

Lighting The Road To The Future

New Orleans

Data

News Weekly

"The People's Paper"



Nathanael Scales' Christmas Party

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Data Zone Page 6

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A Data News Weekly Exclusive

Reducing Population in Orleans Parish Jails

Community Weighs In On Prisoner Reduction Planning

Page 2



Newsmaker

Walmart to Raise Pay

Page 4

Trailblazer

WBOK Spotlight: Philip Begnaud



Page 10

Reducing Population in Orleans Parish Jails

Community weighs in on prisoner reduction planning



Over the past 11 years the number of inmate beds has declined significantly from a high of 7,520 to about 2,000 inmate beds today in the new Orleans Parish Prison shown above.

Marion Hercyl
Data News Weekly Contributor

Representatives of the Mayor’s Office, Orleans Parish Sheriff’s Office and other local criminal justice agencies have been engaging with community leaders as part of an ongoing strategic planning process for the

MacArthur Foundation’s Safety and Justice Challenge, an initiative to reduce over-incarceration in local jails.

The collaborative effort brings together partners in the criminal justice system with representatives from criminal justice-affiliated community groups for a constructive dialogue about ways to reduce both misuse of jail and racial and ethnic disparity in the criminal

justice system, while maintaining and strengthening public safety.

Since July, the Mayor’s Office and Orleans Parish Sheriff’s Office held monthly community stakeholder meetings. The meetings focused on a variety of key topics, including:

Examining key decision points of the arrest to case

Cover Story, Continued
on page 5.

INSIDE DATA	
Cover Story	2
Newsmaker	4
Data Zone	6
Commentary.	8
In The Spirit	9
State & Local News .	10
National News	11

DATA NEWS WEEKLY

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Walmart's Announces Associate Raises of More than \$55 million in Louisiana

Data News Staff Edited Report

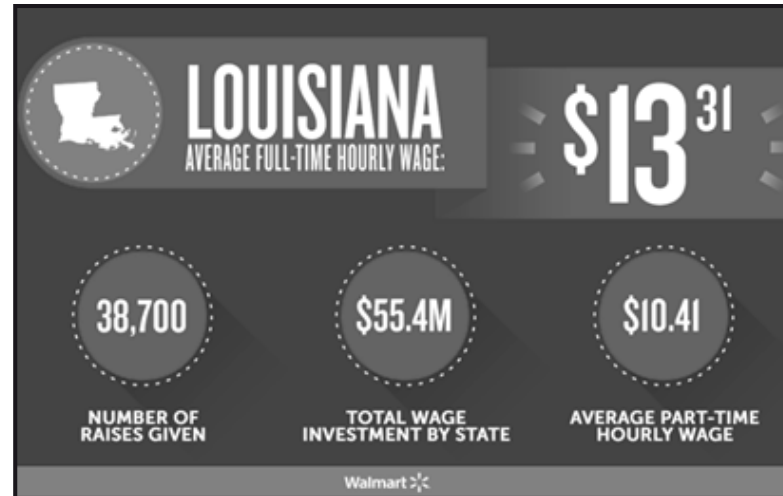
Investment provides 38,700 additional raises to Walmart workers in the state

Walmart is making a \$2.7 billion investment over two years in its U.S. workforce to raise wages, provide better training and increase scheduling choice and flexibility. As part of this commitment, the company is investing more than \$55 million, resulting in 38,700 additional raises for associates in Louisiana. By February, the new full-time average hourly wage in Louisiana will be \$13.31 an hour and \$10.41 an hour for part-time associates.

Over the past year, Walmart has increased wages in three phases beginning in April by moving its start-

ing rate to at least \$9 an hour. In July, the company increased wages for more than 100,000 associates in specialized positions, like wireless or deli associate, and department managers. In February 2016, Walmart will raise wages for associates hired before Jan. 1, 2016 to at least \$10 an hour, \$2.75 an hour above the federal minimum wage; hourly managers of the company's more complex and service-oriented departments will earn at least \$15 an hour. Associates hired beginning Jan. 1, 2016 will start at \$9 and move to at least \$10 after successfully completing the company's new Pathways training program.

The company is starting to see a return on its investments. Since the first phase of pay raises went into effect, Walmart's customer experi-



ence scores and associate engagement numbers have increased. The company also announced during its third quarter earnings that U.S. comp-store sales were positive for the fifth straight quarter and cus-

tomers traffic was positive for the fourth straight quarter.

"As a single mother, raising two daughters is challenging at times. I cannot express how much the raise will help," said Joyce Brisbon, back-

room zone manager of Walmart Supercenter in New Orleans, Louisiana. "I am proud to work for a company that cares about its associates and rewards hard work."

Wages are just one part of Walmart's commitment to providing associates the tools they need to grow with the company and provide great customer service. The company is also opening doors for existing and new associates by increasing scheduling flexibility and providing new training opportunities for continued advancement beyond entry-level jobs. Also, the addition of more than 8,000 new department managers and rolling out a new shelf-stocking program will make it easier for associates to get products on the shelves when customers are shopping.

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Cover Story, Continued from page 2.

disposition process;

Reviewing data relevant to the population of the jail and determining challenge areas;

Prioritizing challenge areas that affect admissions, length of stay and racial and ethnic disparity;

Discussing proposed solutions and determining community stakeholder's priority solutions; and

Determining continued role of community stakeholders in efforts to reduce the overuse of incarceration in New Orleans.

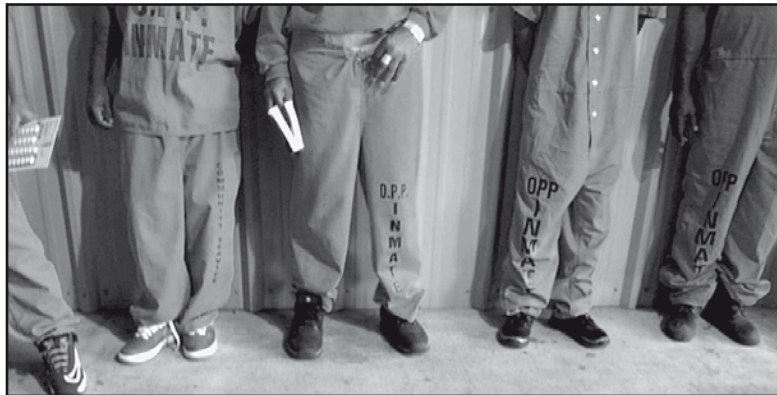
"We remain committed to our work with the MacArthur Foundation to reduce the local prison capacity and overuse of jails," said Mayor Mitch Landrieu. "As we continue to make smart decisions about how we arrest, detain and prosecute, we recognize the importance and value of community engagement. Our collaborative process will strengthen the way that we think about the use of jails and help us to identify reforms at all key decision points from arrest to post disposition."

"Over the past 11 years the number of inmate beds has declined significantly from a high of 7,520 to

about 2,000 inmate beds today. I fully support efforts to right size our jail population and to move out low-risk offenders," said Sheriff Marlin N. Gusman. "We are committed to improving our efforts."

In May 2015, New Orleans was one of 20 jurisdictions selected to receive a \$150,000 grant to plan for a fairer, more effective local justice system. The grant is a part of the Safety and Justice Challenge—the Foundation's \$75 million initiative to reduce over-incarceration by changing the way America thinks about and uses jails. New Orleans has been using the support to continue its efforts to interrupt the cycle of incarceration by developing smart policies to minimize the use of local detention.

Since receipt of the grant, the Mayor's Office and the Sheriff's Office have led a joint planning effort to develop a proposal that will reduce overreliance on incarceration, strengthen public safety and better serve some defendants in the community. The effort has involved representatives from the Police Department, District Attorney's Office, Office of Public Defenders,



Criminal District Court, Municipal Court and Orleans Parish Probation and Parole.

Community members have also been involved with identifying top priorities for right-sizing the system and making overall improvements. Both groups have reviewed data from the Orleans Parish criminal justice agencies, which has informed decision-making and pinpointed areas for improvement. A focus on low-risk defendants facing non-violent charges has emerged in the plan developed for submission. Among unsentenced detainees in the jail, 34% are facing a drug or other non-violent charge.

"The MCC has long advocated

for broader use of summonses for low-risk, nonviolent offenders and minimizing the time they are held in custody," said Rafael Goyeneche, President of the Metropolitan Crime Commission. "Utilizing jail space to house those who pose the greatest threat to community safety is an essential priority in New Orleans' resource-scarce criminal justice system. The City and Sheriff jointly spearheaded an initiative that leveraged MacArthur Foundation funding to bring together a broad coalition of criminal justice system agencies and community partners. The MCC is pleased to lend its support for this collaborative effort to reduce demand for

jail space in New Orleans."

In early 2016, a final proposal to reduce local incarceration and racial and ethnic disparity in the criminal justice system will be sent to the MacArthur Foundation for consideration of a second round of funding – between \$500,000 and \$2 million annually – to implement the plan over two years. The proposed plan will respond to the priorities of the criminal justice and community stakeholders.

"Instead of focusing solely on the jail, our community created a plan that challenges the police department, sheriff, judges, district attorney and public defender to each changes their practices in order to address the racial disparities in our jail," said Charmel Gaulden, Program Director of Public Safety grants, Baptist Community Ministries. "Baptist Community Ministries is committed to supporting community voice and applauds the MacArthur Foundation for setting a table with the Safety and Justice Challenge that allows system actors and community members to collaborate on implementing data driven solutions."



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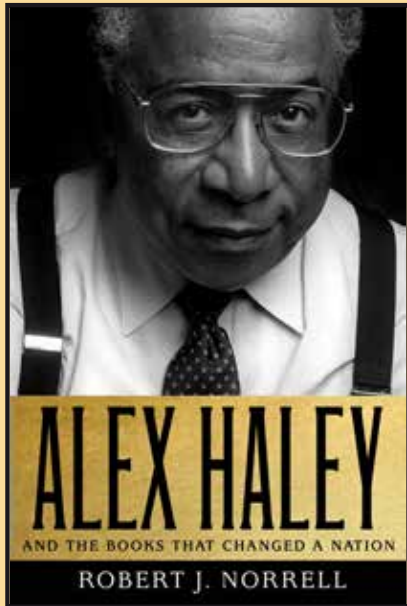
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Alex Haley and the Books That Changed a Nation



“Alex Haley and the Books That Changed a Nation”
by Robert J. Norrell
c.2015, St. Martin’s Press
\$26.99 / \$31.50 Canada
251 pages

**By The Bookworm Sez
Data News Contributor**

The gardening catalogs started arriving this week – right on time.

In the gray of winter, they represent so much promise, whether you have six acres or six inches of dirt. This time of year, it’s fun to imagine what will come from the soil months from now – but in the meantime, read “Alex Haley and the Books That Changed a Nation” by Robert J. Norrell, and see how a career can grow.

Born in 1921 into a wealthy Irish-African American family, Palmer Alexander Murray Haley was raised mostly by his grandmother, who instilled in him a love of storytelling. As an adult, Haley would recall hiding behind rocking chairs on his grandparents’ front porch, listening to tales of “the African” and of slavery.

In 1939, after rejecting his professorial father’s ideal of an education, Haley (by now, calling himself “Alex”) joined the Coast Guard. Because of racial mores of the time, few onboard jobs were open to African American men,

so he worked as a steward while also searching for assignments as a magazine writer. Ultimately, he came under the command of a “boss” who demanded help with letter-writing; his skills honed, Haley landed a job as a press officer for the Coast Guard.

By 1960, Haley left the Coast Guard and a wife, and focused “intensively” on magazine writing. Just two years later, his reputation as an author was set, “linked in part to the growing notoriety of the Nation of Islam (NOI).” An assignment he’d accepted allowed him to become good friends with Malcolm X and they began working closely together on a book, even as Haley simultaneously wrote articles against the NOI.

The process of writing The Autobiography of Malcolm X was long and, for his publisher, frustrating but Haley never forgot stories from his grandmother’s porch. Encouraged by a distant cousin, he toyed with a few versions of them and explored the origins of specific words he remembered. His research was extensive and, by the fall of 1966, he thought he’d

found the roots of the stories he’d heard...

And that, of course, is still – almost 40 years later – loaded with controversy: how much of Roots was truth? Was Haley guilty of “borrowing” from others’ works? The answers lie somewhere inside “Alex Haley and the Books That Changed a Nation.”

Indeed, Alex Haley was a complicated writer: time and again, he ignored deadlines and sometimes facts to craft a story. That becomes an important point within this biography: he obviously tested the patience of others in many ways, which is astounding and makes it interesting to see how two of the twentieth-century’s most iconic books came to be. Truth or fiction, those two works, as author Robert J. Norrell proves, absolutely shook up the status quo of culture and history.

Unlike many biographies that portray their subjects as too perfect, “Alex Haley and the Books That Changed a Nation” keeps things real and I liked that. If you’re up for a well-told, warts-and-all bio, this one will have you rooted to your seat.

Wishing You A Joyous Holiday Season!

Data News Weekly Newspaper
Terry B. Jones, Publisher

Shoot Ya Best Shot!

Nathanael Scales' Annual Christmas Party

Photos by K Images

Every year, Nathanael Scales hosts his Annual Christmas Party which is the hit of the Holiday season, and this year was no disappointment. Everybody came out to celebrate with Nate and enjoyed the sights and sounds of the season. Yes everybody loves a great Christmas party, and everybody loves Nathanael Scales! Merry Christmas, of course Data was there!



Visit www.ladatanews.com for more photos from these events

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Leaders Provide Vision — not Division



By Rev. Jesse Jackson, Sr
Founder & President, Rainbow
PUSH Coalition

Leaders provide vision. They help people understand where they are, how they got there and what they must do to go forward. They help calm nerves and strengthen courage. They are steady in times of trouble, inspiring in times of demoralization.

Donald Trump's reaction to the terrorist acts in Egypt, Lebanon, Paris and San Bernardino, Calif., both divides and weakens us. And

for the most part, his rivals for the Republican presidential nomination have allowed him to lead the Republican Party and its run to the White House to ignominy.

Americans are understandably worried. We have been fighting wars in the Middle East for over a decade. We lost thousands of lives and spent literally trillions of dollars in a wrong-headed war of choice in Iraq. We toppled the Taliban in Afghanistan, Saddam Hussein in Iraq, Muammar Qaddafi in Libya, producing failed states and generating more terrorists. Now we are trying to take out Assad in Syria even as his mortal enemy ISIS takes credit for terrorist horrors in Paris and Beirut. The violence keeps spreading; the terrorists keep reviving. And Americans grow more and more worried.

The task of leadership is to provide clarity, and a strategy that

quells fears and offers a way out. Mr. Trump has chosen instead to foster greater fear, to divide us one from another, while calling on us to abandon our own values.

It is time for people of conscience to once more stand up. We are not in a war with our brothers and sisters of the Muslim faith. They are neighbors and friends. Some volunteer to defend this country. American Muslims despise ISIS and the way the terrorists distort and disgrace their religion. We should not lock our doors or close our hearts to those who are the victims of ISIS and the terror in Syria and Iraq whatever their religion or tribe.

The threat to lock out Muslims is harmful, hurtful and divisive.

It is immoral and perversely counterproductive. There are more Muslims than Americans. ISIS may declare war on Western

civilization, but that just illustrates their madness. We are not at war with Islam.

We are at war with terrorists who threaten our people. We want to enlist the overwhelming majority of Muslims to stand with us, not provoke them to stand against us.

In this Christmas season, we should not forget that after his birth in a manger, Taliban was a refugee, fleeing into Egypt with his parents from the threat of Roman violence. He taught us to care for the stranger on the Jericho Road, not spurn and scorn him.

I grew up under segregation, locked out because of the color of my skin. The race test was hurtful because I could never pass it. The same is true of the call to exclude all Muslims. We must speak forcefully against those who would mindlessly impose a religion test for entry into the U.S., and those

who would call for closing down Mosques or cracking down on places where Muslims gather peacefully. America will not defeat terrorism by dividing one from another.

Terror is the weapon of the weak. For a people with hope, the hate of ISIS has no attraction. For people who are integrated into a society, ISIS' call to violence goes unanswered. ISIS calls for jihad, arguing that the West is waging war on Islam. We need to isolate the terrorists, not inflate them. We need to give lie to their calumnies, not provide evidence for them.

Anyone who aspires to lead this country ought to demonstrate that they will respect and defend the values on which it has been built. In this time of trouble, Mr. Trump and many of his rivals are denigrating the very principles that make America strong.

RushCard Empowers People to Help Manage Their Money



Benjamin F. Chavis, Jr.
NNPA Columnist

The financial services industry is a vast matrix of banks, credit and debit cards products, venture capital and mortgage companies, investment firms, and other financial institutions that compete to provide services to 326,346,200 people in the United States and millions more around the world. There is a very old saying that posits: "How you manage your money will determine how well your heart will beat."

For 100.4 million African Americans and Latino Americans combined that spend in excess of \$2.4 trillion annually as consumers in the U.S. marketplace, the daily

and hourly financial management of our money is an important issue. The RushCard developed by Russell Simmons is an effective and efficient money management tool potentially for millions of "unbanked" and "underbanked" people throughout the United States. According to a 2014 FDIC report, 22% of unbanked households used a prepaid card, compared with 13% of underbanked households.

I have always emphasized and promoted greater diversity and inclusion in the financial services industry. But inclusivity also means more than limiting involvement primarily to be only customers or users of financial products and services. We also need more people of color and others to be owners and entrepreneurs in the growing financial services industry.

Russell Simmons is a global entrepreneur. I have personally known Russell for more than three decades. He continues to have the highest possible integrity and commitment to help people improve

their quality of life. His entrance into the financial services industry was timely and providential. For over the past ten years the RushCard has steadily emerged as an invaluable money management prepaid debit card for hundreds of thousands of card users across the nation. RushCard is owned by Simmons' company, UniRush, LLC.

Notwithstanding recent computer software glitches that have now been resolved concerning the use of the RushCard, it is my opinion that the RushCard today will be a productive and very useful prepaid debit card to use for each member of your family. Why? First, because the RushCard meets the Visa Clear Prepaid standards for clearly communicated fees and consumer protections.

Secondly, if you go to www.RushCard.com you will see a very user friendly online process that explains how you can apply for the prepaid debit card. The mission of the RushCard is publicly affirmed to "Empower our members by pro-

viding products and services that enable them to achieve control and realize their personal hopes and financial goals."

Thirdly, the RushCard has been around longer than most prepaid cards and has achieved over the past decade a number of innovative first in the industry to better serve its card users including but not limited to the following:

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? One of the first prepaid cards to offer comprehensive money management tools that make it easier to track balances, create monthly budgets, and analyze spending.

There are a wide variety of prepaid debit cards available for people to have an opportunity to select for their personal and family use. My

family members use the RushCard because it is user friendly, but importantly we use the RushCard because of Russell Simmons trustworthy leadership in the financial services industry. The Consumer Report recently named the RushCard the 4th highest rated prepaid card used as a substitute for a bank account.

Russell recently stated, "As a thank you for sticking with us and to support your cash needs during the upcoming Holiday season, we've declared a Fee Holiday Season, meaning from November 1, 2015 to February 29, 2016, you can use your RushCard without incurring any fees from our Fee Schedule. You don't need to take any extra steps to participate in this special offer. Just pull out your RushCard and use it for all of your holiday needs."

The no-fees for use of the RushCard from now until February 29, 2016 applies to both current and

Commentary,
Continued on page 9.

Trust Don't Come Round Here Anymore



James Washington
Guest Columnist

Sometimes words alone cannot convey meaning and feelings the way we'd like them to. Trust for example. The reference point for my meaning is "Trust in the Lord with all your heart, and do not lean on your own understanding. In all things acknowledge Him and He will make your paths straight." Proverbs 3:5-6.

Trust is such a complex thing. Have you ever been betrayed by someone in whom you had total trust? Have you been able to totally trust another person since? See how easy misplaced trust puts you in a terribly vulnerable place. It's uncomfortable. It's abnormal. It ain't fun. Yet, in this passage we are instructed to put our trust in the Lord. The question is can you do it? Are you able to put trust in your heart after you experience devas-

tating betrayal? And we've all been betrayed in one way or another; either by having our beliefs proven false or maybe your heart has been broken.

Every one knows someone who has been crippled by a lover or spouse gone crazy, or, watched someone stumble up on the truth about a situation that everybody but them knew the real deal. In the real world that kind of stuff hurts. In a real sense, once destroyed, trust 'don't' come round here anymore. But now, wait a minute. Go out and trust in the Lord implicitly. You get my meaning? Extreme caution usually follows crippling betrayal. New relationships are founded largely on mistrust and 'prove it to me,' not, blind faith and unconditional trust.

Life teaches us that only a fool would allow themselves to be misused again. Therein lies my question about trust and what it means to you. Can you deal with this concept everyday? How much of a struggle are you having trying to trust people who have taught you not to give them the time of day? Do you treat all people this way or just the one(s) who betrayed you? Can you forgive? Can you ever forget? Do you really want to? And what



does all of this have to do with God? How are you treating Him in the trust area? "Now it is required that those who have been given a trust must prove faithful." 1 Corinthians 4:2.

Now exactly, who's proving what to whom? Are you requiring God to prove something to you before you trust Him? Are you demanding from God those same things you demand from someone, anyone before you would even consider giving him or her your love? You see it is so easy to succumb to a lifestyle

which requires proof before love is given. It's so easy to demand the impossible from people who are incapable of giving it to you. But how can you base your relationship with God on worldly principles ground-

ed in betrayal and disappointment? Are you requiring God to prove His love to you before you give yours to Him?

The key to this trust thing lies deep within each and every one of us. We first have to confront those demons which have plagued us for years. And yes, that means all the pain that goes with them. Then and only then can we begin to even accept the concept of trust and loyalty, total and without equivocation. Because then trust means knowing. Trust means truth. Trust means no matter what, I know that regardless of conditions and circumstances, I am God's child, made in His image and the recipient of His love.

May God bless and keep you always,

James,
jaws@dallasweekly.com

Commentary, Continued
from page 8.

new RushCard holders. Again, we all should strive to get better control over how we manage our money. I have found that using the RushCard does in fact help to manage savings, investments and spending. Financial empowerment will be the result of proper financial management.

Dr. Benjamin F. Chavis, Jr. is the President and CEO of the National Newspaper Publishers Association (NNPA) and can be reached for national advertisement sales and partnership proposals at: dr.bchavis@nnpa.org; and for lectures and other professional consultations at: <http://drbenjaminfchavisjr.wix.com/drbcf>

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WBOK Spotlight: Philip Begnaud

By Data News Weekly Staff

WBOK SPOTLIGHT

In the wonderful world of radio, Program Directors are not seen, they are heard. New Orleans hears the message of WBOK's Program Director, Philip Begnaud, loud and clear. Upon graduating from St. Augustine High School, Begnaud began his radio career began in a small town in the heart of Louisiana at KJCB 770 AM in Lafayette. His love of radio stems from his exposure to broadcasting at a young age. He learned the craft of radio programming from sea-

soned Program Director, Janelle Chargois, and studio recording skills from local recording engineers and music professionals.

At WBOK, Begnaud's primary task is to develop and maintain informative programming that engages listeners. He believes quality radio broadcasting is predicated upon content that is relevant and relatable to the listening audience. "As a native New Orleanian, it is important for me to give back to the community by providing an informative platform that promulgates the issues that affect our community," says Begnaud.

Begnaud feels WBOK serves as a beacon of light for the New Orleans community. He stated, "There



are very few black owned radio stations in the country. WBOK is the last of a dying breed. The future of WBOK is paved in gold as long as the programming continues to address the issues that affect the black community that other media outlets refuse to acknowledge." He also thinks technology will make it easy for organizations to partner with WBOK to highlight their initiatives.

In addition to his work at WBOK, Begnaud co-owns a recording studio, manages a graphic and web design company, Bellezaire Concept Group L.L.C., and has recently spearheaded a local start-up, Towerplug.com, an internet radio station provider.

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Smoking Cessation Trust Offers Tips to Louisiana Smokers for Starting the New Year Smoke-free

NEW ORLEANS (December 21, 2015) – As 2015 draws to an end and many people begin to make New Year's resolutions, one resolution that consistently appears at the top of many lists is "quitting smoking." Louisiana currently ranks 46 (44 in 2014) out of 50 states for tobacco use according to the recently released 2015 America's Health Rankings® Report from the United Health Foundation. Presently, 24.0% (23.5% in 2014) of the state's adult population lights up, well above the national average of 18.1% (19.0% in 2014).

"While smoking nationally continues to decrease, smoking in Louisiana, unfortunately, increased slightly this year," said Mike Rogers, CEO, Smoking Cessation Trust Management Services. "These latest numbers for Louisiana only strengthens our resolve to help people kick this addiction. To that end, the Trust has enrolled more than 44,000 members, to date, who are now on the road to becoming cigarette-free."

In addition to helping restore smokers' health, the Smoking Cessation Trust can help smokers save hundreds of dollars annually, as smoking becomes a progressively more expensive habit to support. Also, applying for benefits only takes a few minutes. Louisiana residents who began smoking cigarettes before Sept. 1, 1988 and who

are approved for inclusion in the Trust program receive completely free services that include: cessation medications (such as Zyban® and Chantix®) nicotine replacement therapy (gum, patch, lozenge, inhaler, nasal spray), individual/group cessation counseling, telephone quit-line support, and/or intensive cessation support services. By using these services, evidence suggests that participants will increase the success rate of attempts to stop smoking cigarettes (on average, it takes 9-11 quit attempts), and may successfully quit—for good.

As 2016 approaches, below are five quit steps from the CDC, which the Smoking Cessation Trust believes could help Louisiana smokers ring in the New Year cigarette-free:

Step 1: Set a Quit Date

Pick a date—like the start of the New Year—to quit smoking. This will give you enough time to prepare. Really think about your quit date. Avoid choosing a day where you know you will be busy, stressed, or tempted to smoke (for example, a night out with friends, days where you may smoke at work).

Step 2: Tell Family & Friends that You are Trying to Quit

Telling family, friends and co-workers about a quit attempt can increase a smoker's chances of success. By sharing what kind of support a smoker is looking for—either

encouragement or accountability—the loved one can be involved in the process. The more people a smoker has in his corner, the more likely he is to succeed. Have a spouse or friend who wants to quit too? Do it together!

Step 3: Plan for Challenges While Quitting

Stopping smoking is not just about dealing with nicotine cravings. Many smokers need to work through the habitual tendencies surrounding cigarette use. By going to a group workshop run by a certified tobacco treatment specialist ("CTTS") smokers can learn how to work through cravings and triggers like stress, boredom and nervousness without reaching for a cigarette. Many major hospitals in the area offer cessation counseling, contact the Trust for a full list.

Step 4: Remove Cigarettes and Other Tobacco from Your Home, Car and Work

You will be tempted to smoke during your quit. Stay strong; you can do it! Removing things that remind you of smoking will get you ready to quit. A few good ideas are:

- Throw away all your cigarettes and matches. Give or throw away your lighters and ashtrays. Remember the ashtray and lighter in your car!
- Don't save one pack of cigarettes

**Smoking, Continued
on page 11.**

'Black on Black Economics': Black Male Entrepreneurs Make Strategic Deposit in Black-owned Bank

By Hazel Trice Edney
Triceedneywire.com

(TriceEdneyWire.com) - In a strategic effort to continue the movement of "Black-on-Black economics" - circulating dollars in the Black community to every extent possible - a group of Black male entrepreneurs led by the U.S. Black Chambers Inc. (USBC) has opened accounts with the D.C.-based Black-owned Industrial Bank.

"In order for there to be a strong Black America, you must have strong Black businesses. In order for there to be strong Black businesses, we must have strong Black banks. So, from my standpoint, this is just a reciprocation for what Industrial Bank has done for our communities for the last 80 years," said USBC CEO Ron Busby Sr. "There's a trillion dollars of spending power in our community and we want to make sure that dollar stays within our community. Twenty-eight days a dollar stays in the Asian community, twenty-one days a dollar stays in the Hispanic community. In our community, our dollar leaves within six hours. We have got to change that...Until we have total control of how we circulate our money, our power and respect will continue to be marginalized."

The 15 young men who gathered in the lobby of the historic Industrial Bank are members of the Black Male Entrepreneurship Institute (BMEI), which is in partnership



USBC CEO Ron Busby Sr. (center left, red tie), with Industrial Bank CEO Doyle Mitchell along with members of the Black Male Entrepreneurship Institute. PHOTO: Ashlei Sutton

with the USBC. The meeting took on a celebratory mode as Industrial President/CEO Doyle Mitchell congratulated Busby for his influence.

"I'm just humbled at the presence of mind that you have displayed since you first came to town and started taking a leadership role with the Chamber of Commerce and came to Industrial Bank and made a \$5,000 deposit. You put your money where your mouth is," said Mitchell. "Our only solution for us to get out of the situation that we are in as Black people is Black on Black economics. I love and appreciate the way you have taken that forward with this effort."

Busby recalled that when he made that \$5,000 deposit five years ago, he was intentionally choos-

ing Black businesses in every area of his life. Buying a house at the time, he said he made sure he had a Black mortgage company, title company, home inspector, pest control company, and moving company. "Everybody that touched the transaction was a Black firm. The service was superior and the price was right."

Since then, Busby has become a leading advocate for support of Black banks and Black-owned businesses. In that regard, USBC has now launched an ongoing fundraising effort for the BMEI, co-founded by Randall Keith Benjamin, Jr. and Howard R. Jean, who accompanied the young entrepreneurs to the bank.

"This is bigger than just a moment or taking pictures. It's about how can we go out of our way to make sure that our communities are as strong as possible," said Benjamin.

According to Jean, a BMEI reception and launch will take place Jan. 15, 2016.

"We know that our community banks are the strongest funder of small businesses, particularly Black businesses in the community," Jean said. "So this is our campaign, starting here at the Industrial Bank in Washington, DC as we launch nationally with BMEI to encourage and inspire other entrepreneurs - male and female - of all ages to start banking Black."

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Smoking, Continued from page 10.

"just in case." Keeping even one pack just makes it easier to start smoking again.

- Remove the smell of cigarettes from your life. Make things clean and fresh at work, in your car, and at home. Clean your drapes and clothes. Shampoo your car interior. You will be less tempted to light up if you don't smell smoke.
- Have your dentist clean your teeth to get rid of smoking stains. Your teeth will look amazing. When you quit smoking, they will always look that way.

Step 5: Talk with Your Doctor about Nicotine Replacement Therapy or Pharmaceutical Help

Smokers should discuss cessation treatments with their doctor. The Smoking Cessation Trust provides access to all recommended cessation methods; knowing an individual's medical history, the doctor can suggest and prescribe pharmaceuticals or a nicotine replacement therapy that will work best for each smoker. Doctors can also talk about the benefits of quitting and what to expect.

For more information, to see testimonials of former smokers or to sign up for the Smoking Cessation Trust please visit www.smokefreela.org or call: 504-529-5665 or toll free 1-855-259-6346.

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