

# 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 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.

**CONTACT:**  
[PR@sheagency.com](mailto:PR@sheagency.com)  
[www.SHEagency.com](http://www.SHEagency.com)

## SHE TALKS

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

Is it 2011 already? Well, my year is already starting off with a bang and I am ready! I know most of us make New Year's Resolutions that goes well for a few months and then gets broken. Instead of doing that, make a list of goals of things you would like to accomplish for the year. The key word is "would like"... less pressure that way! For me, I look at my goals from the previous year to see what I have or have not accomplished. For those goals that I did not achieve, I determine if I want to put it on the goal list for the new year or not. Sometimes I erase it because it's not important to me anymore. Sometimes what we want then may not be the case later and that is okay. I made one goal for S.H.E. Agency and that is to do something bigger and better every year. Now, that is a very simple goal! First, I must thank family, friends, and fans for supporting me as I have had some doubts along the way. But I am glad I stayed in my lane and pressed forward. I'm very grateful for the opportunities that have been presented to me so far. So for 2011, you will see new writers contributing to the newsletter, new newsletter format, random giveaways to those that love SHE and many more! S.H.E. (Style.Hot.Energy.) loves the CHANGE!

~TAS

Contact us for advertising opportunities in S.H.E. Agency's Newsletter

**As low as \$20 a month!**

Ask for the SHE "2011" Offer\*

\*S.H.E. Agency reserves the right to reject submissions.

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# S.H.E. AGENCY & PARTNERS

## Alpha Phi Alpha Dr. Martin Luther King, Jr., Memorial Scholarship Breakfast

The Alpha Upsilon Lambda Alumni Chapter of Alpha Phi Alpha Fraternity, Inc., will host its 15<sup>th</sup> Annual Dr. Martin Luther King, Jr., Memorial breakfast on January 8, 2011 at the Dunn-Oliver Acadome at Alabama State University in Montgomery, Alabama. Tickets are \$25.00 each. This event serves a threefold purpose: (1) honoring Dr. Martin Luther King, Jr.'s legacy, (2) raising funds for scholarships, and (3) recognizing outstanding citizens who have demonstrated King's legacy.

Over the years, the Alpha Upsilon Lambda Chapter has awarded approximately 260 merit-based scholarships, assisting local students in attending undergraduate and graduate school, at institutions in Alabama and throughout the country.

MLK Legacy Awards will also be presented for significant community contributions in several categories. For ticket information, contact William Minter at 334-265-9945. Checks are payable to the Alpha Upsilon Lambda Educational Foundation.

# Your Ad



# Here

Are you interested in being a contributing writer for S.H.E. Agency's newsletter?

Submit short writing samples or materials to [newsletter@SHEagency.com](mailto:newsletter@SHEagency.com)

S.H.E. is waiting...

# All About Regina Bradley



Interviewed by Traci A. Smith

## **Tell us about your background: education, family, early life influences and your childhood aspirations.**

I'm a military brat. I was born in Hawaii and lived in Virginia for most of my life. But I moved to Albany, Georgia at 14 and have been a Georgia girl ever since. Albany is what I call my home base. I've always been destined for greatness. My grandparents were educators. They would have me at the library every day of summer vacation or telling me stories about what it was like being black and southern. Anybody who truly knows me knows that I am my grandparent's child. They gave me a second chance at life. It was instilled in me at an early age that the pursuit of knowledge is a gift. My grandfather told me that books were made so that blacks couldn't receive knowledge. I've been a book fiend ever since.

## **How and when did your journey into starting Red Clay Scholar Consulting begin for you?**

I've always loved speaking in front of people. My changing point, however, was after meeting Dr. Mark Anthony Neal in person. Yes, I read the man's work and books and was repeatedly told of his awesomeness, but it was totally different after sitting down with the man and talking about OutKast, Goodie Mob, and T.I. I wanted to emulate his accessibility and interaction with folks outside a college or university. My other passion, however, is reaching back to those just beginning their academic careers. I found a great love for conducting workshops on college and graduate school application processes. Being from southwest Georgia, there is a great challenge in persuading students of color to dare and trust themselves to go to college. College and graduate school seem like an unrealistic use of time and energy. I use my seminars to change that mode of thinking. I wouldn't call myself an entrepreneur. I'm just an academic in training who wants to share her thoughts and interests and help others in the process.

## **What kept you on track to achieve your goals? What do you attribute your success to?**

It is imperative for any venture to have a support network that wants to see you succeed. I am very blessed to have a wonderful family (play cousins and all) and husband who want to give me a party every time I achieve a goal – like finishing my doctoral qualification exams or teaching a class about African American popular culture. My “sista circle” consists of girlfriends who are working on their own dreams and aspirations yet we keep each other grounded. I can't see my life without this system in place. My biggest “secret” of success is getting back up after failure. I've failed many times in my life but always rebound and keep fighting. My grandfather taught me “Barnetts don't quit. We don't know how.” It's my mantra.

## **What is the Red Clay Scholar Consulting's goals, visions, and purpose and how can those interested in learning more reach you?**

The purpose of Red Clay Scholar Consulting is to make the academy accessible to all. My services include lecture presentations of African American culture, college and graduate application workshops, personal statement assistance, and “survival” courses of the college experience. I am relaunching Red Clay Scholar site early 2011. Until then, I can be reached at my blog site (<http://redclayscholar.blogspot.com>), on Twitter (@redclayscholar), or by email [regina.bradley1908@gmail.com](mailto:regina.bradley1908@gmail.com).

## **What advice would you give to those that want to start their own business? Is there anything else you'd like for us to know?**

Have confidence in your abilities. Be ready for unexpected challenges and blessings. No one can pave your road to success but you. Never give up on your dreams and your dreams will never give up on you. As a side interest, I am a freelance writer. My pieces revolve around Hip Hop Culture, Popular Culture, and the African American experience. They have been featured on NewsOne, Racialicious, and TheLoop21.

# SHE VS HE

## PART I

### Do New Year's Resolutions work? Why or Why not? #Twitter Version

“They do...but not for me. Hurdle 1: Remembering them. Hurdle 2: Keeping them.”  
@robsmada

“Resolutions get broken because people fail to plan it out, set a date, or define an outcome. A written goal is better.”  
@doggdaze

## PART II

### How many of you remember your resolutions from last year? #Twitter Version

“Mine is the same every year. Each year I strive to be and do better than the year prior! I do it every year! #THANKGOD!”  
@OnleeOneMee

“Mine was to start hitting the gym more, and focus more on my health!”  
@Mr\_VSOP

If you would like to answer next month's “SHE vs HE” question, please send an e-mail to [newsletter@sheagency.com](mailto:newsletter@sheagency.com)

## sheBITS...For the Nerd in You

Hot new must have gadgets....Tablets:

Apple iPad:



9.7-inch touch screen, 1GHz processor, extremely long battery life, multi-tasking, and over 300,000 available apps, supports HTML5. (iPad 2 Due out 1<sup>st</sup> Quarter of 2011)

Blackberry Playbook:



7-inch touch screen w/ full multi-touch and gesture support, 1 GHz dual-core processor, Dual HD cameras (front/rear), HDMI video output, Adobe Flash Player

Samsung Galaxy Tab:



7-inch touch screen, 1GHz processor, Full Flash Support, Dual Cameras (front/rear), support up to 32GB of storage and Wifi/3G connectivity.

Motorola Honeycomb Tablet (in Development):



10-inch multi-touch screen, 1GHz dual-core processor, Android 3.0 (Honeycomb), Dual cameras (front/rear), Mini-HDMI port

HP PalmPad (in Development):

Various Sizes, webOS, touch screen, WiMAX support on the Sprint 4G network, mini-HDMI port, USB 3.0 port, Dual cameras (front/rear)

LAKESHA WOMACK PRESENTS



# I WANT IT ALL! CONFERENCE MONTGOMERY AL

August 4 - 7, 2011

PERSONAL PROFESSIONAL & SPIRITUAL DEVELOPMENT

## Thursday

Black Tie Dinner & Reception

## Friday

Professional Development &  
Networking Mixer

## Saturday

Personal Development & "Rock the  
Runway" Fall Fashion Show

## Sunday

Spiritual Development & Farewell  
Brunch



facebook/MsLaKeshaNomack



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For more information, visit

[LaKeshaNomack.com/iwantitall](http://LaKeshaNomack.com/iwantitall)



# Bring On the Bubbly!

By Chelsa Brown



Champagne bottles have popped, glasses filled, toasts have been made and now we're here in 2011! Champagne, one of the world's most famous wines, is a must have for celebrators bringing in the New Year and for many special occasions. The most popular type of wine is Brut. At your local grocery store you saw several bottles of Brut by many different wine distributors because most champagne made in the USA are made at the brut level. However, Brut is not a favorite for many due to its dryness. There are other types of champagne that are dry and sweet. Here's a list of the types of champagne and their percentage of sugar:

1. Extra Brut, Brut Sauvage, Ultra Brut, Brut Integral, Brut Zero - These have trace amounts of sugar (0-.5 percent)
2. Brut - .7-1.1 percent
3. Extra Dry, Extra Sec - 1.2 to 2.0 percent
4. Sec - 2.0 to 3.5 percent
5. Demi-Sec - 3.5 to 5.0 percent
6. Doux (sweetest) - 5 percent and up

So when the next special occasion comes around or when you're ringing in 2012, remember there are other types of champagne that you can purchase to satisfy your palate.

## Happy New Year!

### 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. Chelsa can be reached at [Chelsa@SHEagency.com](mailto:Chelsa@SHEagency.com).

# Continuing Philanthropic Endeavors Beyond the Holiday Season

By  
Krystle Bell

As the holiday season comes to an end and a new year begins to emerge, I wonder will the philanthropic spirit of individuals diminish because the holidays are over. The holiday season brings many opportunities for individuals to give to and support the less fortunate. We hear of toy drives, family adoptions, and a host of other service activities. These are great and well worth the time, but will this strong spirit of giving continue throughout 2011?

So what is the meaning of philanthropy? The Latin definition of philanthropy is the “love of man.” Philanthropic efforts can occur in the form of giving money to charitable organizations or doing community service, but these are only small portions of philanthropic endeavors. Philanthropy is also mentoring, sponsoring, helping others, and giving ideas. Philanthropy is mostly associated with the nonprofit sector, and this sector is important to our society because these organizations provide much needed programs, products, and services that the public and/or private sectors are unable to provide.

There are also diverse sources that engage in philanthropy. These include corporations and foundations, but the largest percentage of giving comes from individual contributions. Contributions occur in the form of monetary or in-kind donations, and these contributions allow organizations to provide services that are needed all year long.

As we enter into a new year, let us not just think of giving to charity during the holiday season but throughout the entire year. So the next time you hear of a health walk or mentoring program, take the time to volunteer your time and/or money to assist with the cause. The spirit of philanthropy should rest with us all year long.

## About the Writer



**Krystle Elaine Bell** is a 2007 magna cum laude graduate of Jacksonville State University with a Bachelor of Arts in Political Science and a double minor in Spanish/Business and Technical Writing. She is currently pursuing her Master in Public Administration with a concentration in Nonprofit Management and Leadership at Auburn University Montgomery where she will complete her studies in May 2011. Krystle lives in Montgomery, Alabama. She enjoys running, reading, and writing. Her interests include philanthropy, women's health, and metaphysics. Krystle can be reached at [Krystle@SHEagency.com](mailto:Krystle@SHEagency.com).

# *Staying. Healthy. Everyday.*

By: **Matalia Liptrot**

Happy New Year! I'm sure as we celebrate the New Year many of us will make resolutions, again to lose weight. Let's instead make the resolution to develop healthy eating habits. Simply by choosing to live a healthier lifestyle this will lead to weight loss plus a longer healthier life. Let's face it diets are only a temporary solution but a lifestyle change is long term resulting in weight control through healthy eating habits, smaller portion size and regular exercise. Incorporating these things into your life instead of diet will result in overall improved health. In order to make healthy eating choices you must know what foods are better and their benefits to your body, which requires research. We must educate ourselves on the nutritional value of foods plus learn how to prepare healthy meals. After you have done your research and learn your eating routine it will help you figure out what changes are right for you then you can create your action plan to achieve healthy eating habits. Start with baby steps making small changes at a time will ingrain lasting healthy habits. Begin journaling to track daily food intake also it will give insight on your eating habits plus bring awareness of what you are eating. Here are 5 ways to kick start a new healthy lifestyle.

1. Increase water intake/drink low calorie beverages [tea, water with lemon, orange slices]
2. Gradually downshift on high fat/high calorie foods [cookies, ice cream, candy & such]
3. Strive to eat more servings of fruit & veggies at each meal and snack
4. Reduce portion size
5. Switch to whole grain [increased fiber curbs hunger]

Remembers nothing happens overnight and you must make the commitment to healthy living plus find an exercise routine you can incorporate into your weekly schedule also seek out a partner it will help you stay motivated by having someone to hold you accountable for your actions & support. Let's jump start the New Year making the choice to resolve to a healthier lifestyle!

## About the Writer



**Matalia Liptrot** is an Ozark native with an 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 includes 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. Matalia can be reached at [Matalia@SHEagency.com](mailto:Matalia@SHEagency.com).



# All DOLLED up

Saturday, March 5, 2011  
The Shoppes at EastChase  
(Space next door to Hollister)  
*Open to young women ages 13-18*

## *Topics*

Dressing for Success | Making Your Dream a Reality  
Hair & Makeup Tips | Responsible Choices  
First Impressions | Etiquette | Public Speaking & More

## *Registration*

\$15/person or \$10/groups of 5 or more

<http://alldolledup.eventbrite.com>

or [www.SHEagency.com](http://www.SHEagency.com)

Use discount code "ALL\_DOLLED\_UP\_2011"

*Lunch & T-shirt included in registration.*

# Paying it Forward

By: Traci A. Smith

Many of us see random contests on Facebook and Twitter and just know that we will not ever win the prize or think it is a scam. I've seen people tweet messages on Twitter with messages such as "Retweet this for a chance to win an iPad" to "Win a Free Night at any Aloft Hotels" on Facebook. Truthfully, I have been suckered a few times into submitting my name, e-mail address, and answer to the trivia question like a fool only to get spam mails after not winning the "prize".

On Tuesday, December 14, 2010, I decided to play the "fool" and enter this contest on Aloft Hotels Fan page for a chance to win a pair of tickets to Billboard Magazine Tastemaker's video shoot with Grammy-nominated R&B artist Keri Hilson that was presented by Aloft Hotels (A vision of W Hotels). It included a behind-the-scenes look at the action and photo op with Keri. All I had to do was be the first to respond to the trivia question correctly. The question was "What's the name of Aloft Hotel's live music event series held in W's xyz bars?" I answered the question correctly with "Live at Aloft Hotels". So on Wednesday, December 15, I received an e-mail from the Senior Global Brand Manager in White Plains, New York stating I had won the contest.

So now, I don't feel like a "fool" because "I am a winner, baby!" But there was a catch; I would have to fly into New York on Monday, December 20th to attend the event. It was short notice which I expected but I'm all the way in Alabama and the contest didn't pay for transportation. What's a girl to do? So, I replied back to the e-mail and asked if I could send someone else in my place. I got a response back saying I could. Because my 2010 theme was "Pay it Forward", I figured this was the best time to send a reader in my place to attend the event.

I contacted Erica Marie Davis who lives in New York City and asked her if she would like to go in my place. Of course, she was excited and took her friend, Beatriz Urena, to attend with her. They arrived at Aloft brand's first New York City Hotel, Aloft Harlem, located at the corner of Frederick Douglass Boulevard and 124<sup>th</sup> Street on December 20<sup>th</sup> to see an intimate performance with Keri Hilson with about 50 other people. They took pictures with Keri Hilson and got videos of her performance with her singing her latest songs. Just know that you will never know when SHE will surprise you with something like this. Congrats to Erica and Beatriz for having a night of fun in my place!



Erica Davis (left), Keri Hilson (center) and Beatriz Urena (right)



Keri Hilson performing at Aloft Harlem

## S.H.E. Features

**National Volunteer Blood Donor Month** is celebrated in January. Donating blood each year is a necessity for saving people's lives. There is always a need for blood donation because a neighbor down the street might be in a car accident, a child at church needs surgery, or a family member is diagnosed with cancer. All of these situations happen every day in our community and have a single common denominator: the need for people to donate blood. Four million patients benefit every year from the over 14 million units of blood donated in the United States by eight million volunteer donors.

For more information on blood donation or to speak with someone about signing your business up as a donation site, contact your local blood bank and make a difference in someone's life.

## Upcoming Events

### Montgomery's Tweet & Greet Part II

Friday, January 7, 2011  
Eastside Grille  
Montgomery, Alabama  
5:30pm - until



### All DOLled Up Workshop ~For young girls ages 13-18~ March 5, 2011

The Shoppes at EastChase  
Montgomery, Alabama  
8:00am to Noon  
<http://alldolledup.eventbrite.com/>



S.H.E. Agency, LLC  
P.O. Box 240933  
Montgomery, AL 36124