

# S.H.E. Agency

Welcome to the future of Public Relations and Special Events Planning with a unique twist! **S.H.E. Agency - Style. Hot. Energy.** This concept was a created with a vision to promote memorable and delightful experiences while making an impact in the communities and lives we serve in the River Region and beyond.

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## SHE TALKS

### From the desk of Traci A. Smith, CEO/President

It's August. The summer is almost gone. Fall is almost here. School will soon start up again. Football season is gearing up for an exciting season. I'm so ready for the fall season to kick in. Gosh! There is so much to look forward to. Let's end the summer with a bang and celebrate it as a month of service.

This month is a very busy month for me but I enjoy giving back to the community. I am hosting a "Stuff the Bus" School Supply Drive to collect school supplies for schools and children in need of supplies for the school year. I'm glad that I can give back to the Montgomery Public schools which I am a proud product of in Alabama. I encourage each of you to give back to the local schools and help the kids be prepared and ready for the new school year by providing them the tools they need.

~TAS

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# Coach Carter's FastBREAK



## About the Writer

John "Coach" Carter is a graduate of Troy University. He received his Bachelors in Political Science with a concentration in Business. He is also President of a management & marketing firm, Authentic Team Management LLC which specialized in helping amateur and professional talents, concentrating in music, modeling, and sports. He is heavily involved with health related causes such as Sickle Cell Foundation, AIDS Outreach, and Joy for Life. You can check out his media publication Authentic Chronicles News at [acnewsmag.blogspot.com](http://acnewsmag.blogspot.com). Coach Carter currently resides in Montgomery, Alabama and can be reached at [ateammangement@gmail.com](mailto:ateammangement@gmail.com)

## Oprah Winfrey Sued

Media mogul, Oprah Winfrey, is getting sued! A woman named Simone Kelly- Brown is suing Oprah for stealing her phrase "Own Your Power". Supposedly Mrs. Kelly- Brown is the CEO of a company named Own Your Power Communications which is a company that provides a personal brand of self-awareness and motivational communication services. Interesting. Nonetheless, she's suing Oprah because in October of 2010, the O Magazine had a headline that read "Own Your Power" and then to make matters worse Oprah held a Own Your Power event in the SAME city just days apart. Of course the folks from Harpo are acting as if they know nothing about what's going on stating, "Harpo has not been served and we have no information about what allegations are being made". No surprise there. What are your thoughts on this situation?

## Jay-Z & Kanye West's Watch the Throne

After months and months of rumors and speculation, the official tracklist of Jay-Z & Kanye West's collaborative album, Watch the Throne has arrived, courtesy of Hova's lifestyle website, Life + Times. Within this collaborative album, you will find the twelve-song tracklist, as well as four bonus tracks. Notably, mediocre teaser single, H\*A\*M, has been demoted to the roll of "bonus track". If you listen closely, you'll probably hear a universal sigh of relief.

This next observation ought to elicit cheers from fans: G.O.O.D. Friday standout "The Joy" has been promoted to "bonus track". I still think the track is too great to be left off the album proper, but this is better than nothing. Also, congratulations to Frank Ocean for his two guest appearances. His career is about to take off in a big way.

A couple things from the rumor mill: (1) The album is expected to arrive this month, take that with a grain of salt. You can pre-order it now, though. (2) The official first single is expected to be "Lift Off", featuring Mrs. Hova herself, Beyoncé. If the album is indeed arriving in August, the single was due like yesterday, so hang tight.

Update: Tracklist now includes producer credits.

Update #2: The album is out August 8.

Update #3: You can now listen to "Otis" from the album.

# S.H.E. HEALTH

## The Gift of Life: Are You an Organ Donor?

By: Matalia Liptrot

August is minority donor donation awareness. There is a desperate need for donor donation and transplant in the minority community. Many minorities loss their life waiting for organ transplants such as kidney, liver, heart, or bone marrow because the level of minority donations are low. Many don't realize the desperate need for minority donation unless they have a family member or a loved one in need of an organ transplant. Approximately 54% of people on the national organ transplant list are minorities and minorities make up 20% of the U.S. population. Minorities are disproportionately affected by illness such as diabetes that leads to end stage renal disease and need for dialysis which makes kidney donation the top of the list for organ donation. There are about 48,000 individuals waiting for a kidney transplant due to diabetes and other illness such as high blood pressure and sickle cell disease.

### Why it is important to become a donor?

- Minorities are facing a public health crisis & are in desperate need of more organ donors
- There are more than 54,000 minorities registered on the US transplant waiting list
- Minorities comprise 54% of individuals on the National organ waiting list
- Many conditions occur with greater frequency among minorities leading to transplant need
- Tragically every 11 minutes another patient is added to the waiting list & 18 people die each day

### What Prevents minorities from becoming donors?

- Many just do not have organ donation on their radar
- Many are not aware of the large number of minorities who are waiting-in need or transplant
- Some are afraid they will not receive the best medical treatment in emergency if they are a donor
- Many are reluctant to sign, commit or register to become a organ donor

Remember organ donation is the highest expression of compassion and generosity. To become a donor check at your local driver license office and get a donor card or register online at [www.lifesharing.org](http://www.lifesharing.org) or [www.donatelife.net](http://www.donatelife.net) to give the gift of life to someone.



### About the Writer

**Matalia Liptrot** is an Ozark native with a Bachelor degree in Marketing from The University of Alabama. Matalia started out her professional career in corporate America as a buyer for a retail chain. She later entered upper retail management before making a career change to become an event planner to now working for a non- profit organization. Matalia's interests include working with community organizations to promote health and education and bring awareness to issues facing the community. She also enjoys socializing with family & friends, reading, writing, and personal growth. You can follow Matalia on Twitter (Tylo12) or e-mail her at [Matalia@SHEagency.com](mailto:Matalia@SHEagency.com).



# ALL TIEd Up

## WORKSHOP

OPEN TO YOUNG MEN AGES 13-18

9.17.11 | 8:00 AM-NOON

### *Topics Include:*

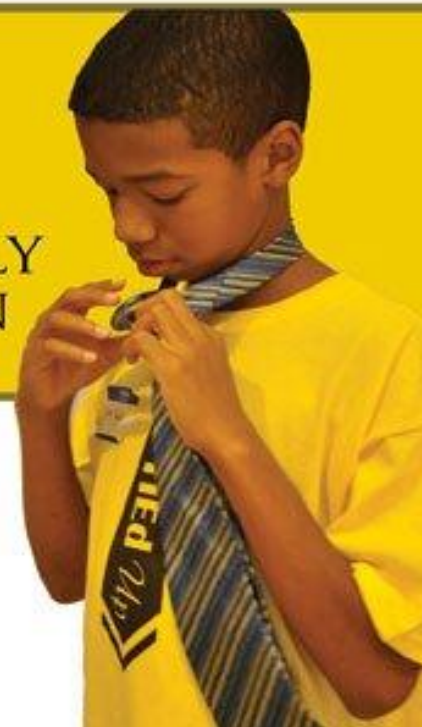
- CHIVALRY
- ETIQUETTE
- DRESS FOR SUCCESS
- GROOMING TIPS
- FIRST IMPRESSIONS
- & MUCH MORE

### *Registration*

\$15 PER PERSON OR  
\$10 FOR GROUPS OF 5  
PRE-REGISTRATION OPENS IN JULY  
LUNCH & T-SHIRT INCLUDED IN  
REGISTRATION

### *Contact*

INFO@ALLTIEDUPPROJECT.COM  
ALLTIEDUP2011.EVENTBRITE.COM  
WWW.SHEAGENCY.COM



# Red, Red Wine



**Lakesha W. says, I have a good idea of which white wine I like, I also enjoy drinking red wine but how do you pair reds with food?**

Here's a simple way to know which food to pair with which wines: White wines with white meat, chicken and fish. Red wines should be paired with red meat, steaks and beef. However, to be more technical with pairing red wines with food, here are some suggestions for pairing reds with dishes.

## **Steak and Cabernet Sauvignon**

Wimpy wines will not stand up to a good steak very well. Likewise, Cabernet Sauvignon based wines, such as California Cabernets and Bordeaux are generally full-bodied wines. These wines can overpower lesser dishes.

## **Lamb and Bordeaux**

Lamb is another red meat which can have bold flavors. Bordeaux and lamb can be a great combination for this reason. For pairing with Bordeaux, look for simple prepared cuts such as loin chops, rib chops and rack of lamb.

## **Chocolate and Dessert Wine**

Traditionally it has been felt that a dark, rich and sweet red wine like Port is the only wine that can stand up to the dark, rich flavor of chocolate. Many wine lovers argue that chocolate is really too strong a flavor for any wine, that chocolate bests speaks for itself and should not be paired with any wine. However, this can vary depending on the type of chocolate and the type of dish. Even some dry red wines have been known to pair well with less sweet versions of dark chocolates.



## **About the Writer**

Chelsa Brown is a graduate of Troy University Montgomery. She received her Bachelor's in Social Sciences. She enjoys traveling, meeting new people, and mentoring youth. Her appreciation for culture and wine prompted her to develop the blog **Heard It Through the Grapevine** to inform and engage the River Region in all things related to wine. She currently lives in Millbrook, AL. You can follow Chelsa on Twitter (MsCB83) or e-mail her at [Chelsa@SHEagency.com](mailto:Chelsa@SHEagency.com)



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**Stuff**

**The  
School Bus**

**School Supply Drive**

**Help Support**

**Montgomery Schools!**

**Saturday, August 6th • 10 AM to 7 PM**

**Next to Dillard's**

**Just Look for the Bus**

Sponsored by

EMERGE Montgomery, The League of Extraordinary Beauties & Beaux,  
Alpha Phi Alpha Fraternity, Inc. (Beta Upsilon Chapter at Alabama State University),  
NPHC (National Pan Hellenic Council) of Central Alabama,  
Partners in Education, Clear Channel Radio

THE SHOPPES AT

**EAST  CHASE**

# S.H.E. Features

**SHE features Committed to Character Education.** Young people today face a variety of challenges that affect the choices they make. Committed to Character (C2C) Education is helping schools and organizations teach wisdom and strengthen the critical character qualities that help all people succeed. C2C Education helps schools create a school culture where good character is regularly modeled and infused into subject areas, school wide activities, and ongoing communications with families. The theme of the C2C program is the concept of wisdom, defined as "making good choices for myself and others." Wisdom is a term that has been used by many cultures and peoples throughout human history to refer to making positive, healthy choices based on principles of character.

While knowledge focuses on what people know, wisdom refers to the choices people make. With C2C, young people learn that real success in life is not simply having knowledge, but applying knowledge by making healthy, positive choices. Using the terminology of wisdom is a unifying theme that gives schools a common language to refer to good character as positive, or wise, choices that demonstrate wisdom. C2C is proactive because it helps educators keep the focus on encouraging students to continue to be wise and make good choices. For more information about C2C Education, go to [www.committed2character.org](http://www.committed2character.org)



## Upcoming Events

### Stuff the Bus Campaign

August 6, 2011

The Shoppes at EastChase  
Montgomery, Alabama

[www.theshoppesateastchase.com](http://www.theshoppesateastchase.com)



### Montgomery's Tweet & Greet 4

August 19, 2011

Montgomery, Alabama

Follow @SHEagency on Twitter

### All TIEd Up Workshop

September 17, 2011

[www.alltiedup2011.eventbrite.com](http://www.alltiedup2011.eventbrite.com)

Montgomery, Alabama



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