attention. Some addicts from outside Massachusetts have come to Gloucester because they can't find affordable drug treatment where they live. Imagine that there were such a program for crack addicts when the inhumane “war on drugs” was little more than a war on black people. Even as I applaud the new empathy toward addicts, I mourn the years that so many have spent behind bars, denied of the kinds of “innovative” treat-

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and challenges our society must face, and certainly, try to overcome. In our country's present state of crisis, it is imperative we all participate in this primary and later general election to be held on November 8.

Our progression of programs, policies and laws that are now in place to assure access to affordable healthcare, marriage equality, affordable education, women's rights, voting rights, civil rights and basic human rights are all at stake with this election, and must be protected. The necessity of raising our voices is critical or we could stand a great chance of regressing to the point of losing what we've gained through much compassion, bravery and tireless labor. It would be

shameful to have gained all of this in our, seemingly, never ending quest for equality, just to risk losing it because we are too busy, or we are counting on others to speak for us, or we are too brainwashed to understand our vote matters.

As citizens of Texas we are also given the responsibility of electing candidates who are bidding for seats from State Representatives, to State Supreme Justices in varying districts. Again these positions are vital to how we are represented as constituents of their districts. And it could be the difference in, the importance of our voices being heard on the national level, or being muffled by paid extremists who do not represent the interest of our

people.

We, as a people, have proven from our astounding turnout of the 2008 and 2012 presidential elections, the importance of our voices, better yet, the power of our voices. We know we can evoke change and progression.

With knowing this power we hold, and how we brought change in history by electing and re-electing the first African American President of the United States of America, can we also be so bold as to use this same power to elect the judges, sheriffs, county commissioners, etc. who can bring change which affects our daily lives?

Certainly, we can.

The question now becomes, will we? And will we take the time to study the candidates' resumes,

their voting records, their ideals of progression, their plan of implementing policies, their commitment to upholding present laws, and serving our communities with the dignity and loyalty we deserve?

Just as we hold the responsibility to our countrymen in this Texas primary election to have our say on the national level, we should owe it more to our neighbor, and the communities in which we live and serve, to come together and raise our voices in hopes of electing fair and just judges, experienced county commissioners and elected law enforcers who still understand they serve people.

Please vote. Please stand up and say my voice matters in shaping our country and our communities.

Common colds at school a primary driver of asthma hospitalizations for children

AUSTIN, Texas — The most dangerous times of year for children with asthma are soon after their schools reopen after a break, and a new study finds that cold viruses are largely to blame.

Health experts have observed that children with asthma tend to have the worst symptoms at the same times each year — when school starts in the fall and after extended breaks such as Spring Break. Researchers previously speculated that environmental factors such as air quality in schools might be to blame, but the new study confirms

that the primary driver of seasonal waves of worsening asthma symptoms, which can lead to hospitalizations, is the prevalence of common colds.

"This work can improve public health strategies to keep asthmatic children healthy. For example, at the riskiest times of year, doctors could encourage patient adherence to preventative medications, and schools could take measures to reduce cold transmission," says Lauren Meyers, professor of integrative biology and statistics and data sciences at The University of Texas at Austin and senior

author of the paper published this week in the journal Proceedings of the National Academy of Sciences.

Exacerbations, the medical term for worsening asthma symptoms, result in millions of missed work and school days and \$50 billion in direct health care costs in the United States each year.

Earlier studies into the cause of exacerbations involved swabbing individual patients to detect viruses, but Meyers, a mathematical biologist, and her team investigated population-wide patterns of how common colds circulate among adults and children throughout the

year to learn about the role of the viruses. The researchers built a computer model that incorporated possible drivers of asthma exacerbations and compared the output of the model to a large set of real-world health data: the timing and locations of about 66,000 asthma hospitalizations from cities across Texas during a seven-year period. By testing each driver independently, the researchers could determine the relative impact of each and find the weighted combination of factors that best fit the data. They determined that the spread of cold viruses,

which is heavily influenced by the school calendar, is the primary driver of asthma exacerbations.

"The school calendar predicts common cold transmission, and the common cold predicts asthma exacerbations," says Meyers. "And this study provides a quantitative relationship between those things."

The authors speculate on the mechanism behind this relationship: When children are out of school, they tend to spend less time with other children and are exposed to fewer viruses. As a result, their viral immunity decreases. When they return to

school, they are exposed to viruses at much higher rates, and this is also the time when they are most susceptible.

The researchers also found that for adults, unlike children, the primary driver of asthma exacerbations is prevalence of the flu virus.

Finally, the team developed more accurate rates of transmission of cold viruses than have been produced by previous studies. That information might help shed light on how common colds spread, and how we can protect people who are most vulnerable to them.

Five ways to make diet resolutions doable any time of year

While even the most well-intended health-seekers strategize their diet and fitness approach at the top of a New Year, far too many revert back to their bad habits and poor choices that sabotage their weight-loss endeavor and undermine their overall well-being. However, one need not wait until the next shiny New Year rolls around for a renewed resolve to shed those unwanted pounds, as there's no better time than right now to make healthful, life-altering adjustments to the daily routine. No matter the time of year, even just a few simple, but key, considerations can make all the difference between a successful—and even profitable—weight-loss endeavor and a wellness pursuit that falls far short.

In seeking professional

advice I connected with diet and fitness industry insider Jimmy Fleming who is the co-founder of Healthy-Wage—the industry-leading purveyor of corporate and team-based weight loss challenges and financially-induced diet contests for individuals. He offered these insights and perspectives on 5 critical elements needed for the best chance of success with a weight-loss :

1. Map out specific goals & timeframes. You are far more likely to achieve your diet resolution if you spend a few minutes thinking it through. Sit down at your desk and dedicate even just ten minutes of your life to strategizing your resolution. Put pen to paper or, better yet, send an email to a friend or family member and make a list of the things you're going to do to

change your weight. Simply stating that "I'm going to lose weight" is not nearly specific enough, but it makes a good headline at the top. Write down a date when you will achieve your first goal. This date should be in the near future--one month is a good bet.

Now, make a specific, realistic goal. Most experts agree that you're most likely to succeed if you don't starve yourself, and plan on losing one to two pounds per week. In fact, setting a modest goal -- say, one pound per week -- can spare you a lot of hunger and stress. You might even forget you're on a diet! Suppose you choose 1.5 pounds per week and a one month goal date: your goal will be about six pounds.

Piece of cake (so to speak)! Put your goal and goal date on your calendar (e.g., "Weigh 150 pounds" as an entry for January 30).

Go back to your piece of paper, or email. Under your goal and goal date, write down the word "food." Ask yourself: what exactly is your eating plan? Are you going to follow a particular diet? If so, when are you going to start? Your answer should be "right now." Don't be afraid. This is going to be great! If your diet requires that you purchase something or register on a certain website, go do that right now! What about exercise? What specific days and times will you commit to exercising? Who will you exercise with? If possible, call a friend now

and set something up.

Review your resolution plan frequently as you work your way toward your goal. When your goal date comes, call a friend to either brag about your achievement or confess that you didn't achieve it and tell them what's going to be different for the next goal date. Now, sit down again (pen to paper, or fingers to keyboard) and set a new goal date and goal. Keep going!

2. Set up financial incentives. After you've written out your specific goals and dates, your best bet is to build a little structure into them. Enter: prizes and rewards. A significant amount of academic research shows that you are much more likely to achieve your resolution if

you include a double financial incentive -- i.e., money to lose if you fail and money to win if you succeed! The reason money works better than the natural motivators of vanity and health is that money can be tied to specific, measurable goals and deadlines. In other words, financial incentives help prevent procrastination by establishing a firm start date, and help prevent quitting by establishing a firm goal date. Financial incentives also make weight loss a lot more fun and exciting by transforming the process into a game.

There are fantastic tools and resources available online for setting up financial

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ing (HETL) Association and the Association for General and Liberal Studies (AGLS), and Resource Faculty for the Washington Center's National Summer Institute on Learning Communities.

She served on advisory boards including AAC&U's Preparing Critical Faculty for the Future (PCFF) project in the sciences, the Brown-Columbia Universi-

ties Inter-Ivy League Pilot Alliance for Graduate Education and the Professoriate (AGEP), and the International Council for Educational Developers (ICED), 2011-2012 in Belgium.

Dr. Dawkins received her Ph.D. from The Ohio State University, M.A. from The University of Michigan, and B.S. from Johnson C. Smith University.

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Project MALE plans trip to Perot Museum on March 5

On Saturday, March 5, Project MALE will take approximately 100 students, parents and mentors on a field trip to Perot Museum as one of the monthly enrichment activities for young men kindergarten through 5th grades. A pre-EMBODI

initiative, sponsored by Delta Sigma Theta Sorority- Dallas Alumnae Chapter, runs parallel to project MALE to serve youth as they age out of Project MALE, grades 6-12. The groups meets monthly September through June and promotes a summer reading

program. Parent participation is required.

The overarching goal of Project MALE is to have students engaged and working in a positive environment that will support their success and completion of each grade yearly and eventually their

success in high school and college. The vision for the Project MALE program is "Boys Becoming Men of Distinction"

The program is a community collaborative based on the STRIVE Model which focuses on bringing commu-

nities together to move quickly from problem identification to action. Project MALE is supported by several community organizations which include.

The event takes place Saturday, March 5, from 9 a.m. – 1 p.m., starting at Antioch Fel-

lowship Missionary Baptist Church at 7550 S Hampton Rd. in Dallas. For more info contact Dr. Jennifer Wimbush, President – Cedar Valley College 972-860-2948 and visit www.projectmaleprogram.net to complete reading assignment for February.

Deadline extended for State Fair of Texas college scholarship applications

After experiencing an increase in participation this year, the State Fair of Texas is extending the deadline for college scholarship applications to March 1.

Within the State Fair of Texas Youth Scholarship Program are two unique opportunities – the Pete Schenkel Scholarship and the Youth Livestock Scholarship. Eligible recipients for the Pete Schenkel Scholarship include graduating high school seniors from five Dallas Independent School District high schools in the Fair Park area – Irma Lerma Rangel Young Women's Leadership School, James Madison, Lincoln, North Dallas and Woodrow

Wilson High Schools. The Youth Livestock Scholarship awards scholarships to graduating high school seniors around the Lone Star State who have participated in specific competitive youth livestock events held at the State Fair of Texas and are pursuing a degree in an agricultural-related field.

Recipients receive a \$6,000 grant, renewable in \$1,500 annual increments if the student meets the criteria for renewal. Payments of \$750 per semester will be sent directly to the college or university on the student's behalf. Both the Pete Schenkel Scholarship and the Youth Livestock Scholarship require students to attend an accredited

college or university within the state of Texas. In order to qualify for renewal, students are required to enroll in a minimum of 12 hours per semester and maintain at least a 3.0 cumulative GPA.

Hoping to increase participation and reach more students by making applications more accessible and user-friendly, the Fair implemented an online application process this year for the first time ever. All applications must be submitted online by Tuesday, March 1 at 11:59 p.m. CST. A link to apply, along with more details on the program, is available at BigTex.com/scholarship.

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incentives. For example, my own company, HealthyWage, allows participants to make various kinds of personal weight loss "bets" and win payouts up to \$10,000. The double financial incentive is an incredible motivator and source of structure that most winners say is indispensable.

3. Do one thing at a time. Trying to stick to more than one resolution creates a willpower diffusion that is almost always a recipe for failure. Your weight loss resolution requires time, planning and lots of action items. The winding road from plump to sexy is made of many cobblestones that you have to lay down one at a time with lots of small, frequent decisions (e.g., "this morning, I am going to skip that second donut"). With all the good judgment and will power those little decisions require, you simply won't have the time and energy for your other resolutions, too. You're booked solid! If you think your weight loss resolution isn't that big of a deal, you might be off track.

4. Tell everyone. Or, at least tell a few friends or family members about your endeavor. If you're

not willing to tell someone about your diet resolution, you might not be committed enough to succeed. When you tell other people about your plans, a magical thing happens. You know that your supporters are waiting to hear news of your success, and you don't want to let them down. Some researchers believe that the social element is one of the most powerful tools in your arsenal.

Plus, it's important to have support -- i.e., people to brag to when you succeed; people to talk to when you feel like overeating. Talking is a great antidote to a desire to binge or eat things that could get in the way of your success. If you're really determined to achieve your resolution, you should consider taking the social element even farther. Try writing a blog about your progress. Not only will your readers help keep you seriously accountable, but you may discover that being a great teacher is one of the best ways to learn and improve your own success.

5. Seek fellowship. When you tell people about your diet resolution, be on the look-out for a dieting partner (or group of partners).

When you work on your diet resolution with a buddy or group of friends or family members, you are even more likely to accomplish your goals. You get all the benefits of accountability plus the comfort and fun of knowing there's someone waiting for you to exercise, compare food and restaurant experiences, and share the ups and downs of dieting. According to the American Psychiatric Association, "Enlisting family and friends in the effort may help." One study shows that participants who do a weight loss program with friends are more than twice as likely to keep their weight off than those that try to do it on their own.

Statistics from Fleming's company's own financially-induced weight loss programs apparently substantiate the results of such studies. He explained, "we track the extent to which participants communicate with friends and teammates on their HealthyWage dashboards and there is a direct correlation between the extent of a participant's social messaging and the participant's success. Our company's metrics have also proven that socially-oriented weight loss is much more likely to be successful."

Legends and Legacies

Southwest Celtic Music Association Presents the 34th

NORTH TEXAS IRISH FESTIVAL

Fair Park Dallas

Friday, March 4 - 6pm - 11pm

Saturday, March 5 - 10:30am - 11:30pm

Sunday, March 6 - 11:30am - 7:30pm

16 stages offering traditional Celtic music and entertainment.

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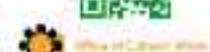
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UNT announcing plans for urban arts graduate degree

A March 5 event will announce an innovative new program from the University of North Texas — an arts education graduate degree with a concentration in urban arts education studies (UAES).

The program, overseen by UNT's College of Visual Arts and Design, would be the only one of its kind in Texas and one of the few in the country.

"It will become a leader in creative programming in the urban art education field," said Tyson Lewis, associate professor of art education and art history. "We want the program to



World-renowned installation artist Pepón Osorio (left) and scholar and activist Antonia Darder (right) will speak at a March 5 event to launch the new urban arts education degree at the University of North Texas.

become an integral part of the fabric of the vibrant creative life of Dallas."

The event will feature activities for the family, informational sessions and a moderated discussion with

leading arts advocates on the relationship between art, education and urban spaces.

The gathering will raise awareness about the degree while celebrating the unique and vital work that

urban art educators do for Dallas.

"We're going to help teachers think critically about the context of their teaching," Lewis said. "What does the word 'urban' mean? Is the 'urban' a place, a culture, a lifestyle? What are the unique opportunities afforded to art educators working in an urban setting? What are the obstacles?"

Officials are partnering with Dallas ISD in order to build bridges between university research and the lives of urban art teachers, and hope to do so with other

school districts as well. Officials said the area is a good fit for the program because the cities of Dallas and Fort Worth have some of the largest art districts in the nation and a strong community of artists.

"The program is designed to meet a current, significant need within the field of art education that is not being fully addressed," said Peter Hyland, director of The Jo Ann (Jody) & Dr. Charles O. Onstead Institute for Education in the Visual Arts and Design.

Applications will be accepted over the summer. The first classes are sched-

uled to start Sept. 10.

Students will take 30 hours in art education with a concentration in urban arts education studies, and receive an 18-hour graduate academic certificate in urban arts education studies.

The degree is low residency, which means much of the coursework will take place online and teachers will meet with students about once a month at the UNT System offices in Dallas. An intensive one-week summer session on campus will bring in top artists and speakers.

Dallas ISD Superintendent announces major expansion of choice school offerings

Declaring "it's a new day in Dallas ISD," Superintendent Michael Hinojosa announced a major expansion of school choice options for next school year during the February board briefing.

In making the recommendation to trustees, Hinojosa said the district has to act aggressively and think differently to make Dallas ISD the district of choice for Dallas families.

Next year's new choice programs will be launched on new and existing district campuses. The programs proposed for the 2016-2017 school year include:

- 12 two-way elementary dual language programs that provide both Spanish and English instruction to students in the same classroom developing bilingual and biliterate students

- Seven high school collegiate academies that are on the path to becoming Early College High Schools that will offer students the



A number of new choice schools in Dallas ISD will be launched for the 2016-2017 academic year after a recommendation was made by Superintendent Michael Hinojosa. (Photo Courtesy: Dallas ISD)

opportunity to earn up to two years of college as part of their high school curriculum

- Expanded Career and Tech Education (CTE) programs at seven high schools to equip students with skills leading to high-wage, high-demand careers

- Three new single-gender schools offering instruction in environments that research shows improve achievement levels as compared with co-ed schools.

Trustee Edwin Flores proposed the district consider grouping neighboring schools within a feeder pat-

tern into clusters and offering choice options in at least one of the schools in each cluster. Flores said this strategy would help families avoid having to travel

across town for their student to attend a choice school.

Hinojosa provided trustees the choice school update at Thursday's board briefing as a follow up to last month's adoption of six new student achievement goals, one of which called for making Dallas ISD schools the primary choice for families in the district. Trustees and Hinojosa developed the goals in multiple board workshops where they reviewed district achievement results and other data.

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Email: RBDallasinc@yahoo.com



Remembering Black Dallas is a non-profit organization that preserves and promotes the African-American life, history, artifacts and culture of Dallas and its surrounding cities.

You are invited to our upcoming Black History Events

February 17th Presentation of Remembering Black Dallas and A. Maceo Smith / Main lobby of City Hall, 1500 Marilla with Guest Speaker, Julia Jordan former friend of the late A. Maceo Smith 12:00 Noon, Open to public free of charge

February 20th Monthly meeting at 12:00, see website/call for location

February 21st Worship with us at St. Luke Community UMC at 11:00 service, 6710 E. R.L. Thornton FWY.

February 24th Open forum on African-American culture and race issues, First United Methodist Downtown, 1928 Ross Ave, call (469)399-6264 to reserve your seat(s) admission is free starts at 6:20, George Battles, moderator

February 27th Historical bus tour of Black Dallas; Departs for the African-American Museum, 3536 Al Lipscomb Way at 10:00 A.M.-3:00 P.M. Tickets \$20 adults/ \$15 for children for tickets purchase and information call or visit website www.Rbdallas.com

April 2nd RBDallas' 1st Annual Scholarship and Awards Banquet/fundraiser at the ThornTree Country Club, at 1:00 / 825 W. Wintergreen Rd., Desoto, Texas 75115. Tickets are \$50 per person. Time 1:00

Irving's Teen Book Festival authors announced

In its resoundingly successful inaugural year, the North Texas Teen Book Festival featured 53 authors who write young adult and middle grade novels.

Now that the festival is in its second year, the organizing team was searching for ways to improve the festival. Changes included professional workshops for educators, workshops for teens during the festival, and naturally: more authors.

The 2016 festival boasts a tremendous lineup featuring 75 authors who have combined to publish over 600 novels, graphic novels, and anthologies for teens and tweens. Over 60 percent of these authors have had works featured on Texas state reading lists, and many have been featured on best-selling lists for the *New York Times*, *USA Today*, *Publishers Weekly*, and Amazon as well as award lists for the American Library Association, Young Adult Library Services Association, Texas Library Association, School Library Journal, NPR, Goodreads, and many more. Today we'll be spotlighting just a few of our authors.

Victoria Aveyard is 2015's Goodreads Choice Debut

Author for her #1 New York Times bestselling debut novel *Red Queen*. In the world of *Red Queen*, those with silver blood rule over those with red blood—until red-blood Mare discovers she possesses a deadly power that will upset the balance of power. The series continues in the recently released sequel *Glass Sword*. A film adaptation is currently in the works with Hollywood star Elizabeth Banks of *The Hunger Games* and *Pitch Perfect* in talks to direct.

Holly Black is a best-selling author of contemporary fantasy novels in both the young adult and middle grade genres. Teen readers will recognize Holly for her *Curse Workers* trilogy as well as her spooky vampire tale *The Coldest Girl in Coldtown*. Younger fans love both her *Spiderwick Chronicles*,

which was adapted into a film in 2008, and the *Magisterium* series, which is a collaboration with Cassandra Clare and has been optioned for a film as well.

James Dashner is the author of the #1 New York Times Bestselling series *The Maze Runner*, which inspired the hit movie franchise. James is also the author of *The Mortality Doctrine* trilogy, which explores a dangerous virtual world full of hackers and cyberterrorists.

Sarah Dessen is one of the most popular writers for young adults. She is the #1 New York Times bestselling author of many novels for teens such as *The Truth About Forever*, *Along for the Ride*, *Just Listen*, and *Dreamland*, which have received numerous awards and rave reviews, and have sold more than nine million copies.

Her novels *Someone Like You* and *That Summer* were adapted into a film starring Mandy Moore and Allison Janney.

Julie Murphy is a rising star in the young adult writing world. A local to DFW, Julie's second novel *Dumplin'* is about a self-proclaimed fat girl who crashes the local beauty page-

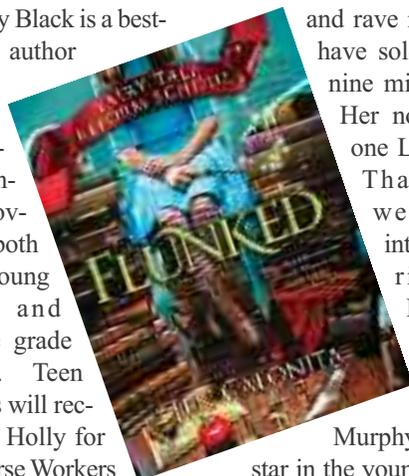
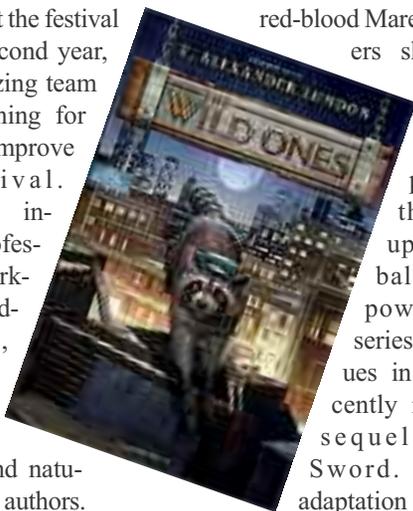
ant with the help of her friends and learns how to love herself along the way.

Dumplin' received major critical acclaim and commercial success, hitting #1 on the New York Times bestseller list the week of its release

and was optioned for film by Disney before its release.

Ruta Sepetys is the bestselling and award-winning author of historical fiction for teens. Her debut novel *Between Shades of Gray* was a finalist for the William C.

Morris award for debut books and a nominee for the Carnegie medal, for which her second novel *Out of the Easy* was nominated as well. A film adaptation for *Between Shades of Gray* is currently in development.



Juereta Roberts Smith Remembered



Juereta Roberts Smith, 76, of Phoenix, AZ departed this life on Feb. 6, 2016. She was born in Little Rock, AR, the daughter of the late William L. Roberts and Margaret Gill Roberts Thomas. She is survived by one son, Malcolm (Mary), of Anthem, AZ, one grandson, Maxwell, one granddaughter, Ella, three brothers, Terrence Roberts (Rita) of Pasadena, CA, William E. Roberts of Pascagoula, MS. Jerome Robert's of Long Beach, CA. Two sisters, Beverly Rhodes (Billy) of Little Rock, AR, Margaret "Lisa" Daniels of Carrollton, TX and a host of nieces, nephews, and cousins. In addition to family, Juereta will be missed, as well, by many dear and cherished friends.

A memorial/celebration service was held on Saturday, Feb. 13, 2016 in Phoenix, AZ. In lieu of flowers, please consider a donation to one of the following charities: The Salvation Army, UNICEF, Doctors Without Borders, St. Mary's Food Bank Alliance, Habitat for Humanity, or C.A.R.E International.

Juereta's accomplishments were many, beginning with graduating as the valedictorian of the Horace Mann High School Class of 1957 in Little Rock, AR. She went on to earn a B.S. degree in nursing from Loma Linda University in California. She worked as a Public Health nurse in the Los Angeles area. Juereta received a Master's Degree in nursing from U.C.L.A. and then taught nursing at the University of Hawaii.

After school, she was hired by the Western State Commission for Higher Education to head a project to improve curricula in the schools of nursing throughout the thirteen western states. After a few years in nursing, Juereta obtained a Law Degree from the University of Colorado, and became associated with the law firm of Holland and Hart in Denver, Colorado.

While in Colorado, she accepted an appointment to work with the Colorado Industrial Commission, and later an appointment as the Director of the Division of Labor in the Colorado State's Department of Labor and Employment.

Juereta relocated to Texas, accepting the opportunity to serve on the national level as the Director of the Dallas Regional Office of the Federal Trade Commission. Later, returning to the private sector, she continued a career in the financial service industry serving as General Counsel to Lakewood Bank & Trust in Dallas, TX. Also, Juereta became a Certified Financial Planner in San Antonio and took special pride in having headed the establishment of USAA's Financial Planning Network, Inc.

She moved to Anthem, AZ, in 2001, and retired as USAA ERISA Counsel in 2003. Shortly after retirement, she became licensed by the Arizona Department of Real Estate, and joined Century 21 Desert Estates. She was accepted in to The MRE Society of the Arizona Association of Realtors.

Juereta enjoyed serving in her community. She was a founding member for both the Anthem Rotary Club and ProMusica Arizona Chorale. She became heavily involved with The Stitches of Love section of the Back to School Clothing and Supply program which serves underprivileged school children throughout Phoenix. One year, Juereta was nominated and awarded the Volunteer of the year award for her service in the community.

Her hobbies included reading, quilting, and spending much time with friends and family. She was admired for her intellect, big heart, inclusive nature, charitable soul, and the difference she made for so many. She will be greatly missed.

Juereta Roberts Smith
Sunrise - September 4, 1939
Sunset - February 6, 2016

Obituary

Complete list of authors to appear

Adi Alsaid
Kathi Appelt
Brodi Ashston
Victoria Aveyard
Chandler Baker
Holly Black
Karen Blumenthal
Gwenda Bond
Libba Bray
Jessica Brody
Julie Buxbaum
Rachel Caine
Jen Calonita
Ally Carter
Soman Chainani
Ally Condie
Andrea Cremer
James Dashner
Sarah Dessen
Christina Diaz Gonzalez
Kris Dinnison
Gayle Forman
Janet Fox
Alex Gino
Lori Goldstein

Tessa Gratton
Claudia Gray
Bethany Hagen
Nathan Hales
Cynthia Hand
Faith Erin Hicks
Kirsten Hubbard
Varian Johnson
Gordon Korman
Jeramey Kraatz
Jennifer Latham
Natalie Lloyd
C. Alexander London
Marie Lu
Jonathan Maberry
Sabrina Mabry
D.J. MacHale
Mari Mancusi
Jenny Martin
Jennifer Mathieu
Cammie McGovern
Jodi Meadows
Kory Merritt
Julie Murphy
Caragh M. O'Brien

Natalie C. Parker
Mary E. Pearson
Cindy Pon
Kristin Rae
Sarah Rees Brennan
Marisa Reichardt
Brendan Reichs
Beth Revis
Lance Rubin
Paul Rudnick
Marie Rutoski
Carrie Ryan
Victoria Scott
Ruta Sepetys
Jessica Shea Spotswood
Adam Silvera
Amy Spalding
Margaret Stohl
Elissa Sussman
Jessica Taylor
Janet B. Taylor
Teresa Toten
Becky Wallace
Brenna Yavanoff

Lancaster ISD to hold 3rd annual Black History Bowl competition

The annual Lancaster ISD Black History Bowl Competition will be held Saturday, Feb. 20, 2016 at 9 a.m. at the Lancaster High School Auditorium located at 200 E. Wintergreen Rd. Lancaster, Texas.

The Black History Bowl will feature 14 junior division teams and 10 senior division teams competing in their knowledge of African-American history and culture. In addition to the history bowl competition, 75 students from the Lancaster ISD Fine Arts program will showcase their culturally inspired artwork in the newly added Black History Art Contest.

The student artwork will be on display in the Lancaster High School foyer during the history bowl competition for public view.

The goal of this community event is to increase exposure and raise awareness



of the African American Heritage in the community and schools. The student teams were assigned coaches from their campus in November and have spent the last three months studying facts and learning about African American Culture.

Lancaster ISD employees and community members will serve as judges for the Black History Bowl and Art Show Contest. The top three finishers of both competitions will be awarded

after the final round of the Black History Bowl and will get to participate in a summer history tour field trip sponsored by Lancaster ISD.

"By participating in this event, our students gain knowledge of African American history and culture and insight into the African American involvement in the development of America," Connie Isabell, Lancaster ISD Chief Academic Officer, said. "They sharpen their research

skills, increase their collaboration and communication skills by working on a team and use their creativity and critical thinking skills.

All of these elements help to building self-esteem in our students and provide them with more than a diploma."

Winners of each contest division will also be honored at a reception on Wednesday, February 24, from 6:30 PM - 7:30 PM at the Rocky Crest Museum located inside of J.D. Hall Learning Center at 602 E. Second Street, Lancaster, Texas.

Parents, students and community members are all invited to attend the Black History bowl and art show contest, which is a free family event. For more information, please visit www.lancasterisd.org.

Dr. Marguerita Washington, publisher of the *Omaha Star* died on Feb. 13

It is with great sadness the *North Dallas Gazette* was saddened to learn a colleague Dr. Marguerita Washington, Publisher of the *Omaha Star* has made her transition. Marguerita passed on Saturday, Feb. 13 at Josie Harper Hospice House in Omaha, Nebraska.



Feb. 27, at 11 a.m. at Salem Baptist Church, 3131 Lake St., Omaha, NE 68111. The Mildred D. Brown Memorial Study Center has established a scholarship in Marguerita's name.

The *Omaha Star* was founded by the late Mildred D. Brown in 1938. She is believed to be the first female, certainly the first African American woman, to start a newspaper in the nation's history. Dr. Marguerita Washington's life and career in education changed upon the death of her aunt, who bequeathed the newspaper to Dr. Washington Over the years Marguerita immediately proved herself as an effective leader for the paper.

Her memorial service will be held on Saturday,

In lieu of flowers, donations to the Dr. Marguerita L. Washington scholarship fund may be sent to: The Mildred D. Brown Memorial Study Center c/o American National Bank 3147 Ames Avenue Omaha, NE 68111. Those making donations, should indicate it is for the Marguerita L. Washington scholarship fund on the memo line of the check.

NorthDallasGazette.com features Black History News all month

Have you visited the *North Dallas Gazette* this month because each day we are spotlighting a different individual from our rich history. For example, so far we have shared:

- The fact the REAL inspiration for the iconic cartoon character Betty Boop was a Black jazz singer in Harlem.

Esther Jones was known as "Baby Esther" and performed regularly in the Cotton Club during the 1920s.

- Her name was Emily Morgan, and she was the sweetest little rosebud that Texas ever knew. She was, in fact, the Yellow Rose of Texas.

- Barbara Smith Conrad

was not only an East Texas Songbird but she helped to bring diversity to the University of Texas

- Finally did you know the Barbara Jordan was the first African American Governor of the State of Texas?

Read these stories and much more at NorthDallasGazette.com and choose

Please Join Garland ISD and the City of Garland for the 22nd Annual Buyer & Vendor Mixer



When:

Thursday March 17, 2016
1:00 pm - 4:00 pm

Come and Go Attendance

Where:

Curtis Culwell Center Ballroom
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Garland, TX 75040

(Free Parking, Free Refreshment
Parking Lot across from
Conference Center Entrance)

Event Contact Information:

Garland ISD Purchasing Dept
972-487-3086

This event gives vendors the opportunity to meet and learn how to do business with the procurement personnel of local public sector organizations and business support agencies in a face-to-face environment.

Event Hosted by:

- Garland Independent School District
- City of Garland
- City of Frisco
- City of Plano
- DFW Minority Supplier Development Council
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- Dallas Independent School District
- Richardson Independent School District
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Celebrities talk diversity at 47th Annual NAACP Image Awards

By Amen Oyiboke
Special to the NNPA News Wire
from the Los Angeles Sentinel

The 47th annual NAACP Image Awards was a hit at the Pasadena Civic Auditorium in Pasadena, Calif., as Black entertainers showed their support for one another and the show, while some expressed concerns over the lack of diversity in other major award shows like the Academy Awards.

"I think it's very unfortunate that we are not included more often in the Oscars. Whether to boycott it or not that's up to each individual's discretion," said Andra Fuller, star of TV One's "Here We Go Again." "The boycott will bring awareness. If you want us to be at your award shows, then recognize us."

The Image Awards honor the achievements of African Americans in television, music, literature and film. ABC's "black-ish" star Anthony Anderson hosted the show, opening with a "Straight Outta Compton" rap performance spoof that talked about the lack of di-



Entertainment Tonight's Nichelle Turner interviews the cast and producer of ABC'S "black-ish." Cast members (l-r) Laurence Fishburne, Marcus Scribner, Tracee Ellis Ross, Yara Shahidi, Marsai Martin and Miles Brown. (Mesiyah McGinnis/Los Angeles Sentinel)

versity in this year's award season.

"Hollywood needs to know that this is what diversity is supposed to look like," Anderson said after his performance.

Since 1967, the Image Awards has celebrated "outstanding achievements and performances of people of color in the arts, as well as those individuals or groups who promote social justice through their creative endeavors," according to the NAACP website.

Will Smith and Jada Pinkett Smith attended the Image Awards after publicly announcing that they would not attend the Academy Awards due to the lack of diversity. After the Smiths and director Spike Lee announced their plans to skip the Oscars this year, several actors of color have been more vocal about their views on diversity in Hollywood.

"We don't need to ask for acceptance from anyone," said "Empire" star Taraji P.

Henson when she received her award for outstanding actress in a drama series. "We are enough, we've

See IMAGE, Page 10



Iconic vocalist Rihanna is set to appear in Dallas on March 6. (Photo: Wikimedia)

Rihanna hits the stage in Dallas on March 6

Global superstar, Grammy Award-winner and multi-platinum selling artist, Rihanna, announced recently THE ANTI WORLD TOUR. The tour, produced by Live Nation, will come to the American Airlines Center

on Sunday, March 6. Samsung is the presenting partner on the North American leg of the tour, while PUMA is a supporting partner. Travis Scott will be the special guest on North American dates.

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in American theatre

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"Maya Bakham El Eubral" by Maria Patricia Urbina
"Breathing Room" by Vicki Caroline Cheatwood
"A Thing Of Beauty" by Ruth Cantrell
"Turndown Service" by Sharai Bohannon
"Occupy Hallmark" by Cassie M. Selnik

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Enter to Win!
Ticket Giveaway

NDG Entertainment Ticket Giveaway!!! Visit us on Facebook to win tickets Down For #TheCount @ Bishop Arts Theatre Center.

Win tickets to the *Down For #TheCount* play festival

TeCo Theatrical Productions, Inc. is kicking off its inaugural *Down For #TheCount* play festival that gives a platform to female voices. Production dates are Feb. 26 – March 6 at 7:30 p.m. nightly for two consecutive weekends with a preview night on Thursday, Feb. 25 at the Bishop Arts Theatre Center. NDG Readers can win tickets to the upcoming event by visiting our Facebook page for a chance to win tickets for two!

The event was inspired by the Dramatists Guild of

America and Lilly Awards' study on the underrepresentation of women voices on America stages. *Down For #TheCount* will feature notable national and local playwrights including two-time Obie award winner and Tony award nominee Charlayne Woodard. The selection process was by invitation only. Following is the lineup:

- Charlayne Woodard's "Phenom," a regional premiere.
- Vicki Caroline Cheatwood's "Breathing Room,"

premiered Off-Broadway in "Cowgirl Chronicles" in Six Figures Theatre Company's Artists of Tomorrow Series at the West End Theater.

- Patricia Urbina's "Maya Baktun El Umbral," depicts a hoarding, polluting, greed-ridden humanity out of control.
- Ruth Cantrell's "A Thing Of Beauty," a mother diagnosed with breast cancer uses unorthodox methods to reach out to her daughter.
- Cassie M. Seinuk's "Occupy Hallmark," winner of the National 10-Minute Play

Festival at the Kennedy Center in 2015.

- Sharai Bohannon's "Turndown Service," a modern farce about friendship, romantic relationships, and how we let fear and insecurity turn us into less pleasant versions of ourselves.

Ticket prices are \$18 – \$30 and can be purchased by calling the box office at (214) 948-0716 or visiting our website at www.bishopartstheatre.org. Press tickets are available on opening night, Friday, Feb. 26 at 7:30 p.m.



Obie Award Winner Charlayne Woodard has a play appearing in the *Down for #TheCount* festival!

Garland Summer Musicals announces auditions for 2016 season

The Garland Summer Musicals auditions for its 34th season will be held March 19-20 at the Granville Arts Center in Downtown Garland. The season will open with the Broadway and film classic *Fiddler on the Roof*, playing June 17-26. Following *Fiddler on the Roof* will be the new Gershwin Broadway blockbuster *Nice Work If You Can Get It*, playing July 22-31.

Both productions will be under the helm of former New York Director Buff

Shurr, who is returning for his 34th season. Patty Granville is the Producer.

To make your appointment to audition, call 972-205-2790. Audition times range from 9:30 a.m. to 10 p.m. on Saturday, March 19, and 7 p.m. to 10 p.m. on Sunday, March 20.

The Dance Call will be Sunday, March 20 from 1 p.m. to 5 p.m.

Paula Morelan and Julie Russell Stanley will be the Choreographers for *Fiddler on the Roof*. Kelly McCain

will be the Choreographer for *Nice Work If You Can Get It*. Mark Mullino will be the Music Director for *Fiddler on the Roof*, and Scott Eckert will be the Conductor for *Nice Work If You Can Get It*.

Rodney Dobbs will design the *Fiddler on the Roof* set, and Kelly Cox will design the sets for *Nice Work If You Can Get It*. Other staff for the 2016 Season include: Lighting Design by Susan White; Stage Management by Morgan Beach; Costumes by Michael Robinson and Suzi

Shankle with the Dallas Costume Shoppe; Sound Design by Tyler Payne. The Master Carpenter will be Joe Murock.

Special college credit in the form of scholarships will

be available through Eastfield College for anyone cast in the shows, or wishing to do technical work behind the scenes. For further information, call 972-205-2790.

All performances will be

held in the Brownlee Auditorium of the Granville Arts Center, 300 N. Fifth Street in Downtown Garland. For ticket information, call the Granville Arts Center Box Office at 972-205-2790.

IMAGE, continued from Page 9

been enough and we always will be enough."

Creed actor Michael B. Jordan went home with two awards for outstanding actor in a motion picture and entertainer of the year. "Straight Outta Compton" received an award for outstanding motion picture.

Both films were snubbed during the nomination process for the Academy Awards.

"I'm excited to have the NAACP Image Awards to recognize African American artist and talent. But, it doesn't say to me that we don't have a role or place at the Oscars. We're not mutually exclusive. We can be here tonight celebrating each other and we can be there on the

[February] 28th," said attorney Areva Martin.

Actress Sheryl Lee Ralph noted the importance of viewing African American-branded award shows in the same light of shows like the Academy Awards.

"We shouldn't look to others to validate how wonderful and beautiful we are," Ralph said. "I am a great actress and I've been in the game for a long time. Remember, we weren't always celebrated by others that's why we created shows like this."

The show paid great attention to those in entertainment and public service. Sanaa Lathan received the award for best actress in a motion picture for her role in "The

Perfect Guy."

Pastor Jamal Bryant, Jussie Smollett of the hit show "Empire," activist group Concerned Student Collective 1950 at the University of Missouri at Columbia, and five other recipients received the NAACP Chairman's Award, which honors those with distinguished public service.

The ceremony also featured performances by Smollett, singer Alice Smith and Grammy Award-winning artist John Legend, who received the NAACP President's Award for his philanthropy.

John Legend said that, "Despite the daunting problems, I am hopeful that our generation will demand and achieve radical change in our lifetime."

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Five reasons predictive analytics make or break a CRM system

By Lang Smith

Just what exactly is predictive analysis? Simply put, it's the ability to more precisely predict a customer's future spending based on their past behaviors. Of course, there's no way to actually predict the future but predictive analysis can give companies invaluable insight that can

make or break a CRM system. If you're not using predictive analytics, your current CRM system is likely falling short in several areas. Here's why:

1. Forecasting Likely Customer Behaviors

There's an old saying in sales: "buyers are liars." Unfortunately, salespeople are forced to enter notes based on what the customer

tells them. Besides these basic notes that are often unreliable, it's almost impossible for a CRM system to determine a consumer's actual behavior. However, predictive analytics software comes with a certain level of assumptions. In this case, the assumption is the future will continue to be like the past. Often, however, behaviors

change. That's why it's critical to have a system that can not only change with your customers but also learn and adapt to their new actions to make predictive calculations based on the past, present and future behaviors.

2. Enhancing Customer Relationships

It's very difficult to build a true customer relation-

ship if you have no way of accessing and analyzing their prior behavior with your company. Unfortunately, a CRM system cannot automatically track customer actions. It relies heavily on manual human interaction and cultivation relying heavily on the accuracy of a salesperson's notes, which are often less than desirable. The most

common use of predictive analytics is, in fact, to increase and improve customer relationships. The better you know your customer, the more sales you can ultimately make. Using sophisticated algorithms to reveal how your customer behaves allows you to also better communicate with

See CRM, Page 13

PAST, continued from Page 1

month for various presentations having to do with local history of interest to African American culture. In addition, Keaton often conducts tours of the historic landmarks in the area.

"I've had people come from all over the world," Keaton says of his tour groups. "Often there'll be families in town when someone is getting married or something, but I've also had an entire bus full of people from Africa take the tour."

Keaton attracts new members and tour clients from his website (www.rbdallas.com), through his Facebook page and by word of mouth as people begin to take more interest in Dallas' early African American community.

The church being central to the early black culture in North Texas, there are other historic houses of worship in the vicinity. Near Anne Frank Elementary, completely surrounded by upscale North Dallas homes, White Rock Chapel still sits, and is still attended by a small congregation. Most of the original congregation moved to become what is now Christian Chapel C.M.E., Temple of Faith at 14120 Noel Rd.

White Rock was another settlement of former slaves from the Coit, Caruth and Obier plantations, and the first church was established in 1884. Though hidden by large homes, White Rock Creek still flows just down the hill from the church.

Keaton pulls his car to a

small drive that dead-ends between two private homes.

"There used to be a bridge here," Keaton recalls. "This is where people would cross the creek to get to the cemetery. The original church was on the other side, but then they had a flood. Some people died and they moved the church over to this side to higher ground."

For Keaton, these are more than just historic sites and remnants of a culture he hopes to keep alive; this is the landscape of his youth, now mostly hidden by modern structures.

Leaving the chapel, he weaves through a maze of

city streets, working his way around to the other side of the creek. There, he drives towards what seems like a small service alley behind a sprawling apartment complex. But the small alley keeps going, behind apartments, up a hill, and finally to a gate that opens between wooden fencing.

Inside is the White Rock Garden of Memories Cemetery. The vast majority of the graves there belong to old black Dallas families, though there is a very small section of white families buried in the back section. Keaton explains that it was originally a white cemetery, but that black families purchased the land next to it, and then expanded their lot at a later

date. Headstones dating back to the 19th century are abundant throughout.

Keaton's own family is buried there, and while telling the story he steals a few moments to clear off the brush that is encroaching on the tombstones of family members. Though the towering tops of massive apartment developments jut out above the wooden fence in almost all directions, the graveyard itself seems to keep a grip on a time when the area was rural, and the pace of life a bit slower.

Leaving the site, Keaton continues to tell the stories of even more areas of what is now one big city, each now-neighborhood with a past as a community and an origin

for many of the families who still live in Dallas today.

If a person stands atop the high LBJ/Tollway overpass, looking out across the North Dallas horizon, they would see an endless vista carpeted by large brick homes, condos and apartment buildings ... but there are holes in the carpet where history can still shine through, and if you know where to look, remnants of Dallas' original African American communities still stand as a testament to the lives that were lived as one of Texas' largest cities

moved slowly toward a new social order.

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TxDOT opens doors to local school girls to inspire careers in transportation

Few of the girls from Dallas' Irma Lerma Rangel Young Women's Leadership School can drive on TxDOT roads, but that doesn't mean that someday they won't help build them. This week the Texas Department of Transportation (TxDOT) Dallas District will open its doors to 21 young, female students to inspire them to learn more about career opportunities in transportation.

Students will receive an agency overview, tour the facility and learn about TxDOT's engineering assistance program and the distracted driving simulator. They will also hear from a transportation careers panel.

The students participate the Greater Dallas/Fort Worth Chapter of Women's Transportation Seminar (WTS) Transportation YOU program. Transportation YOU is a hands-on, interactive, mentoring program that offers young girls ages



13-18 an introduction to a wide variety of transportation-related careers. Participants build leadership skills and self confidence, while growing their knowledge of transportation as an exciting and rewarding career. The program was founded by WTS to help increase the number of women in the traditionally male-dominated fields of the transportation industry.

The Feb. 18 TxDOT tour is the first of several planned events for Rangel School students in 2016. In December 2015, participants learned about the Horseshoe Project, the massive highway construction project dedicated to im-

proving traffic flow through the heart of downtown Dallas.

Transportation YOU student Karen Devora said the December tour gave her insight on the immense amount of work a major highway improvement project requires and the roles that women can play in such projects. Classmate Brenda Castaneda said she is now considering a career as an engineer because of that experience.

To learn more about WTS and the Transportation YOU Stem Program, please visit www.wtsinternational.org/greaterdallas/transportation-you/.

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CREDIT, continued from Page 11

your customer. For instance, isn't it nice to hear your name when you walk in to your local coffee shop? Isn't it nice that they already know what you're drinking without you saying anything? On a larger scale, this is how predictive analytics enhance a company's sales efforts. Many direct marketers have it figured out, sending you offers in the mail that you are likely to actually want as opposed to the ones you consider junk. This is all done with predictive analytics. And, another great thing about predictive analytics data is that it doesn't have to be "big" at all. In fact, sometimes the data can be just a small concentrated section of just a few hundred actions.

3. Maximizing Marketing Budget ROI

If you're like most companies and have an actual marketing budget, however big or small, it's best to first make sure the audience you're targeting actually wants what you're selling. On its best day, a CRM system can only give you an educated guess. If you want to maximize your marketing dollars, solely using a CRM platform to determine the best suited marketing audience is not the best direction. But, with predictive analytics, you

can maximize your return on investment no matter the budget. For example, if you seek to spend \$10,000 on a campaign for delivery to 10,000 customers or prospects, predictive analytics will curate that audience to deliver your message to 10,000 consumers that specifically want what you're offering at the time. Conversely, CRM solutions alone have very limited filters that prevent a business owner from drill-down targeting the correct audience and, as a result, are undermining their ROI with opportunity loss.

4. Allowing

Data-Driven Decisions

The core success benchmark of any company is its numbers. A CRM system cannot show you exact sales numbers broken down by each individual customer over time with any ease. A significant amount of training is usually involved in trying to properly access and formulate these tasks. This often requires a lot of time, which means less time spent making actual sales. Fortunately, good predictive analytics software will allow you to specifically identify where all your money is being made and where the areas of your business are lacking. It should also be able to pro-

vide you with a specific customer spending list based on what you're asking for. Adept systems can actually categorize all your customer spending and break it down for you in an easy to read format that allows you to properly make future predictions.

5. Formulating Offer Intelligence

Unlike a predictive analytics platform, CRM systems cannot recommend specific offers that are unique to customer spending habits. This is a huge downside in my opinion. It is very difficult to maintain and engage repeat customers without knowing what they want. CRM solutions are mainly a lead management system but, let's be honest, who wants leads when you can have buyers? Predictive analytics not only analyze customer actions and habits but also "learns" as it goes. For instance, when an online offer is sent out to customers, or even different

offers sent to varying customer segments, a predictive analytics platform can tell you who opened a particular offer, who clicked through on that offer, who redeemed that offer and, when they did, how much that customer spent—including any upsells. The data can also be finely filtered down further to key metrics like which date and day of the week a customer redeemed a particular offer. With the rich data predictive analytics provides, customers can be sent highly meaningful offers tailored specifically to their needs and, as a result, companies can more readily build stronger customer relationships that bolster the bottom line.

Lack of quality data is usually the greatest barrier a sales-driven organization can face when deciding to implement predictive analytics. Getting the most out of a predictive analytics platform requires there is actually available data on

customer spending habits, the attributes of the products or services they're buying (other than the "people who buy this also but this" type of model), date ranges of their spending, and how much they spend on an average. Some demographic information wouldn't hurt, either. If it's really good, the predictive analytics platform will automatically track all your customer actions from start to finish. And, although it can be very difficult to find in current predictive analytics software, a really good system will also automatically capture this data

for you to automatically create unique profiles of your individual customers. With this weapon in your proverbial sales arsenal, prepare to grow your sales revenue and overall company profitability in kind.

Lang Smith is the founder of Cloud Signalytics—a first-of-its-kind predictive intelligence software platform helping major franchise auto dealerships create highly precise, individualized customer profiles to maximize sales. He may be reached online at www.cloudsignalytics.com.



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SUBURBS, continued from Page 3

ment options available in Gloucester.

Irreparable damage was done to the African American community, especially the inner city community, because of the draconian and racist "War on Drugs." Now, because the face of addiction has changed, so has public policy, and treatment options are preferred to incarceration options. Even as today's addicts are being treated more humanely, where is the compassion for the addicts of two decades ago, many who

remain incarcerated? President Obama's efforts to pardon nonviolent drug offenders are a step in the right direction toward repairing individual lives. Is there a step our nation might take to repair the lives of these individuals and their communities?

Julianne Malveaux is an author, economist and Founder of Economic Education. Her latest book "Are We Better Off? Race, Obama and Public Policy" is available to order at www.julianmalveaux.com.

BETHEL BIBLE FELLOWSHIP, CARROLLTON (A PLACE TO BELONG)

February 21, 9:45 a.m.

You're invited to our Sunday Morning "Prayer and Meditation" followed by Morning Worship Service at 10 a.m. See what God is doing through and with us; you will be blessed.

February 21, 12 Noon

How do you impact others? Join us Sunday at noon in Bible Study; Senior Pastor Woodson and Pastor Brenda Patterson will teach a series on "Design for Discipleship, Book 1 through Book 7."

Learn how to introduce others to Christ and make Him known to them; to help others know and grow in God's word; to give others clarity and direction.

February 24, 7 p.m.

Join us in Wednesday's Prayer and Bible Study Class with Senior Pastor Dr. Woodson and/or Pastor Brenda Patterson teaching a series on "Design for Discipleship, Book 1 through Book 7." Spiritual maturity is God's desire for you. It's Time to Grow; Ephesians 4:12 & 13.

Dr. Terrance Woodson, Senior Pastor
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972-492-4300
www.bethelbiblefellowship.org

CARROLLTON-FARMERS BRANCH I.S.D. (C-FBISD)

February 22, 5 p.m.

You're invited to join C-FBISD's English Language Arts/Reading Department at their First Annual African America Read-In. Elementary students read and listen from 5:45-6:30 p.m.

Middle and high school students read and listen from 6:45-7:30 p.m. at The Texas Room, Education Services Division Complex, 1820 Pearl Street, Carrollton, TX 75006. Email kellys@cf-bisd.edu or call 972-968-6100 for details.

CHRIST COMMUNITY CHURCH IN RICHARDSON

February 21, 8:45 a.m. and 11 a.m.

You're invited to our Morn-

ing Services as we worship, honor and praise God for His blessings.

February 24,

Join us at 12 Noon with Rev. Viveca Potter teaching on the Word of God; come back at 6:45 p.m. for Corporate Prayer and stay for Senior Pastor Autry at 7:30 p.m. teaching the Word of God. Our youth will come for Food and Fellowship at 7 p.m. followed by Bible Study at 7:30 p.m.

Dr. Terrence Autry, Senior Pastor
701 Centennial
972-991-0200
www.Christcommunityrichardson.org

FELLOWSHIP CHRISTIAN CENTER CHURCH IN ALLEN "THE SHIP"

February 21, 8 a.m.

Join us as we praise and worship God in the Joycie Turner Fellowship Hall, 200 West Belmont Drive in Allen; followed by our Worship Services at Bolin Elementary School in Allen, Texas 75002 and bring someone with you; you will be blessed.

February 24

You're invited to our Wednesday's 12 Noon-Day Live, Prayer and Bible Study and/or our Wednesday Night Live, Prayer and Bible Study at 7 p.m. to learn more about God's Word at the Joycie Turner Fellowship Hall, 200 West Belmont Drive in Allen. Be encouraged by God's plan for your maturity and His glory; and most of all, be prepared to grow.

February 28

Calling All Youth! Join our Hype Sunday Worship (first service only) on our main campus at 200 West Belmont Drive and be blessed.

Dr. W. L. Stafford, Sr., Ed. D. Senior Pastor
5705 Cheyenne Drive
at Bolin Elementary School in Allen 75002 for Sunday Morning Worship and the Admin. Building Address is 200 W. Belmont Drive Allen, TX 75013
972-359-9956
www.theship3c.org

INSPIRING BODY OF CHRIST CHURCH

February 21, 7:30 and/or 11:30 a.m.

You're invited this Sunday as we praise, worship, honor and magnify God's Holy name.

February 22, 7 p.m.

Join us in Monday School as we learn what God has to say to us.

Pastor Rickie Rush
7701 S Westmoreland Road
Dallas, TX 75237
972-372-4262
www.Ibocchurch.org

MT. OLIVE CHURCH OF PLANO (MOCOP)

February 21, 10 a.m.

Join us for Sunday Worship Service as we praise and worship God for His Honor and His glory. Call the church for details.

February 24, 7 p.m.

You're invited to our Wednesday's Bible Study class; you will learn what God has to say to us. Come to be encouraged by God's plan for your spiritual growth and His glory.

Pastor Sam Fenceroy
Senior Pastor and
Pastor Gloria Fenceroy
300 Chisholm Place
Plano, TX 75075
972-633-5511
www.mocop.org

MT. PISGAH MISSIONARY BAPTIST CHURCH

New Year, New Location

February 21, 10 a.m.

You're invited to join us in our Worship Service at our new home, 1020 Sherman Street in Richardson, Texas. Call the church for details.

February 22, 9 p.m.

Join us for our Intercessory Prayer Ministry and our Monday's Conference calls.

R. W. Townsend, Senior Pastor
1020 Sherman Street
Richardson, TX 75081
972-241-6151
www.dallasmtpisgah.org

NEW MOUNT ZION BAPTIST CHURCH

February 21

You're invited to join us for Early Morning Services at 7:30 a.m., followed by Sunday School at 9 a.m. and Morning Worship at 10:30 a.m.

February 24, 7 p.m.

Join us in Wednesday's Bible Study class; you will learn what God has to say to us for

our growth.

Dr. Tommy L. Brown
Senior Pastor
9550 Shepherd Road
Dallas, Texas 75243
214-341-6459
www.nmzb.org

PROFESSIONAL ACHIEVERS COMMUNITY EXCELLENT (PACE)

February 21, 3 p.m.

PACE presents its 2016 African American Read-In at the Josey Ranch Lake Branch of the Carrollton Public Library. There will be readings and recitals from PACE members and local youth.

Free new and slightly used books will be given away to children in the audience. Books have been provided by PACE members, members of the public and a generous donation from Friends of the Library. Light refreshments will be served. Contact Tracey Richardson for book donations or information at pacemaster@pacedfw.org. or call 469-585-6844.

SHILOH MBC IN PLANO

(WHERE COMMUNITY BECOMES FAMILY)

February 21, 10 a.m.

Join us as we praise and worship God in our Morning Worship Services. You will be blessed.

February 24, 7 p.m.

You're invited to our Wednesday's Bible Study to learn more about God's Word. Come and be encouraged by God's plan for your maturity and growth; it's all for His glory and His honor.

February 27, 9 a.m.

You're invited to join the Women of Shiloh for their Annual Prayer Breakfast; the guest speaker is Minister Louise Moorehead. Call the church for details.

Dr. Isaiah Joshua, Jr.
Senior Pastor
920 E. 14th Street
Plano, TX 75074
972-423-6695
www.smbcplano.org

WESTSIDE BAPTIST CHURCH, LEWISVILLE

February 21 7:45 and 10:45 a.m.

You're invited to join us for Sunday Morning Worship as we praise and worship God for His many blessings.

Minister Thomas Bessix
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Black History Month continues



Sister Tarpley

Send email to: businessoffice@northdallasgazette.com to sign up for Sister Tarpley's weekly electronic newsletter.

Some facts and accomplishments of Black people. Various readers mentioned that they had learned a lot of Black History facts from reading my columns during the month of February. Other facts will be some that I didn't list last year.

LITTLE KNOWN BLACK HISTORY FACTS: (By Tom Joyner, Radio Personality and Dr. Henry L. Gates, Writer. These facts were published by McDonald's Corporation. (Copyright 2000)

Henry T. Sampson invented the Cellular Phone on July 6, 1971. G.T. Sampson invented the Clothes Dryer on June 6, 1862. Alexander Miles invented the automatic Elevator doors on October 11, 1867. T. Grant invented the Golf Tee on December 12, 1899.

On January 18, 1958, Willie O'Ree (a brilliant right wing hockey play) became the first Black man to play in the National Hockey League (NHL), playing with the Boston Bruins.

John Brown Russwurm was one of the earliest Black students to graduate from college, received a degree from Bowdoin in 1826; and with Samuel Cornish, founded the first Black newspaper, "Freedom's Journal." The first issue appeared on March 16, 1827 with a strong civil rights stand.

Paul L. Downing invented the Mailbox on October 27, 1891. Langston Hughes, Poet and Playwright (1902-1967) (a postal stamp was made to honor Hughes).

Aaron Douglas painted extraordinary pictures, and sculptor Augusta Savage turned stone into portraits.

The whole country was moving to the rhythm of a Black dance called the "Charleston." In politics, Marcus Garvey was calling for Black self-reliance and identification with African heritage.

W.E.B. Du Bois was fighting against segregation and for civil rights for people of color. This much energy, talent, and creativity infused the whole nation with a unique new vigor and originality.

George Washington Carver was a prominent American scientist and inventor in the early 1900s. Carver developed hundreds

of products using the peanut, sweet potatoes and soybeans. He also was a champion of crop rotation and agricultural education.

Reading this column today, it is good to know that The Stone Churches of

Lalibela in Ethiopia is one of the architectural wonders of the world. A group of eleven buildings, they are hewn from volcanic rock.

But, they are not carved from stone standing above ground. Astonishingly, they

were cut into the earth, so that what one first sees is their roofs—level to the ground.

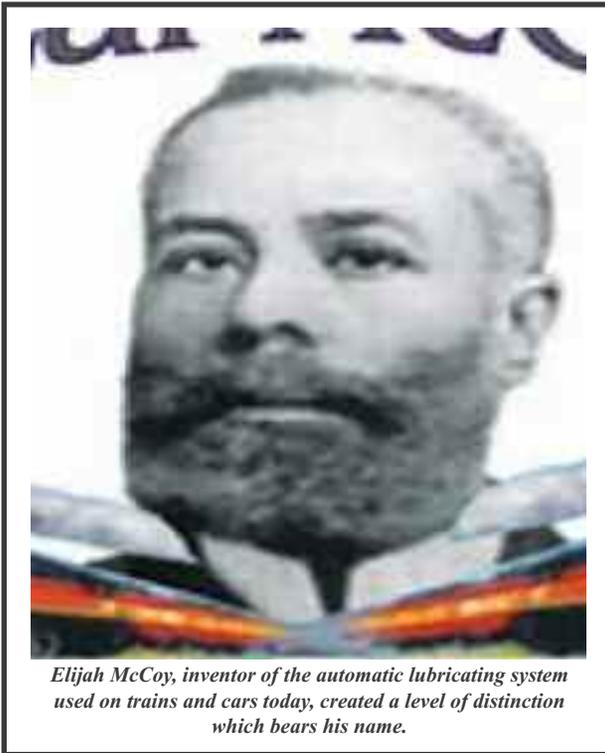
It is said that the churches date from the twelfth century. Their original purpose is unknown, but the network of underground passages suggests they could have been either palaces or fortifications.

The religious tradition is that they were built by angels in one night during the reign of King Lalibela, one of the early members of the Zagwe Dynasty. They now house Ethiopian Orthodox monks and a collection of

Christian art treasures.

In the spring of 1721, when a smallpox epidemic erupted in Boston, killing nearly 1,000 people; Africa born Onesimus, a house slave owned by Cotton Mather, one of the leading ministers of colonial New England, told his master about "buying the small-pox."

The inoculation he remembered from Africa, in which people infected themselves with the disease in order to create immunity. Does this remind you of our "Flu Shots" of today?



Elijah McCoy, inventor of the automatic lubricating system used on trains and cars today, created a level of distinction which bears his name.

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NDG Book Review: Slaves in the White House were *The Invisibles*

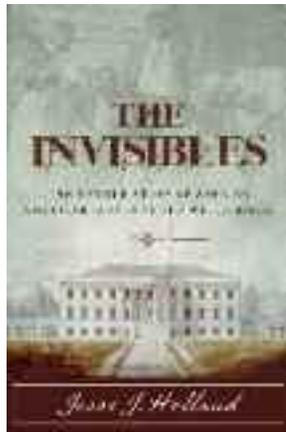
By Terri Schlichenmeyer

If the walls could talk, imagine what they'd say.

They'd reminisce about family meals, holidays, celebrations and romance, take sides in arguments, and watch children grow. If those walls could talk, they'd tell of triumph, disappointment, beginnings, and endings. And, as in the new book, "The Invisibles" by Jesse J. Holland, they'd talk of freedom and history.

When Barack Obama moved into the White House in 2009, he was, by far, not the first black man to live there. From the beginning, as soon as America had a president, there were slaves residing in the Executive Mansion; in fact, says Holland, "ten of the first twelve presidents [were] slaveholders at some point in their lives."

When George Washington



fought in the Revolutionary War, his "favorite" slave, Billy Lee, went with him so it was natural that Washington would bring Lee to New York, to the first presidential mansion. Lee reportedly loved New York but when he suffered physical disabilities, Washington summarily replaced him, sending him back to Mt. Vernon where Lee was later one of a handful of slaves who comforted Washington as he died.

As a child, Oney Judge

was brought up to learn sewing at Martha Washington's knee. Years later, Washington would say that she thought of Judge as a "surrogate daughter," but she was more than willing to give Judge away in order to keep her enslaved. Judge, by the way, was one of a few slaves known to have escaped from a president.

Thomas Jefferson brazenly took a slave to France, where slavery was disallowed; the slave, who was the brother of Jefferson's "concubine," Sally, did not try to escape. When Dolley Madison fell on hard times after leaving the White House, her husband's former slave gave her money. Andrew Jackson kept slaves in the White House stables; they were jockeys and Jackson loved racing ponies. James Monroe spoke out against slavery, even as he owned slaves. Andrew John-

son possibly had a "colored concubine." And just one ex-slave of a president was "honored by a holder of that office."

Wow.

Please practice saying that word – "Wow!" – because you'll need it even more when you start reading "The Invisibles."

In just under two-hundred pages, author Jesse J. Holland packs so many interesting stories, so many jaw-dropping facts that, even though there were small errors and minor repetition, I very much regretted this book's shortness. Holland's storytelling skills have a way of making a reader hungry for more, and the tales he tells are surprising and even inspirational.

Some of those tales – mixed in between those of the presidents' slaves - precede the White House, to look at slavery from the na-

tion's very beginning, even before there was a president. That's where we learn that an African immigrant was the owner of the first legal slave...

Admittedly, die-hard historians might not find much

new here, but I simply couldn't put this book down.

If you want something that's short on pages but long on interest, "The Invisibles" is the one you'll be talking about.

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STORY, continued from Page 2

spurred him on, "I have a lot of faith and I had to trust that God would not put me in a situation without the tools I needed to be safe. I have a lot of upper body strength, and a lot of physical discipline in

my body. I was ready for the air space. and I had to trust that."

The creative artist in Story helps him to push the boundaries of aerial ballet continually exploring,

"How can I incorporate this into concert dance, versus just in the realm it is usually used in," such as the Cirque du Soleil shows.

DBDT fans will have an opportunity see Story's latest piece when DBDT dancers Kayah Franklin and

Sean J. Smith perform in the dance The Parts They Left Out choreographed by him at the Cultural Awareness series Feb. 19-21 at the Wyly Theatre in Dallas Arts District.

For ticket information, visit www.attpac.org.



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