

Lighting The Road To The Future

New Orleans

Data

News Weekly

"The People's Paper"



**Data
Zone
Page 8**

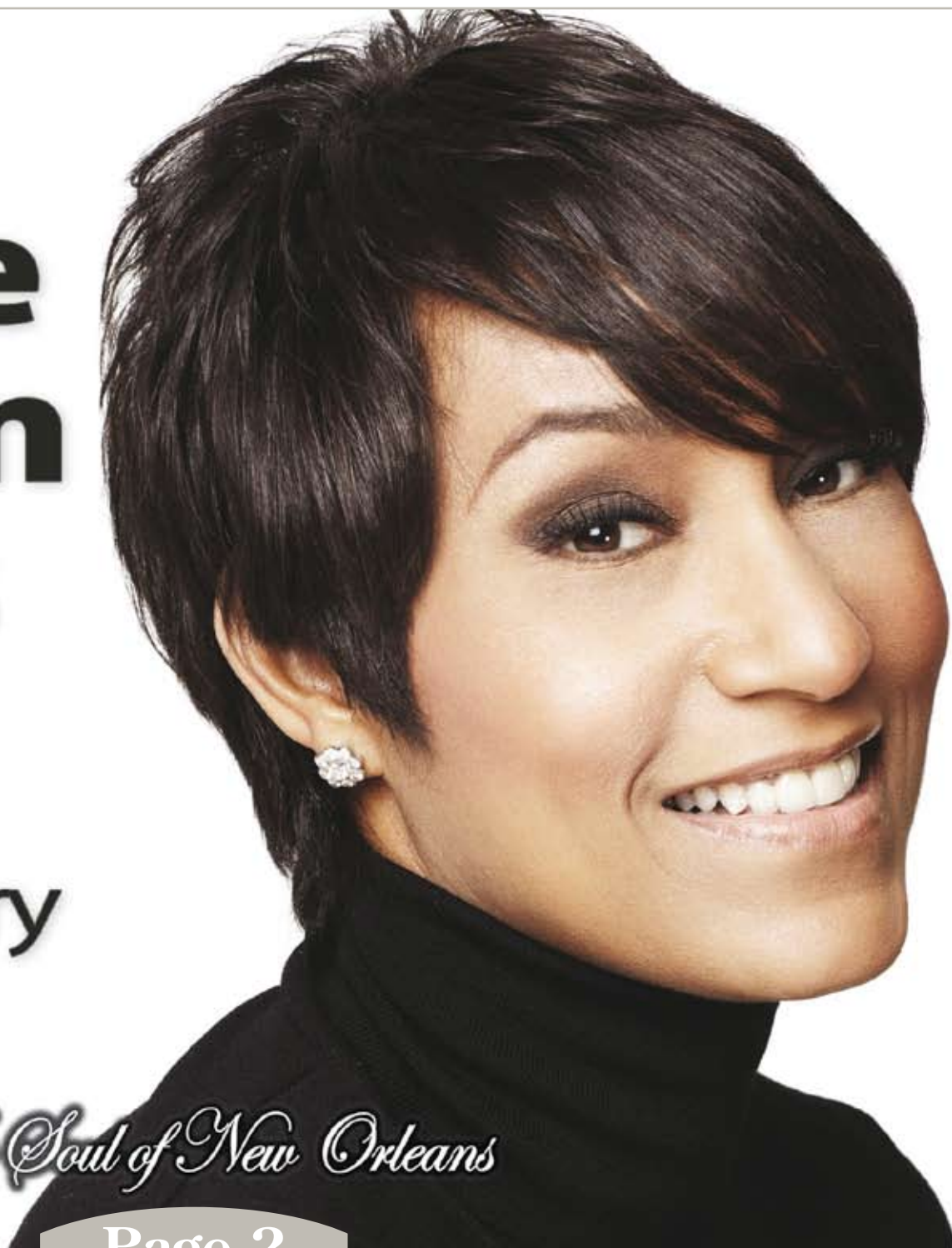
**Zulu's Go
Hollywood**

February 26 - March 4, 2011 45th Year Volume 38 www.ladatanews.com

Desiree Glampion Rogers

Portrait of
a 21st Century
Woman

The Soul of New Orleans



Page 2



Trailblazer

Dr. Dwight McKenna

Page 4

Charles Rice
New Leader
Lighting the Way



Page 6

Desiree Glapion Rogers

Portrait of a 21st Century Woman



Johnson Publishing Company CEO and New Orleans Native Desiree Rogers

Edwin Buggage

I Am Woman

For centuries women have been relegated to the back doors and backrooms of the American experience. While historically this was the case for all women, the plight of the African-American woman was far greater as access to the doors of opportunity were closed to them. The dual dilemma of sexism and racism, seemed to perpetually lock the doors of progress. For the African American woman the promise of life, liberty and the pursuit of happiness, was essentially a check marked "insufficient funds" that could not be cashed in the bank of fairness, equality and morality. But through centuries of struggle the glass ceiling is being shattered every day as bastions of women are peppering the landscape of America and they now outnumber men in the workforce and college enrollment. Today, women have made monumental gains, competing on the playing field with men and occupying seats in every sector of the U.S. economy.

Female C.E.O. and the New Power Equation

One such woman who has come to embody this new spirit of boundless possibilities is New Orleans native Desiree Rogers, who presently is the CEO of Johnson Publishing. The complete package, she possesses beauty, brains and brilliance. She has had a stellar career as the first African-American Female President of People's Energy along with other important posts including being part of President Barack Obama's cabinet. Armed with an MBA from Harvard, with corporate execs and the First Lady on speed dial on her Blackberry and balancing mother-

Cover Story, Continued on next page.

INSIDE DATA

Cover Story	2	Data Zone	8
Trailblazer	4	Commentary.	11
Newsmaker	6	State & Local News .	12

DATA NEWS WEEKLY

P.O. Box 57347, New Orleans, LA 70157-7347
Phone: (504) 821-7421 | Fax: (504) 821-7622

editorial: datanewseditor@bellsouth.net | advertising: datanewsad@bellsouth.net

Terry B. Jones
CEO/Publisher
Glenn Jones
VP Advertising & Marketing
Cheryl Mainor
Managing Editor
Edwin Buggage
Editor
Dionne Character
Arts & Entertainment Editor
Melanie Mainor
Copy Editor Intern
June Hazeur
Accounting

Contributors
Edwin Buggage
Dionne Character
Gary L. Flowers
Leo Goetz
Judge Greg Mathis
Glenn Summers

Art Direction & Production
MainorMedia.com
Editorial Submissions
datanewseditor@bellsouth.net
Advertising Inquiries
datanewsad@bellsouth.net

Please call (504) 309-9913 for subscription information. Dated material two weeks in advance.
Not responsible for publishing or return of unsolicited manuscripts or photos.

Cover Story, Continued from previous page.

hood, she is as the Chaka Khan hit claims boldly, "I'm Every Woman."

While Rogers has achieved much in her life, she truly believes it is serving others that give the most rewards out of life. "We are in a selfish age where people are more concerned about what they will get out of something. We have to get beyond this and pull together to be able to build for future generations and get those things that are important to us, I feel we are at a crossroads," she says of the current state of the world."

She was also part of the whirlwind ride that re-shaped American History and was a true test of new racial realities and possibilities of America. As part of Team Obama she saw her friends emerge and make history. On being on the front row of history she says, "It was amazing to see and be part of something that changed the world, people from all over the globe were engaged in politics in a way they have never been before, and it was exciting to see my friends emerge victorious." As for its historic significance and its meaning, "I see that in regards to issues of race and gender the barriers that once existed today aren't as relevant."

In her role as CEO of Johnson Publishing she has the charge of taking the historic

brand to new levels to find a new way to marry commerce and the civic responsibility. This is something that has been part of the legacy and business model of Johnson Publishing but now Rogers must reshape it for the 21st Century. "We will attempt through our publications to pull people together, making them more engaged and letting them know they could be part of the solution to problems that ail society." Continuing she says, "Everyone can make a difference it doesn't have to be always about money, it could be time, or counseling someone in your neighborhood, maybe spending time with an elderly person in your community or spending time reading a book to your child at night. There are things we can always do. I hope that what we can do with our magazine is re-energize and inspire people. I feel empowering yourself is the new movement so ask yourself what you can do," says Rogers.

What Does It Mean to Be From New Orleans

Being from New Orleans is all about caring and sharing. Even in the midst of all the problems of the city there is a spirit of kinship among the people. What is dawning on half a dozen years after Katrina citizens



Johnson Publishing CEO Desiree Rogers with R&B superstar Mary J. Blige

Continued on page 14.

att.com

*the power
of now*

It's what you need for how you live.

At AT&T we're committed to bringing you the innovative communications services you need, when you need them. We can help you stay in touch with family and friends. It's what we do—now, and always.

Rethink Possible



Dr. Dwight McKenna

Writing a Prescription for a Life of Love and Uplift for the Community

by: Edwin Buggage

Dr. Dwight McKenna is in the business of healing people. As a medical doctor he sees patients and helps them heal their bodies, but as an advocate of education and community empowerment he is on a mission to heal their souls. Today he is a success, but those seeds that would later blossom into full bloom were planted very early in his life, "My parents were both educators and provided me with a strong foundation and gave me a work ethic that made me always strive to be the best at whatever I do," says McKenna of what has been a life of setting high goals and being dedicated to service.

Starting his medical career at Flint-Goodrich Hospital and later locating his private practice in Central City he says, "I have always been connected to the community and wanted to use what I was given to serve those most in need," says McKenna, "My commitment in whatever I have done in my life has been about helping to inspire others to be better citizens and work to leave the world a better place for our children."

McKenna is a patron of the arts and has dedicated a space for African-American Artist, The George and Leah McKenna Museum of African-American Art named for his parents. "I wanted to provide a venue for those who didn't have many places to show their work, I am passionate about promoting young people and to continue the traditions of excellence in the arts that so many in our community possess," says McKenna. Over the years he has worked with Jerome Smith of Tambourine and Fan on many initiatives aimed at helping the city youths, "I respect and admire the work of Mr. Smith and how he has dedicated his life to activism and working with inner city kids giving them hope," continuing he says, "Because it is the lack of hope that is the cause of so many of the problems in our community."

While running a successful medical practice may have been enough for some, McKenna wanted to serve in a greater capacity, and as a person who sees a correlation between the attainment of education and success in life. This is his passion and purpose. McKenna served on the Orleans Parish School Board for six years, spending one as its President. Outspoken and not known to mince words in



regards to the importance of education. "Education is the key to success for our young people; it is the one thing that will level the playing field and give our young people the tools to compete economically in the city."

Since leaving the school board he continues to dedicate his time to educational causes, one is at his Alma Mater, St. Augustine High School, an institution he credits along with his parents that gave him the foundation to strive for excellence. "Today I still

work with many schools, but primarily with St. Aug and helping in whatever way I can to assist the school to fully recovering after the devastation of the storm." He says of his mission today, "I want our community to be able to get to a point where celebrating success is not the exception but the norm, where we can all strive to be our best selves and focusing more on educating the next generation is essential in us achieving this goal," says McKenna.

Dr. McKenna's has led a life he feels can be a lesson for young people and inspire them to reach higher in addition to helping them build character. For sometimes facing the challenges of life he feels are the things that make us stronger. As he begins his words are inspirational maxims that are his prescriptions to the community's health on many levels: mentally, spiritually, financially and educationally etc., He begins by saying,

"In life we all have our struggles, our ups and downs and tragedies sometimes befall you but you can recover."

Continuing his litany of words ringing like a liturgical prayer, "The measure of a man is not when things are going well, but when things are not going well and how he handles it." For his service as we end Black History Month we honor him as our February Trailblazer.

JMJ
Joseph M. Jones
Continuing Education Fund



at&t

“If you lose hope, somehow you lose the vitality that keeps life moving, you lose that courage to be, that quality that helps you to go on in spite of all. And so today I still have a dream.”

– Dr. Martin Luther King Jr.



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE PLACE TO LEARN.



REGISTRATION OPEN FOR THE 2011 SCHOOL YEAR

For grades Pre-K through 8

DRYADES YMCA

JAMES M. SINGLETON CHARTER SCHOOL

2220 Oretha Castle Haley Boulevard
New Orleans, LA 70113
504 568 3466

www.dryadesymca.com

Charles Rice

Carrying the Torch to Light the City

Last week Data News Weekly highlighted young leaders in various fields of endeavor, making tomorrow's history today. In the spirit of our continued effort to be the torch that lights the city to a brighter future by spotlighting the positive things and people in our community; in part two of our series we have an exclusive interview with Entergy President and CEO Charles Rice.

DNW: What would you say is the greatest thing that has contributed to your success?

CR: Undoubtedly, my parents have been the strongest influence in my life. In addition to living the example and being the best at what they could be, they always demanded excellence in me. I am extremely grateful to them for instilling in me the keys for my success. My parents helped me realize that education, goal setting, striving for excellence and perseverance were necessary to achieve anything in life.

My ROTC Instructor Damon Marshall was also a great influence. Before I was commissioned as a Second Lieutenant in the U.S. Army, Col. Marshall taught me about the value of relationships. Although it seemed a simple lesson, I continue to see in my personal and professional life how important it is to make connec-

tions and nurture relationships – especially in a world with so many distractions.

DNW: What are some of the greatest issues facing New Orleans and how should they be addressed?

CR: I live and work in this great city and we have so much to be proud of since Katrina, but we all have a vested interest in making New Orleans safer for its citizens.

Safer streets mean a stronger community, and that's why Entergy New Orleans made a \$1 million donation to the city in December that will help support the New Orleans Recreation Department and the New Orleans Council on Aging. The contributions will help in efforts to improve facilities, programs and services that will help our young children stay active and deter from crime, while helping our senior community members thrive. Entergy New Orleans also recently donated \$10,000 to the New Orleans Police Department's Narcotics Unit to fund an upgraded computer system that will strengthen efforts to fight drug trafficking and drug-related criminal activity in Orleans Parish.

With Entergy New Orleans' special relationship with the city government, the company has also been able to play an impor-



Entergy President and CEO Charles Rice

tant role in the successful rebuilding, growth and revival of New Orleans through economic development. Our economic development team focuses on retaining, growing and attracting new businesses in local areas. It provides guidance to business prospects on various local, state and federal tax incentives and grant applications, as well as assistance with infrastructure and special power needs. Just in 2010, Entergy New

Orleans played a part in five major announcements bringing more than 1,000 new jobs and \$100 million in new investment.

And besides our corporate donations and employee volunteer hours contributed to local schools, I also take personal accountability to improve our education system by serving as the President of the Board of Trustees of the Algiers Charter School Association. We need to understand more than ever that strong schools are the centerpiece of this rebirth of New

Orleans.

DNW: As a person who has been in politics, law and business what are your feelings about the condition of urban Black men and what can be done about it?

CR: We need to "uplift" our young men by helping them to improve socially, intellectually and morally through mentoring. We need to teach them to grasp education as one of the steps of the ladder of success. They should

also respect themselves and each other. And we must teach them the true value of finance and fatherhood. Too often the measure of success is the car we drive or the square footage of our home. Our measure of success should be the legacy we leave behind to our children and grandchildren.

DNW: Where do you see yourself in the next 10 years?

CR: I see myself living in New Orleans with my beautiful wife and my children having graduated from college, and continuing to contribute to the ongoing success of Entergy and this great American city.

DNW: Talk a little bit about your life and your journey and what can a young person learn from it?

CR: My life is proof that no one should underestimate the value of perseverance and hard work. And while some might think that being a President and CEO is success and I've reached a plateau, I see success as a lifelong journey and a continuous learning process. Just look at my recent enrollment in Tulane University's Executive MBA Program. It's funny though...now my children are checking up on me while I am doing my homework.

Homeowners to begin receiving Homestead Exemption forms in mail

Assessor Williams asked that they be returned immediately

Property owners will begin receiving their 2012 Homestead Exemption Applications in the mail. For the \$7,500 Homestead Exemption to be applied to the assessed value of one's domicile, the form must be signed and returned by the homeowner as soon as possible, said Assessor Erroll G. Williams.

As required by state law, all property, residential and commercial, will be re-valued in Orleans Parish for the 2012 quadrennial re-assessment, said Assessor Wil-

liams. It is important to keep your homestead exemption current.

"I am currently working with members of the New Orleans Legislative Delegation to pass a state law which will make the homestead exemption permanent effective in 2013 and for subsequent years" said Assessor Williams. "The current law requiring homeowners to reapply annually is costly, inefficient and unnecessary."

The mailing contains a two-part form. The first form (Part A)

is the 2012 Homestead Exemption Application; the second part (Part B) is the 2012 Special Assessment Application for homeowners who are 65 years of age or older, or for homeowners with a permanent disability and whose adjusted gross income is \$65,891 or less. Homeowners with a permanent disability must apply annually for the Special Assessment. Those who qualify for a Special Assessment will have their property assessment frozen at a fair market value. Please note that you cannot

have a Special Assessment freeze on a property that has a damage assessment valuation, said Assessor Williams.

The State Constitution guarantees a Homestead Exemption for each eligible Louisiana homeowner. The Homestead Exemption was set by voters in 1980 at \$75,000 of market value (\$7500 of assessed value) and is covered by Article VII, Section 20 of the Louisiana Constitution. According to the State Constitution, 10 percent of the fair market value of your

home can be assessed for property taxes. The Homestead Exemption is permanent for as long as the individual owns and resides at that property in Orleans Parish. Only one Homestead exemption can be granted per home that is owned and permanently occupied as a domicile by a resident in Louisiana.

For more information, call Assessor Williams' office (504) 658-1300.

My Medicare Health Team



“Thanks for all your services. They could not be any better.
I’d say thanks and thanks again. Thanks to Peoples Health.”
— *Julia Edgerson, Peoples Health plan member*



Your **Medicare Health Team**

www.peopleshealth.com

1-800-398-5672

TTY/TDD users call 1-866-475-6868
Monday through Friday, 8 a.m. to 6 p.m.

Si prefiere discutir sus opciones de Medicare en español, favor de llamar al 1-800-226-4290

Peoples Health is a Medicare Advantage organization with a Medicare contract.

Zulu Travels To Hollywood

Lundi Gras Festival 2011



Dionne Character, Author
Entertainment Editor & Columnist

Zulu Social Aid & Pleasure Club will be hosting its Annual Lundi Gras Festival on March 7, 2011, as King Zulu will meet King Rex on the Banks of the Mississippi in Woldenberg Park along with all of the Characters, Members, Board of Directors and the President, joining to Hail Mardi Gras Royalty in

this year's theme "Zulu Travels To Hollywood."

The line-up for the Lundi Gras Festival will include The King Zulu Stage, featuring Herbert McCarver & Pin Stripe Band, Bucktown All Stars, Bobby J & Stuff Like That Band, Bruce Barns, SunPie & Louisiana SunSpots, Charmaine Neville with R Houston & M. Miller, Jeff Floyd and Rockin Dopsi. The Golden Nugget Stage will include Zulu Ensemble with Guest Artists, Cool Joe Davis, Benny Turner, Walter Waiters, Ed Perkins and Big Al Carson. For the youth, The Frito Lay Stage will feature Sophie B. Wright High School, Heat Index, Kourtney Heart, Kris Baptiste and III Kings, featuring B.A.R.S., Cashmere and Young Beast, who will be performing together for the first time collectively, closing with an original performed with Hot 8



Brass Band.

This Lundi Gras Festival will also feature for the first time, a Special Marine Air Show for spectators. Zulu will also have on display the 2011 Buick Regal which will be raffled off during the Lundi Gras Festival. Join Zulu So-

cial Aid & Pleasure Club as they continue to "Let The Good Times Roll" from New Orleans all the way to Hollywood.

Dionne Character can be reached at www.dionnecharacter.com.

New Orleans' Trombone Shorty Shines at Grammy Pre-Party

Photos by Leo Goetz

As the birthplace of Jazz, New Orleans is a city known as a musical powerhouse with many talented artists. Today Trombone Shorty is a star on the rise becoming an international phenomenon working

with Lenny Kravitz on his latest album. Recently, he rocked out at a Pre-Grammy party with the Roots, many from the world of television, film and music was on hand during this star studded affair.



Angela Bassett and Trombone Shorty



Second from left: New Orleanian reality show star Ashley Walker and friends at Pre-Grammy party in Los Angeles.



L-R: Todd James, Trombone Shorty, and New Orleans Jazz Fest Foundation Vice-President Demetric Mercadel



L-R: TV Personality Farnsworth Bentley, Actress Faune A. Chambers, friend, Radio Personality Guy Black, Trombone Shorty

Shoot Ya Best Shot!

The Eunice Johnson Retrospective

Photos by Glenn Summers

Eunice Johnson was a pioneer in the world of fashion and philanthropy. Her brainchild the "Ebony Fashion Fair" Fashion Show was the original party with a purpose where women got together with grace and style showcasing the best in the world of African-American beauty. The Eunice Johnson Retrospective, a traveling showcase of many of the beautiful fashions that graced the runway was recently on display in New Orleans as part of a 10-city tour with Macy's. Johnson Publishing CEO and New Orleans native Desiree Glapion Rogers was on hand at this stellar event that was done with style and class. A who's who of people was in attendance and Data News Weekly was there.



Ms. Black Louisiana State Pageant Director Tiffany Magee and 2011



Former Zulu Queens



Mother Joyce Glapion, Desiree Glapion Rogers, and brother Roy A. Glapion

Burnell Moliere's Black History Month Speech

Burnell Moliere, CEO, AME Disaster Recovery Services gives compelling Black History Month Speech at Stronger Hope Baptist Church on Sunday, February 20th. This is an annual event.



Shoot Ya Best Shot!

At Xavier Prep Academy

Xavier Prep's Annual Star Studded Fundraiser was a huge success held on Saturday, February 19th at the school.



Improve Infrastructure, Create Jobs



Judge Greg Mathis
NNPA Columnist

Mathis' Mind

You have no doubt heard a lot about President Obama's proposed federal budget in the news lately. With an eye toward

reducing the nation's trillion plus dollar deficit, the President suggests some difficult to swallow budget cuts while still investing in America's future. It's not much different from what a struggling corporation would do, or a family. One of those proposed investments would not only modernize our nation's highways and railways, it will also create millions of jobs.

During the last several years, bridges across the U.S. have collapsed, gas lines have exploded, and streets have deteriorated to unsafe levels. The President proposes that we shore up our infrastructure and put Americans to work at the same time. How? By spending just over \$50 billion to build a high-speed rail system and by investing slightly more than \$330 billion in our nation's highways. Obama's advisors estimate the plan would create more than

five million construction jobs and 10 million additional jobs in related industries.

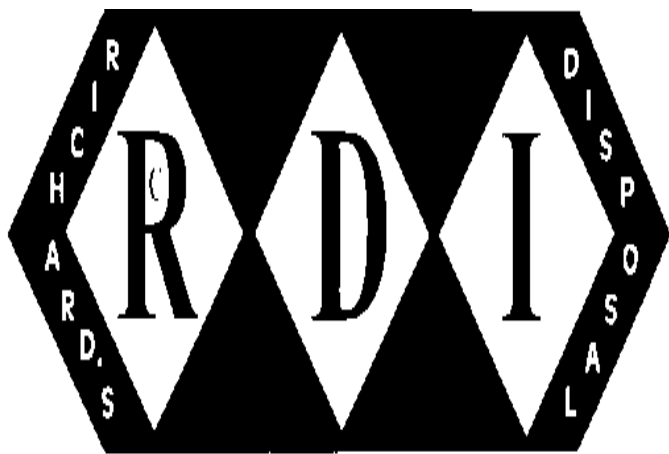
Yes, this is a lot of money. However, investing in America and its infrastructure is the smart thing - the right thing - to do. Americans will be able to travel from place to place, knowing that bridges and roads are sound. High-speed rails will connect towns and cities and, over the long-term, improve our environment, since there will be fewer cars on the road. Lastly, the new jobs this investment will help create will bring the unemployment rate down from its record high levels.

Of course, the proposal has its critics. They say there's no way the government can pay for it. The President thought of that, too. Currently, the gasoline tax raises about \$35 billion a year. That money is used to pay for highway projects. The President

wants to use that fund to offset the infrastructure projects and raise additional revenue through various other taxes and tolls.

There is no doubt that the President's plan is a strong one, with past success to back it up. The 2009 stimulus package included more than \$130 billion in infrastructure spending; this spending created eight million jobs. So, we know this is the right way to go. Money spent now, would improve the economy - and our bridges and roads - and position the country for a more prosperous future.

Write your Congress men and women; tell them to support the President's plan to create jobs by improving our nation's infrastructure. Visit www.usa.gov if you need help locating your elected official's contact information.



*Thank You for supporting us in
our fight to be equal and
maintain our contract to serve
YOU the people of New
Orleans and the surrounding
areas.*

**Richard's Disposal celebrates
Black History Month**

*"When you are right you cannot be too radical; when you are
wrong, you cannot be too conservative."*

Martin Luther King, Jr.

Long-Awaited Moment Finally Arrives St. Mary's Academy Students To Have Classes In New School

It's been five years since Hurricane Katrina destroyed their campus but on Monday, February 21, St. Mary's Academy middle and high school students began taking classes in their brand new state-of-the-art classrooms.

"The entire Maryite Family is extremely excited that this moment has finally arrived," said St. Mary's Academy Principal Sr. Jennie Jones, SSF, adding that it has been a long and arduous process to get to this point. "While the road has not been easy, we have remained steadfast and faithful that this day would come to fruition."

Since the Hurricane, St. Mary's Academy has operated in several locations. In 2006, the school



St. Mary's Academy

joined with St. Augustine High School and Xavier Preparatory to form the MAX School for one year. In August of 2006, as part of a gen-

erous gift from the Archdiocese of New Orleans, St. Mary's Academy moved its classes to the former St. James Major School, located at 3774 Gentilly Blvd. The school also expanded its curriculum to offer classes for Pre-k-4 through 5th grades to help accommodate students and families displaced by Hurricane Katrina. The elementary and middle schools became co-educational while the high school continued its legacy as an all-girls private school. Operating with 620 students, the school successfully accommodated many of the city's displaced youth.

In the fall of 2007, St. Mary's Academy returned to its Chef Menteur Highway campus. Modular buildings housed students in Pre-k-3 through 12th grades while the rebuilding of the permanent campus took place.

The new 100,000 sq. ft. campus boasts 31 state-of-the-art classrooms and connecting wings. Each classroom is equipped with SMART Boards, DVD's and televisions and touch enabled computers. Additional highlights include Physics, Chemistry, Biology, Language and MAC labs, band and chorus rooms, a piano lab, fully customized library, bookstore, Student Union Café and gymnasium.

CONGRESSMAN CEDRIC L. RICHMOND

DO YOU NEED HELP NAVIGATING FEDERAL AGENCIES? WANT TO VOICE YOUR OPINION ON FEDERAL ISSUES?

Congressman Cedric L. Richmond's offices are open and able to help. Call or visit either office Monday through Friday from 8:30 AM until 5:30 PM for assistance.

*If you requested assistance prior to January 2011, please contact our office to restart your case.
No files were transferred from the previous administration.*

New Orleans

2021 Lakeshore Dr.
Suite 309
New Orleans, LA 70122
(504) 288-3777

Gretna

200 Derbigny St.
Suite 3200
Gretna, LA 70053
(504) 365-0390

Washington, DC

415 Cannon House Office Building
Washington, DC 20515
(202) 225-6636

SECOND CONGRESSIONAL DISTRICT OF LOUISIANA





Celebrating **BLACK HISTORY MONTH**

**A legacy of leadership.
A vision for the future.**

The Rhodes Family

Throughout the past 125 years, thousands of Louisiana families have selected Duplain W. Rhodes Funeral Homes as their provider of professional and caring funeral services, the leading family-owned funeral home in the state. Mr. Rhodes Jr. often told the story of how his father created The Rhodes Undertaking Company out of nothing, after the Civil War . . . This innovation supports the legacy of innovation and progressive thinking first offered by the founder, Duplain W. Rhodes, way back in 1884.



Madam C.J. Walker (1867 – 1919)

Entrepreneur, Philanthropist, Social Activist

“I am a woman who came from the cotton fields of the South. From there I was promoted to the washtub. From there I was promoted to the cook kitchen. And from there I promoted myself into the business of manufacturing hair goods and preparations....I have built my own factory on my own ground.”

Madam C.J. Walker, National Negro Business League Convention, July 1912



504-520-8331

9641 Old Gentilly Rd. • New Orleans, LA 70127

www.MetroDisposalService.com



CS, Continued from page 3.

still struggle to regain a sense of normalcy. Desiree Rogers has not lived in New Orleans for over twenty years, but the destruction devastated her family and affected her dearly. "My mother's house was destroyed and my immediate family moved to Chicago for almost a year. My brother who is an engineer stayed back with the rebuild so we worried about him. It's impacted us in a significant way. It was truly a difficult time to be uprooted with the clothes on their back," says Rogers.

Rogers reflects back on the last few years of heart-wrenching visits to a city she loves and reminisces on fond memories of a childhood of fun and laughter; to see it transformed and washed away and what remained were muck, debris, blight and chaos were heartbreaking. Of her recent visit she says she is encouraged by what she sees as progress and the spirit of hope emanating throughout the city, "It's hard coming back I have to say, but I am at a point

where I have turned the corner and see the growth, I see new construction, the spirit and liveliness of the people that is not forced, I see the resilience," says Rogers of her native city. "The city is getting its rhythm and its soul back. I even have a list of places I want to go to and new neighborhoods, I am excited."

As the daughter of a New Orleans City Council Member Roy Glapion who is now deceased and Educator Joyce Glapion she has always been civic-minded, while at the same time being part of the social scene, serving as Queen of the Zulu Social Aid and Pleasure Club. She says, the lives of New Orleans people in spite of the problems we find a way to put a good spin on it, to put the smile on it. She says, the people of the city are an inspiration and shows the face of resilience for a nation, "It is an incredible jewel in the world and an amazing city. And no matter where I travel I will always be a New Orleanian."

Survivor

As a woman who seemed to live a charmed life powerful, beautiful and intelligent Desiree Rogers had it all. Tragedy struck when she was diagnosed with breast cancer in 2003; today she stands as a survivor and advocate helping other women. Life threatening situations changes many people's perspectives on what's important. It is one of those things that lead to self-reflection, "Every day I learn something new, and work on myself," she remarks on her life. Talking about the place where she presently is in her life, "I am learning how I want to spend my time as opposed to how others want you to spend that time and that is a liberating and empowering feeling." Speaking of her newfound place of tranquility, "Peace of mind is being comfortable at what you're doing because you realize you have only one life to live and I don't want to live with regrets, I am in a very good happy place."

In life we all go through trials

and tribulations, and it is not what happens when you get knocked down, but having the courage to get up. And sometimes family and friends are the ones that help us get back into that place where the sun can shine in our lives again. Or simply getting out and helping someone else, this is a recipe Rogers uses in her life, "What have been central to my life are my family and love ones. In the work that I am doing I want to motivate people and see them doing their best work. I want us to be involved in community, I feel the best way to feel better when you are down is to go out and help somebody. I like to see people being happy."

The Definition of a 21st Century Woman

In the past women were typecast in easily definable roles, today this cultural straightjacket no longer applies according to Rogers, "I think the 21st Century Woman does not come in one package; she doesn't fit in a box. She is someone who believes in herself, she is determined to live her life according to her rules," she says of the modern woman.

She says of this woman it is about her knowing what's good for her and living her own truth, "It's more about being good with yourself and if you are that, then you could be good with all the people around you." Speaking of its impact on others she says, "So your husband, boyfriend, children, parents and everyone will benefit because you are secure in who you are. It is about women coming into their own."

Today it is about individual women making choices that make them happy and fully reflect the diversity of women's opinions, views and values and Desiree Rogers feels this is a good thing in the empowering of women, "I

don't think when you identify a 21st Century Woman you can say she is specifically this or that." "It is more the case of her being secure in who she is and what she can contribute to her family." It's not so much about her job, money, or how she dresses and it is about other things that are assets to the world that are valuable; and it is about time we start to celebrate that.

Desiree Rogers: The 21st Century Woman Personified

The plight of women to get where they are today has been a hard road. Today the U.S. is still a nation that grapples with gender issues. Where in some regards women are not as socially valued as men. That the inner beauty and strength of women is not celebrated enough. But a woman such as Desiree Rogers is a woman that embodies a spirit of this new woman of the 21st Century, intelligent, beautiful, confident and self-assured.

For this generation she is the personification of women performing at the highest level and succeeding. Rogers is a woman who has done many great things in her life, but today she faces something much greater as the woman who is taking on the responsibility helping to shape the voice of a company that since 1945 has given the clarion call to the African-American community. But today it is the women of the African-American community who are journeying through the modern Underground Railroad and entering the mainstream. Today a new leadership model is emerging with smart, accomplished women leading the way and Desiree Rogers and many others just like her are up to the task.

Sheriff Marlin Gusman

Celebrates

Black History Month

with Data News Weekly



"The time is always right to do what is right. " ~Martin Luther King, Jr.

www.ladatanews.com



NOW HIRING SALES SUPPORT ADMINISTRATOR

Data News Weekly, "The People's Paper", is seeking an energetic professional who can juggle many tasks. Could this be you? Are you an experienced administrative assistant seeking a position with great people? If so, this could be the right opportunity for you! This position will assist the Publisher, Sales, and Customer Service departments.

We are looking for an experienced administrative assistant who has the ability to handle multiple tasks in a small team environment. Some other duties will include proofing, editing and issuing weekly sales reports; performing general clerical duties (i.e. phone coverage, mail, fax, letter, etc.); maintaining social network sites; implementing activities associated with in-house meetings; and maintaining inventory of office supplies for multiple departments.

If interested in this position, do not delay as interviews are in progress! Email your resume to datanewsad@bellsouth.net with the words "Sales Support Administrator" in the subject line. We look forward to hearing from you. Thank you!

Job Experience:

- Candidates MUST have at least 2 years of Administrative experience
- Proficient in Microsoft Office Suite including Word, Excel, and PowerPoint and social media sites
- Experience supporting a sales team and executives



Find
us on
facebook
Data
News
Weekly

Dr. Robert J. Spears, DDS General Dentistry



Extractions

Dentures

Root Canals



Fillings

Crowns

Cleanings

Schedule an appointment today!!

9235 Lake Forest Blvd.

New Orleans, LA 70127

(504) 241-8214



Keele International Cup

Jami Blackston Selected for International Soccer Experience

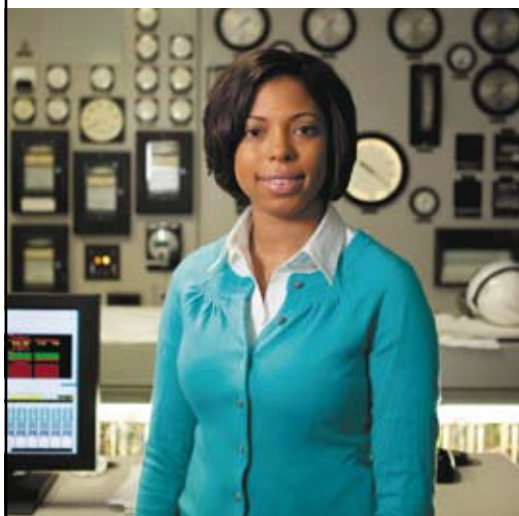
365 Sports is proud to announce the acceptance of **Jami Blackston** onto the **2011 USA Soccer Team**. Jami will represent her country in international play this summer at the 2011 Keele Cup, a prestigious international tournament being held in London, England.

Jami a native of New Orleans, LA, (daughter of Tammy and Bart Blackston) who is now a resident of New Jersey, was invited to participate in the 365 Sports Program based on her exceptional ability and dedication to the sport of Soccer.

The 365 Sports Program is an opportunity available to select individuals that demonstrate elite play on the field. Players will be immersed in an intensive training environment, challenging them to take their skill development to a higher level and prepare them to compete in the Keele Cup. Off the field players have an opportunity to interact with athletes from other countries and experience different cultures according to Rik Seymour, CEO of 365 Sports, LLC.

"This opportunity is not open to everyone, and I have been nominated and selected based upon my athletic abilities, academic achievements and leadership potential. The selection process involves a nomination or invitation, receiving recommendations from coaches and a thorough interview process. Your support is needed. This is an opportunity of a life time for me. As you may know, I've been playing soccer since I was 5 years old. Now it's my time to shine, but I need your help. For additional information, I am willing to discuss this opportunity in greater detail. You may contact me via email at jamisoccer32@yahoo.com. I thank you in advance for your gracious consideration and support. I will make New Orleans proud to call me a native!" said Jami.

Proof we can make a cleaner future happen today.



I'm proud that Entergy was the first American utility to voluntarily reduce greenhouse gases. When compared with the top 10 U.S. electricity producers, we are the second cleanest in the country. Learn how you can help us save the environment at entergyneworleans.com.

Leah Badger, Engineer



A message from Entergy New Orleans, Inc. ©2010 Entergy Services, Inc. All Rights Reserved.