Thanks in a large part to the continuing support of corporate (AEG, Edison, Nestle USA, Northrop Grumman, Sempra, Toyota, L.A. World Airport, Wells Fargo and the World Business Exchange) and community sponsorship (Crenshaw Christian Center, Broadway Federal Bank, the Los Angeles Sentinel, Wells Fargo and Union Bank), Recycling Black Dollars (RBD) will once again honor the legacy of its founder, the late Muhammad Ali Nassardeen and salute the extraordinary business and social contributions of the following Positive Side Award Honorees: Mr. Roland Betts (Ret.) (Drew University, Founder of “Jazz at Drew”); Mr. Wren T. Brown (Founder/Producer Ebony Repertory Theater); Ms. Charmaine Jefferson (Executive Director, California African American Museum); Mr. Percell Keeling (Owner, Simply Wholesome Restaurant); 8th District Councilman Bernard Parks and his wife Bobbie Parks; Pastor Frederick Price, Jr. (Crenshaw Christian Center) and Mr. Al Stephens (Purchasing Manager, Los Angeles Department of Water & Power). The evening’s event will also feature back by popular demand the comedic talents of comedian/actor Mr. Jay LaMont as guest MC.

This year’s theme “Moving Onward &...”

A Connection to Our Past: An American Supercentenarian

“World’s Oldest Person Succumbs”

Gertrude Baines

April 6, 1894 – September 11, 2009

(Continued on page 6)
As Recycling Black Dollars journeys into its 21st year, we are proud to continue the legacy of our founder the late Muhammad Nassardeen—a true trailblazer and visionary of our community. Muhammad believed that those who are doing outstanding things in our community should be present and show-cased to those who may not be familiar with them outside of their industry. He liked to call them “Models of Possibility” and present them at The Annual Positive Side Award Dinner and Fundraiser.

On Thursday, November 12, 2009 at the 21st Recycling Black Dollars Positive Side Awards Dinner and Fundraiser we will again present seven outstanding individuals who exemplify excellence in their fields. Our honorees for the evening are Roland Betts (Drew University), Charmaine Jefferson (California African American Museum), 8th District Councilman Bernard Parks and his wife Bobbie Parks, Pastor Frederick Price Jr. (Crenshaw Christian Center), Al Stephens (LADWP), Wren T. Brown (Ethnology Repertory Theatre) and Percell Keeling (Simply Wholesome Restaurants).

We would like to thank in advance our sponsors for their continuing loyalty and support. AEG, Broadway Federal, Crenshaw Christian, Edison, L.A. World Airport, Los Angeles Sentinel, Nestle, Northrop Grumman, Sempa, Toyota, and World Business Exchange (WBE).

RBD is proud to be able to continue the programs that Muhammad started and initiate along with Quantum CDC and A-MAN, Inc. a few new programs which we feel were much needed. One is the Recycling Black Dollars’ Financial Literacy and Workplace Development Program. We are presenting a series of evening classes and seminars to address the community’s needs. We have had approximately 25-30 young entrepreneurs and business persons attending the first phase of classes: How to Develop and Write a Business Plan. Each of these participants are in the running for the Miller/Coors $100,000 or $20,000 Best Business Plan Competition should their business plan be selected.

During our seminar we noticed a common thread of confusion in terminology. Business persons old and new are often confused about The Mission statement, The Vision statement, and The Objectives. All three are vital to a good business plan.

The Mission Statement - A mission statement is written to narrate what the organization is about, the organization’s purpose for existing. It talks about what the company is right now. It lists the broad goals for which the company is formed. It discusses what the company does, its values and purpose.

The Vision Statement - describes what the company wants to be. It describes what the “vision” of the company is for its future. It list where the company sees itself some years from now. It concentrates on the future; it is a source of inspiration; it provides clear decision-making criteria.

Objectives and Goals - Objectives and goals are interchangeable. They are the end toward which effort and action are directed or coordinated. It is measurable results. Although it is the aim or an end, it is not necessarily the final achievement. That’s the mission. Objectives and goals are also what, not hows, but they are smaller than a mission. There can be a number of objectives and goals to be achieved in order to achieve a mission, but there is only one mission.

Again we would like to thank our excellent instructors and facilitators Donyielle Holley, Crystal Mitchell, Quantum CDC, A-MAN, Inc. and the sponsors of Recycling Black Dollars for providing the facility and materials for the financial workshops.

For more information on future workplace development classes call the RBD office or visit our website, www.rbdmedia.net.

Positive Side Awards (Continued from front page)

Upward in a Down Economy” is a testament of our resolve and resiliency that African Americans still find it possible to face adversity and rise above all manners of crisis – including the present economic and social challenges that we face. That is why the 21st Annual Positive Side Awards Dinner and Fundraiser is so important; it is an opportunity to come together and celebrate human achievement and at the same time draw attention to the road yet to be traveled,” opines RBD Director, Mr. Willie Fann.

This event provides business owners and entrepreneurs an outstanding opportunity to network, showcase new and existing products via the sponsorship and vending spaces that are available. For more information regarding sponsorship, ads and vendors spaces, please call the RBD office (310.673.7777) or go to www.rbdmedia.net. Tickets for the event are reasonably priced and we welcome individuals to participate at that level.
Commissioner Forescee Hogan Rowles
Speaks at Recycling Black Dollars
“First Tuesday Breakfast Mixer”

At a recent Recycling Black Dollar’s (RBD) First Tuesday’s Breakfast Meeting we were honored to have Commissioner Forescee Hogan-Rowles of the Los Angeles Department of Water and Power LADWP. Joined by her colleagues Al Stephens, Purchasing Manager and Kathy Jones Irish, Executive Director. They told a very attentive crowd about the benefits of becoming more involved with the LADWP and discussed some of their ongoing projects and concerns.

Commissioner Rowles who wears many hats (she is also Director of The Community Financial Resource Center-CFRC) said we must take a more active role in finding out what goes on at DWP and that may involve coming to community meetings and voicing opinions and concerns. She also informed the group that the DWP stands ready willing and able to do business with those suppliers in the community who are properly equipped and prepared.

For more information on LADWP and their programs please visit...www.ladwp.com

David Ford of Southern California Edison Joins Forces With A-MAN, Inc. at RBD Mixer

David Ford, Regional Representative for Southern California Edison spoke at a recent Recycling Black Dollars Evening Mixer. The purpose of the Mixer was to discuss the importance of emphasizing Math and Science skills for our youth. Using personal and professional testimony Mr. Ford really brought home the point that math and science skills are crucial if our youth are going to be fully prepared for the jobs and opportunities of the future.

There could not have been a better setting than The A-MAN, Inc. Science and Learning Center, founded by Hal and Bettye Walker located in downtown Inglewood. The Center seeks to utilize science and technology as a motivational tool to advance the educational achievement and career development of African-American students and other minority students between the ages of 5 and 18 years of age.

Mr. Ford and toured the fully equipped Science Center they dined on a scrumptious meal prepared by Dulan’s Soul Food Kitchen.

For more information on Edison, A-MAN, Inc. or Soul Food Kitchen visit their websites...www.sce.com....www.aman.org...www.soulfoodkitchenla.com
For the 10th consecutive year young hopefuls will vie for the now $100,000 grant (four $20,000 grants to the runner-ups) awarded by Miller/Coors (MUE) for the “Best Business Plan Competition” of 2009. Now in its 10th year MUE has upped the ante from $50,000 to $100,000 and these young entrepreneurs are taking it real serious.

For the last six weeks over 20+ very enthusiastic hopefuls have been participating in the workshops presented by Quantum CDC, A-MAN, Inc. and Recycling Black Dollars (RBD).

Topics such as “Turning Your Business Concept into a Business Plan”, “Knowing and Communicating Your Market,” “Understanding Your Business Financials and many more were discussed to help applicants create or refine existing plans. Facilitators Donyielle Holley (Business Services Manager, Quantum CDC) along with instructors Crystal Mitchell (Online Marketing Director at RBD) and Willie Fann (Executive Director, RBD) have presented a program that will ensure that the participants have professional and well qualified business plans.

“Congratulations to all of our participants! Your hard work and commitment promises to enhance the management and development of your businesses” —Donyielle Holley.

$100,000 Miller/Coors Urban Entrepreneur (MUE) Best Business Plan Competition Workshop

Barbara Morrison’s Big 60th Birthday Bash!

The incomparable Barbara Morrison celebrated her 60th birthday as only she could at the beautiful John Anson Ford Amphitheater in Hollywood. It was a crowd pleasing party for over 500+ of her best friends as they came together to help her celebrate this milestone occasion.

Barbara was in rare form as she took center stage intermittently throughout the evening gracing the audience as she belted out one song after another, solo and in duet. Along with Barbara were a number of first class musicians and vocalists such as Dr. Bobby Rodriguez, James Moody, Bobby Valentine, Freda Payne, Tierney Sutton and a host of others.

A very poignant part of the evening occurred when special recognition was given to the legendary Gerald Wilson as he celebrated his 90th birthday and over 60 years in show business.

You can keep up with Barbara as she appears locally and nationally by checking out her website: www.barbamorrison.com
Gertrude Baines
(Continued from front page)
Written by Jacque Bee

Gertrude Baines at the time of her death was listed as the world’s oldest person. Ms. Baines was definitely our connection to the past and I would have loved to have heard some of the stories I’m sure she had to tell.

Her image was flashed across the news worldwide when she cast her vote for now President Barack H. Obama (her father is thought to have been a slave and she was born when Grover Cleveland was president). How proud she was as she voted last November for America’s first African American President. A day she never thought she would live to see. Well live she did and she did it proudly and lucidly for 115 years.

Ms. Baines was born April 6, 1894 a native of Shellman, Georgia. Growing up in Georgia while Jim Crow laws were still in effect, she lived through a time when Blacks were blocked from voting and subject to violent racism. She worked as a maid most of her life. She outlived every one of her relatives and married and divorced at a young age. Her only child, a daughter, died of typhoid fever at the age of 18.

She lived at the Western Convalescent Hospital, the West Adams hospital had been her home for 8 years ever since she broke her hip at age 107. Aside from arthritis, Ms. Baines had been in good overall health until recently. Each day her only request was to have “crispy bacon” and to watch the Jerry Springer Show.

She received much attention and many questions in her final years regarding her age, people were fascinated with her. The question Gertrude Baines seemed to like the least was the one she got the most. What’s your secret? How have you stayed alive so long? Each time, she would shrug her bent shoulders and referred people to God: “Ask Him.”

The BookW.o.r.m.s. Reunite With Passion

Excitement was in the air as the BookW.o.r.m.s (Women Of Real Means and Substance) met once again after a five year hiatus. Everyone was happy to see old friends and book buddies. The BookW.o.r.m.s. was founded in August 1992 as a positive reaction to the negative press South Central Los Angeles was receiving after the ‘92 civil unrest. The first meeting took place on the patio of Dulan’s Restaurant on Crenshaw Boulevard as the bestseller Waiting to Exhale by Teri McMillan was discussed.

It didn’t take long for the ladies to reacquaint with one another; they picked up right where they left off. The meeting was lead by literary guru, Dr. Barbara Rhodes, who is also one of the groups founding members. The discussion centered around the book Passion, Risk and Adventure: The 25 Years After Turning 50 written by Harvard Professor and Sociologist Dr. Sarah Lawrence-Lightfoot. The book meeting... "was fabulous and very nostalgic! It was all that I expected and more commented founding member Aurelia Perkins-Hickman. To augment the afternoon a delicious luncheon was served by Belinda Tracey of Catering Services.

Over the years The BookW.o.r.m.s. has hosted a number of the nation’s foremost authors and artists such as Synthia Saint James, Varnette Honeywood, J. California Cooper, Stedman Graham, Teri Williams, Bertice Berry, Dwayne Wickham, Jewel Diamond Taylor, Dr. Rosie Milligan, Paula Woods and Felix Liddell and many others. The group will always remember the visits of the late Bebe Moore Campbell, Octavia Butler and Ernie Barnes who were definite favorites.

The meeting took place at the beautiful M. Hanks Gallery in Santa Monica amongst a backdrop of the lovely artwork on display. It was the perfect setting for the long awaited “Literary Lounge.” Eric Hanks, Gallery Director and owner introduced newcomers to the gallery and shared information and background on the current exhibit of William Pajaud and Art Evans: Explorations in Watercolor, the exhibit runs September 16 thru October 31, 2009. For more information on the gallery visit...www.mhanksgallery.com

Ebony Repertory Theatre
(Continued from page 4)

Back to back talent was definitely found recently at the Ebony Repertory Theatre (ERT). One weekend there was Dr. Keith Black word renown Neurosurgeon discussing and signing his new book “Brain Surgeon,” and the very next weekend the legendary pianist Ahmad Jamal. It was almost too much talent to bear. But for those who were privy to both events the experience was quite a treat.

Wren T. Brown Founder and Artistic Director of ERT has brought many talented acts to the theatre and promises to continue doing so in the future. He commented on the fact that he grew up in the Washington Boulevard area and fondly remembers the famous jazz clubs that dotted that area in the late 50’s and early 60’s. Wren is committed to bringing back that musical excitement.

For more information on the Ebony Repertory Theatre please visit their website... www.ebonyrep.org/
Elbert T. Hudson Tuskegee Airman in Conversation at California African American Museum (CAAM)

Written by Jacque Bee

Elbert T. Hudson former combat fighter pilot with the Tuskegee Airman and one of Los Angeles’ local treasures sat patiently and modestly as he was being introduced by Charmaine Jefferson, Executive Director of the California African American Museum (CAAM). Most of us know Mr. Hudson as a prominent Los Angeles attorney and the former CEO and Chairman of the Board of Broadway Federal Bank. However on that warm and sunny day as we sat at CAAM and listened to his amazing accomplishments as a former combat fighter pilot most of us were quite surprised; this was a side of him we did not know.

The discussion was the 23rd Conversation in a series presented at CAAM and sponsored by Sempra and the History Council. The discussion was moderated by Ruth Adkins Robinson, an award winning TV writer and producer who also wrote and directed the film short on the Tuskegee Airmen. The airmen were the all-black

Left to right: Ruth Adkins Robinson, Elbert T. Hudson; Charmaine Jefferson and Trudy Hatter.

(Continued on page 9)

The Marketing Maven

Using Social Media Marketing to Expand your Business?

Written by Crystal Mitchell

Social Media Marketing — is a term that describes the act of using social networks, online communities, blogs, podcasting, video, wikis or any other collaborative Internet form of media for marketing, sales, public relations and customer service. However, social media tools alone are not enough to carve out more productive customers on their own. It still requires a marketing strategy and knowing your surrounding demographics of your market and its products to help convert potential segments of the community into potential business customers. And remember, it’s very important: be clear about who makes up the community at large, and who makes up your marketplace, because confusing the two can be deadly to your business.

The common social media marketing tools include Twitter, blogs, LinkedIn, Facebook, Flickr and YouTube. These tools can be use not just socially, but to help garner more clients or customers.

1. Facebook - Using Facebook as a marketing tool comes from the endless ways in which you can advertise your business for free. You can use this platform as your canvas to upload pictures, logos and other information about your company.

2. Twitter - Twitter’s power is the potential to be exposed to a like-minded audience and special interest groups. You can connect with others who complement your business. It’s more of a networker and a relationship builder than a means to finding lot’s of customers fast.

3. LinkedIn - Used to connect with someone in order to make a sale, form a partnership, or get a job. It works well for this because it is an online network of more than 8.5 million experienced professionals from around the world representing 130 industries. It increases your visibility by adding connections, you increase the likelihood that people will see your profile first when they’re searching for someone to hire or do business with.

4. Flickr - is a great way to market a product. In addition to being an excellent photo-sharing tool, Flickr is also a good viral marketing tool. Sharing “official” product images or screenshots on Flickr with good explanations and related hyperlinks is a marketing tool.

5. YouTube - is a free site where you can upload and view a multitude of videos on a very extensive amount of topics from pets to politics and more. By creating your own video and uploading it to the YouTube site, you have the potential to increase your affiliate sales tremendously. Membership is free and registered users can upload unlimited numbers of videos. The best feature of using social media marketing as a tool to advertise, market and promotion, is that all of the tools are virtually free; making them a creative and inexpensive way to market your products or services. For additional information on this subject look for RBD’s seminar workshops in Social/ Business Networking and Marketing. Call our office for more information 310-673-7777.
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Tuskegee Airman
(Continued from page 6)
corps of pilots trained during World War II. They were the Black fighter pilots of the 99th Pursuit Squadron, later incorporated into the 332nd Fighter Group, who fought during World War II in the U.S. Army Air Corps that were trained at Tuskegee Army Air Field, Tuskegee, Alabama.
Mr. Hudson took us back to World War II during a time when the military was highly segregated and tried to tell Blacks they were not qualified to be officers.
However the Tuskegee Airman proved them wrong. They proved that Black pilots were equal to white pilots and it has been stated that if there had been no Tuskegee Airmen there would not have been a Black president today; they did truly help start the integration of America.
President Frank Robinson. “Community involvement and volunteerism are woven into students understand personal finance and eradication poverty through financial literacy. The initial launch took place at Bret Harte Preparatory Middle School in Los Angeles on Tuesday, September 29, 2009. Nearly 40 Union Bank employees volunteered at the event by providing classroom instruction on the basics of money and personal finance to students.
“We were thrilled to support the Five Million Kids initiative,” said Union Bank Vice President Frank Robinson. “Community involvement and volunteerism are woven into the very fabric of our bank, and helping these students understand personal finance and entrepreneurship will empower them for their future endeavors.”
For more information on Union Bank’s commitment to supporting the communities it serves and review its 2008 Corporate Social Responsibility (CSR) report visit...
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