



# THE FOCUS

Something For Everyone.

# NOVEMBER 2023

NOVEMBER 2023 - NO79 - PRICE \$5.99

## INCLUDE OUR BOYS IN THE EQUITY CONVERSATION



## BEACH ENERGY

NEW WIND TURBINES COMING TO  
TIDEWATER

## CHAMPIONSHIP FOOTBALL

CIAA BIG GAME  
IN THE STAR  
CITY

# THANK YOU VETERANS

## YOUR SERVICE TO COUNTRY AND COMMUNITY IS APPRECIATED



THE OFFICIAL MAGAZINE OF THE  
JUSTICE BUSINESS ECOSYSTEM CENTER

CULTURE | BUSINESS | ORIGINATORS

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ONLINE PAGE : [WWW.NUFOCUSVA.COM](http://WWW.NUFOCUSVA.COM)

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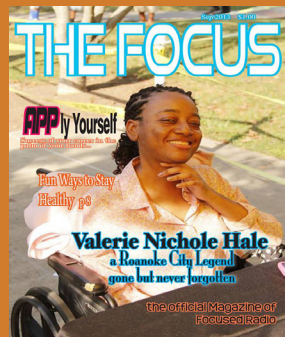


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Congratulations to Roanoke's own Nicole Pullen Ross for always staying Focused!

## Years of The Focus Magazine



EDITORS EDITORIAL



## HELLO

The Focus Magazine has been a voice for a group of innovators to project the positivity we desire to see, and make it manifest

## I'M TOM A. PAGE-ROSE

November means it is starting to get colder outside. However, it is still "hot" inside the pages of our publication. We have been blessed to stay bringing you a voice from the streets of "Star City" and abroad.

This month we check in with the other cities we have business in throughout the state. Tidewater is trying some interesting things with energy, while in RVA one of our own is stepping into the life of young boys specifically in efforts to distribute equity. The plug also shows us the top albums of 25 years ago in Hip-Hop. Who ever thought we would've made it this far?

As always continue to be GREAT and STAY FOCUSED MY FRIENDS!

ONLINE PAGE : [WWW.NUFOCUSVA.COM](http://WWW.NUFOCUSVA.COM)

## THE TRUTH IS

"The Focus" Magazine is a rising star among regional publications that reflects a new and balanced perspective on Arts, Entertainment, Sports, Business, and Community. We stay FOCUSED through support from communities that want to know more about what's happening around them.

Each month "The Focus" spotlights small businesses, entrepreneurs, community events, political topics fashion and the arts. With our headquarters located in the heart of the Star City (Roanoke, VA), we are cultivating markets in Richmond, 7 cities, and Northern Virginia. With our media presence, we are poised to stay relevant and influence what people are talking about and doing.

The **Gun Violence Prevention Commission** Presents:

# ENGAGING OUR YOUTH



**NOVEMBER 29, 2023 • 9 AM–12 PM**

## Giving Youth a Chance

This workshop is designed to be interactive and engaging, with plenty of activities and opportunities for participants to apply what they've learned.

By the end of the day, participants will have a basic understanding of entrepreneurship and the skills needed to assist youth to start their own business.

Breakfast will be provided.

## Where?

**Roanoke Higher Education Center**

108 N. Jefferson Street  
Roanoke, VA 24016

*For more info, contact:*  
**Nicole.Ross@tapintohope.org**



tapintohope.org



# URBAN HUSTLERS

## The Unseen Heroes: Strengthening the Middle Class

Once upon a time in the bustling town of Prospera, there thrived a community of unsung heroes – the middle-class workers. Prospera might not have been known for its towering skyscrapers or extravagant lifestyles, but it was the heartbeat of the nation, driving its workforce and support services with relentless dedication.

In the heart of the town stood a business ecosystem center (modern day factory), a beacon of productivity and innovation. The factory workers, a diverse group representing the middle class, poured their sweat and

passion into creating goods and services that would later find their way to the global marketplace. They knew that without their products, the country wouldn't thrive, and they took great pride in their role as the backbone of the nation's economy.

Meet Sarah, a skilled artisan working diligently on the assembly line. With nimble fingers and a heart full of determination, she meticulously crafted electronic components that powered devices used across the world. Despite the monotonous tasks, Sarah knew that her contribution

mattered. Her products would eventually fuel communication and connectivity, making lives better for countless individuals. Meanwhile, at the administrative office, Mark was busy crunching numbers and coordinating shipments. His tireless efforts ensured that the factory's products reached international markets in a seamless manner. He might not have been in the spotlight, but he understood the significance of his role in driving the country's economic engine.

Outside the factory walls, there were more middle-class heroes in action. Linda ran a small family-owned restaurant that served delicious meals to locals and travelers alike. Her eatery was a hub of camaraderie, where friendships blossomed and celebrations were held. Despite the challenges, Linda's relentless spirit kept her business afloat, creating jobs for fellow townspeople and contributing to the local economy.

Across the street, Tom ran a service center for electronic devices. He knew that without timely repairs, productivity could be hampered, and people's livelihoods might be affected.

Tom and his skilled team worked tirelessly to keep devices functional and businesses running smoothly.

As the years passed, the nation's economy fluctuated, but Prospera's middle class remained steadfast. Their commitment to driving the workforce and support services was unyielding, and they played a crucial role in keeping the country's economic engine roaring.

One day, the nation's leaders recognized the indispensable contributions of the middle class. A special event was organized in Prospera to celebrate their achievements. Business owners, factory workers, service providers, and administrative personnel came together to share their stories of perseverance and dedication.

During the event, the factory workers were honored for their role in creating products that generated revenue for the nation. The small business owners received recognition for fostering local economies and creating job opportunities. The service providers were applauded for ensuring smooth operations and efficient productivity.

As the applause echoed through the town square, Sarah, Mark, Linda, Tom, and countless others realized the true power of their collective efforts. Their sweat, determination, and passion had woven together to create a tapestry of prosperity for the nation.



## LEARN MORE BY CLICKING THE LINK

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



Prospera's middle class stood tall and proud, knowing that they were the unsung heroes who kept the wheels of progress turning. They embodied the spirit of hard work, dedication, and resilience, proving that it was their efforts that drove the nation forward. With their unwavering commitment, they had not only built products to sell in the global marketplace but had also crafted a brighter future for generations to come.

And so, the middle class of Prospera continued to work, create, and support, knowing that their contributions were the lifeblood of the nation's prosperity. Their story served as a reminder that while grand achievements often made headlines, it was the tireless efforts of the middle class that truly kept the country's heart beating strong.

### Strengthening the Middle: NFX Empowering the Urban Hustlers

In a world often preoccupied with fixing the struggles of the poor and idolizing the opulent lifestyles of the affluent, it is easy to overlook the heart of any society—the hardworking middle class. Celebrating and supporting the majority of us in this crucial sector is vital for sustainable growth and progress. Virginia-based 501c3 Community Action Group, NFX, has been taking strides to empower the urban hustlers, those industrious entrepreneurs and dedicated workforce assets who strive to make a difference for themselves and their communities.

**Embracing Technology and Innovation:**  
NFX recognizes that technology and innovation are powerful catalysts for change. Leveraging these tools, they have been able to showcase inspiring stories of urban hustlers who exemplify dedication, resilience, and creativity. By sharing these narratives, NFX aims to inspire others and highlight the potential that lies within the middle class.

**Empowering the Urban Hustlers:**  
Urban hustlers, a term affectionately used by NFX, represent individuals who dare to dream big and work tirelessly to transform those dreams into reality. NFX believes

in providing them with the resources, opportunities, and support needed to succeed. By nurturing these promising talents, they hope to cultivate a community of empowered individuals driving positive change from within.

**Putting Stories into Action:**  
NFX understands that celebrating success stories is only the beginning. To create tangible results, they organize events, platforms, and networking opportunities that connect urban hustlers with the necessary support and tools. These engagements help foster collaboration, spark innovation, and facilitate meaningful connections that lead to real progress in the middle-class sector.

**Ownership and the American Dream:**  
The foundation of NFX's mission lies in promoting ownership and the American Dream. By providing avenues for entrepreneurs to stake their claim in the business world, NFX aims to contribute to the realization of the American Dream for many. Whether through startups or joining established businesses, NFX encourages individuals to take charge of their destinies and build a better future.

**Continued Support for Sustainable Growth:**  
Recognizing that change is an ongoing process, NFX offers continuous support to urban hustlers throughout their journey. By nurturing their growth and ensuring they have access to crucial resources, NFX aims to create a sustainable impact that will benefit both the individual and the community.

As we celebrate the successes of the middle class, it becomes evident that empowering urban hustlers is key to fostering a resilient and thriving society. NFX's dedication to utilizing technology and innovation to share inspiring stories, providing resources, and facilitating meaningful connections has the potential to reshape the landscape of the middle-class sector. By supporting ownership and the American Dream, NFX is sowing the seeds of a brighter future for all.

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# Justice Business Ecosystem



Building is what we do

Providing much needed resources and support mechanisms with equity, diversity, and inclusion in mind to minority owned as well as all other disadvantaged businesses to assist them to achieve success within the first two years of launching their business idea is the main focus of the

**Workforce + Entrepreneurship = Business Enterprise**



## THE DREAM INITIATIVE

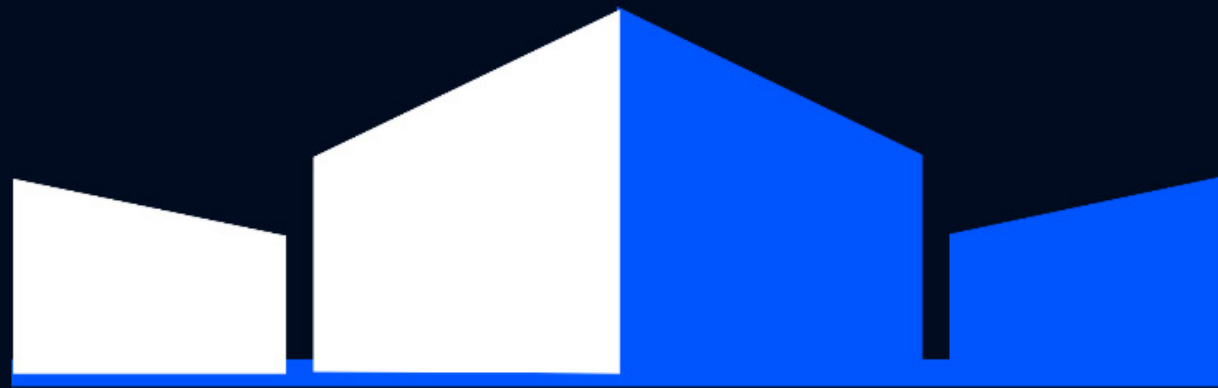
Learn More at

[www.TheDreamInitiative.us](http://www.TheDreamInitiative.us)



Zuheil is a Multi-Passionate mom of 4, Autism Awareness Activist & Business Owner-CEO of BH CE. Mamá multi-apas

The Dream Initiative's vision is to see all families desiring to live in America, have a pathway to a safe and legal transition into US citizenship with tools and resources to sustain a healthy family unit on their pursuit of the American Dream, that contributes to the country's workforce and entrepreneurship



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# THE COASTAL GALE: ENERGIZING THE FUTURE IN HAMPTON ROADS

The shores of Hampton Roads stand on the cusp of an energy transformation, propelled by the winds of change.

The Biden administration's nod has set in motion a \$9.8 billion venture poised to erect the United States' most substantial offshore wind farm. Soon, the formidable power of 176 wind turbines will hum 27 miles off Virginia Beach's coast, converting the Atlantic's breezes into electricity for the masses.

Dominion Energy's communication specialist, Cherise Newsome, shed light on the scope of this green colossus. With the capability to energize around 660,000 homes, this offshore wind project heralds a new epoch of clean, sustainable power for Virginians. Towering at 836 feet, each turbine is a testament to human ingenuity, with a diameter so grand it could allow a car to traverse its breadth.

The project's roots trace back to 2020, when Tidewater networks chronicled the initial rise of two turbines. These served as harbingers, their

performance offering a glimpse into a renewable future.

Newsome articulates the financial narrative with precision: a promise of \$3 billion in fuel savings counterbalanced by a modest monthly bill increase for customers. The meticulous transport of compo-

nents to the burgeoning wind farm underscores the project's advancing timeline. Marine



The commitment to marine preservation is unwavering, with Dominion Energy employing rig-

we set the culture...

orous protocols to shield oceanic life and ensure community well-being. The turbines themselves are engineered to endure, capable of withstanding up to Category 3 hurricane forces—a resilience that is as reassuring as it is robust.

Faced with the theoretical might of a Category 5 hurricane, the turbines' "feathering" technique is a marvel—allowing blades to tuck in, minimizing wind infliction. Such precautionary measures reflect a confidence built on the region's historical weather patterns.

Dispelling concerns, Newsome elucidates the harmonious interplay between technology and nature: turbines are designed to be propelled by, not influence, weather systems. The conversion of wind to energy is seamless, with subsea cables channeling the harvested power to shore.

As the project gains momentum, residents will witness the transformation of their landscape to accommodate this clean energy conduit. Dominion Energy is transparent about the necessary adjustments, including tree clearing and construction activities, that will pave the way for this initiative.

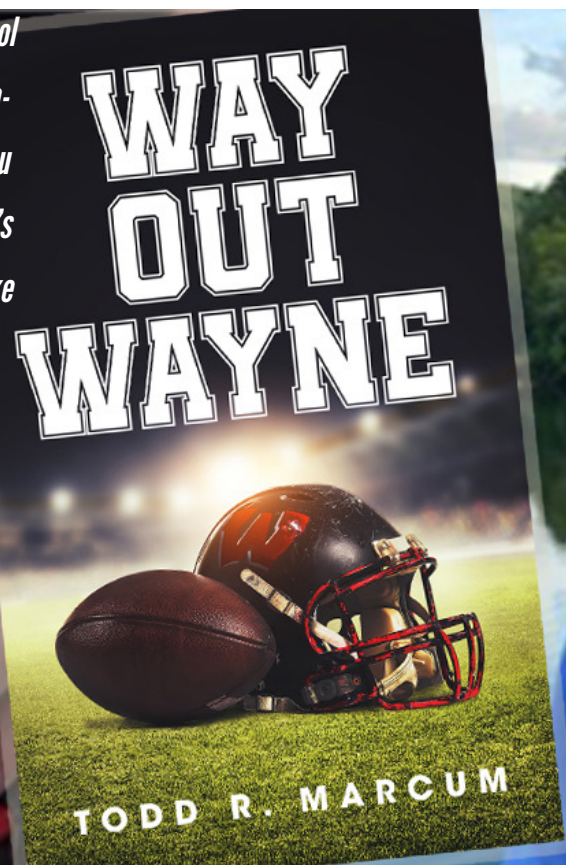
With 2026 earmarked for completion, this off-shore wind farm is not merely an infrastructure project; it's a beacon of progress, promising a confluence of sustainability, resilience, and community benefit. Virginia Beach is not just witnessing the rise of turbines; it's participating in the shaping of a future where energy is as boundless as the wind itself.



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"The drastic loss in opportunity for Virginia that occurs when many across the Commonwealth don't see a positive way forward for themselves and their families is striking. That's why **ELI** and **SERCAP** formed a partnership to focus on addressing this largest of Virginia's infrastructure problems and is investing in human capital across the state through entrepreneurial mindset training.

"As a proud Virginian who was born and raised in Newport News, I wish for nothing more than to see many people across my community benefit from the life-changing impact that an entrepreneurial mindset offers."

**Rob Herndon**  
President,

**The Entrepreneurial Learning Initiative**



Entrepreneurs  
start your new  
business idea with  
support!!!



## #BOYS MATTER AND THEY NEED TO BE INCLUDED IN THE CONVERSATION OF #EQUITY..

By Monica Manns

It's important to note that nationally boys are underperforming academically in comparison to similarly situated female peers across racial lines. Boys are opting out of attending college at horrifying rates and driving up the ratio of boys to females enrolled in collegiate courses. The mental health statistics for males in our country are staggering. This is equity - identifying areas of disproportionality and supporting them with fiscal resources and innovative solutions. Today I had a masters lesson on a fieldtrip to Maymont. For context, there were six 2nd grade boys in my group, and through them, they either affirmed my beliefs (27yrs of experience) or taught me new concepts. Some examples:

#1. Boys require different types of instruction. We need to establish experiential techniques that promote and elevate boys' learning engagement.

#2. Boys need more breaks. It is harmful for us to only give boys one break a day when they are so full of energy because their energy levels are often much higher than those of their female peers. This was made very clear when I looked around at the other groups that were primarily made up of girls; they were experiencing this field trip very differently than my boys.

#3. Students should go on at least three to four field trips every year to broaden their experience. Field trips give students access to experience, it says, which allows them to develop language and context for reading, but these field trips cannot happen if instructors and schools do not have appropriate support from parents and the community. Volunteerism should be included in all



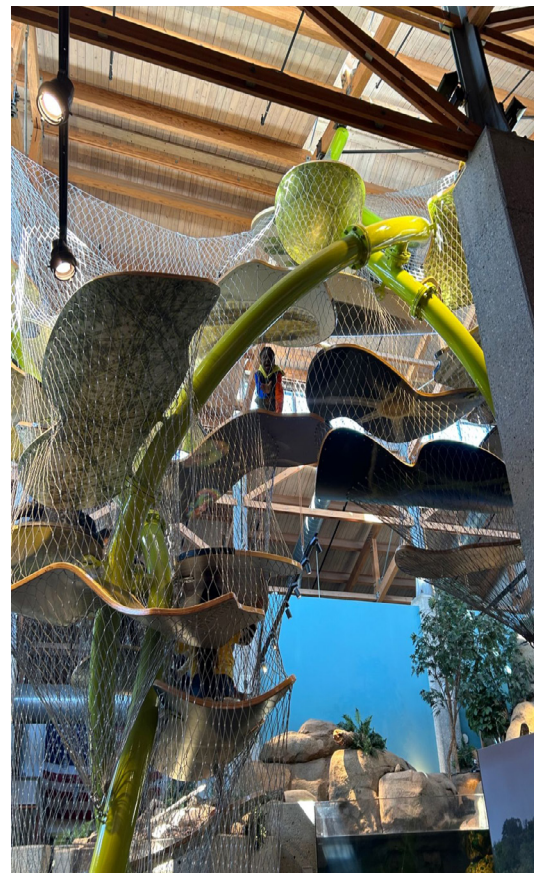
we set the culture...

employers expectations. We must lobby for businesses to encourage #volunteerism in schools, particularly those whom are labeled Title I (40% free and reduced lunch recipients). Additional #volunteers would help multiple school-wide efforts. For example, assisting with field excursions since instructors work so hard to guarantee our students have experiences, but it is very difficult when they do not have enough volunteers. Also, district wide school staff should be required to support at least two student field trips a year.

#4. Executive functioning skills should be ingrained in every classroom. Students, particularly boys, must master executive functioning abilities such as #self-regulation, which can be embedded in all of their coursework. For example, it can be taught through #karate or #taichi in lieu of general PE. It is absurd that we expect students to have a skill set that is not taught in our schools and for which boys often do not have a biological inclination.

This isn't to say that #girlseducation don't matter but #boyseducation matter as well and we need to see them.

P.S. Always bring wet wipes, first aid kits, backpacks, and extra water bottles on any field trip.



The Focus Magazine 18

**Bamm** **Amber** **Doug**

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# LIKES TO LEADS: INTRO TO SOCIAL MEDIA MARKETING



## ABOUT THE COURSE

In the age of Instagram and TikTok, social media has become one of the most important aspects of any organization's marketing strategy. How can you most effectively use these platforms to advertise your company, services, and products—even if you only have limited time to spend on it? This lesson will equip you with some practical strategies to get started.

**This course is free of charge**

**DECEMBER 7, 2023**

**12 pm - 1 pm**

**TO REGISTER VISIT**

**[caic.org/producers-business-resources](https://caic.org/producers-business-resources)**



# FROM NAVY BLUE TO CIVILIAN HUE

*On a sunny day in June 1993, a young man stepped onto the grounds of the Recruit Training Center (RTC) in San Diego, ready to embark on a journey that would change his life forever*

He was about to enter the US Navy's Boot Camp, a grueling two-month training program that would redefine his existence. For the next 13 and a half years, he would be a sailor, constantly going out to sea, participating in three Mediterranean deployments, and serving in the Antiterrorism/ Force Patrol unit. But in

the end, he would trade his active service for the title of Veteran, a transition that proved to be anything but smooth. The discipline, camaraderie, and sense of purpose that had been his life's cornerstones suddenly seemed to vanish. He was thrust into a world where he had to carve out a new identity and find



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a new purpose. The private sector, where he initially found work, was a stark contrast to the adrenaline-fueled missions he was accustomed to. He yearned for the sea, the brotherhood, and the feeling of being part of something greater than himself. However, as time passed, he began to see his mili-

tary experience in a new light. The discipline, leadership skills, and ability to work under pressure, which were second nature to him, became his greatest assets. He leveraged these skills to start a security consulting firm, using his experience in the Antiterrorism/ Force Patrol unit to help businesses safeguard themselves from potential threats.

But his journey didn't stop there. He found a way to give back to the community by volunteering at a local veterans' organization, helping his fellow veterans navigate the often challenging transition to civilian life. Sharing his experiences and offering advice became a therapeutic and rewarding endeavor.

Today, he stands tall, not just as a veteran, but as a successful entrepreneur, a community leader, and a mentor to other veterans. His journey from the RTC San Diego to where he is now has been a rollercoaster of challenges and triumphs. But he wouldn't change a thing. It has shaped him into the person he is today, and for that, he is eternally grateful.

Reflecting on his journey, he realizes that the Navy didn't just teach him how to be a sailor; it taught him how to be a man, a leader, and a contributor to society. And for that, he will always wear his title of Veteran with immense pride.

“Unsung Heroes: A Tribute to Our Veterans”  
In the relentless rhythm of our daily lives, the sacrifices of our veterans often fade into the

background. These courageous men and women have risked everything to safeguard our freedom and ensure our safety. They have stared into the face of war, endured the agony of loss, and weathered the rigors of military life. Yet, when they return home, they often become invisible, their sacrifices overlooked by a society that is quick to point fingers but slow to express gratitude. This feature aims to spotlight the importance of remembering our veterans and recognizing their invaluable contributions to our nation.

Our veterans are the pillars of our nation, their sacrifices forming the bedrock of our freedom. They have been on the frontlines of conflicts, both directly and indirectly, and have spent every day readying themselves for the possibility of war. Yet, when they transition back to civilian life, they often find themselves surrounded by individuals who take their freedom for granted, criticizing America without comprehending the price of the liberties they enjoy. This feature will underscore the importance of remembering our veterans, using real-life examples to illustrate their sacrifices and contributions. Our veterans have paid a steep price for our nation. For instance, during World War II, over 16 million Americans served in the military, with over 400,000 making the ultimate sacrifice. These brave souls left their homes and families to fight for our freedom, many of them never returning. Even today, our veterans continue to risk their lives in conflicts around the globe, their sacrifices often going unnoticed by the general public.

Moreover, our veterans continue to enrich our society long after their military service. Many veterans leverage the skills and experiences they acquired in the military to serve in various sectors, including education, health-care, and public service. For



Bundle Pack



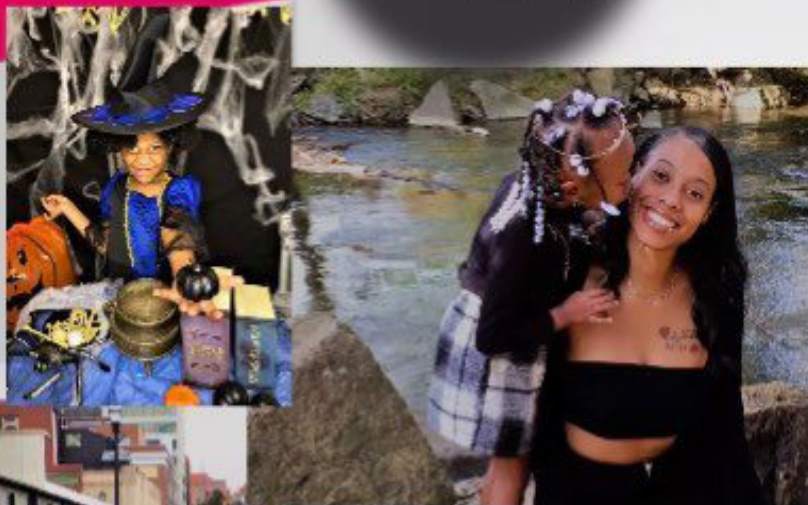
example, former military personnel have utilized their leadership skills to thrive in business, their discipline and dedication making them invaluable assets to any organization. However, despite their sacrifices and contributions, our veterans often feel unappreciated and forgotten. They return to a society that is quick to criticize America and its issues, yet slow to acknowledge the sacrifices made to protect our freedom. This lack of appreciation can lead to feelings of isolation and neglect, contributing to the high rates of mental health issues and suicide among veterans. In conclusion, it is imperative that we remember and appreciate our veterans. They have risked their lives to protect our freedom, and they continue to contribute to our society in numerous ways. We must not allow their sacrifices to be forgotten, nor should we take our freedom for granted. Instead, we should strive to honor our veterans, acknowledging their contributions and showing them the respect they deserve. After all, it is through their sacrifices that we are able to enjoy the freedoms and liberties that make America the great nation it is today.



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- SPORTS GAMES: \$60 (unlimited shots )
- SPORTS TEAMS SEASON PHOTOS: \$150 for whole team ( includes 2 group photos & each player will get a individual photo taking )
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2023 CIAA Football Championship  
 Date: Saturday, November 11, 2023 - 3:00 p.m.  
 Location: Salem Football Stadium - 1008 Texas Street, Salem, VA 24153  
 2023 CIAA Football Championship

Tickets: Tickets are available for purchase through Ticketmaster >

The 2023 CIAA Football Championship will be held at Salem Stadium in Virginia's Blue Ridge!

Hosted by the City of Salem in partnership with the Central Intercollegiate Athletic Association, we invite you to experience the excitement of championship football in the heart of the Blue Ridge Mountains.

Virginia's Blue Ridge is thrilled to have the CIAA, the nation's oldest historically Black athletic conference, returning to the region to play its championship game at Salem Stadium.

The City of Salem has earned a reputation of being "Virginia's Championship City" and has hosted nearly 100 NCAA Championships over the past 25 years.



Between the fantastic hospitality and setting of Salem in Virginia's Blue Ridge, the high-level quality of play on the field, the tremendous entertainment provided by the marching bands, and the passion of CIAA teams and fans, this will be a wonderful event for the entire family to enjoy.

Parking is free and gates will open at 2:00 p.m.

2023 CIAA Football Championship Game

Ticket Prices & Information

Advance general admission tickets to the Football Championship are \$15, while day-of-the-event tickets are \$25. Both are available now at Ticketmaster.com.

Special rates for students with schools IDs will be available the day of the event for \$10. Admission for children ages 7 and under is free. Children 8-14 for \$10.

Tickets are also available at the Salem Civic Center Box Office (Monday - Friday: 8:00 a.m. to 5:00 p.m.).

Purchase Tickets >

VIP Tickets

CIAA VIP Tickets for the football championship are available for advanced purchase only on Ticketmaster.com. While supplies last, a \$30 upgrade will include FREE VIP reserved parking, one-time entry to the CIAA Hospitality Tent sponsored by the City of Salem, and a FREE championship program.

Get this sale while supplies last! You MUST present your Hospitality ticket to gain access for parking and to get into the tent.





## Enjoy Your Stay in Roanoke, VA at Our Hotel

Nestled in the heart of Virginia's Blue Ridge Mountains, the Holiday Inn® Tanglewood - Roanoke has a picturesque location in Roanoke's upscale south side. We are located off Route 220/I-581 and close to I-81. This central and safe location makes us attractive to guests working in and visiting Downtown Roanoke and Historic Grandin. The Salem Civic Center, Moyer Sports Complex, Berglund Center and Carilion Hospital are all within minutes of our hotel making local travel a breeze. Discovery awaits as we are just two miles from the Blue Ridge Parkway, minutes away from shopping, breweries and a plethora of local dining favorites. For those looking to further explore, the Taubman Museum, Mill Mountain Star, Zoo and the famous Blackdog Salvage are worth a visit! Guests can travel a short distance to the D-Day Memorial, Explore Park, Virginia Tech University, VMI, Washington and Lee, Liberty and Ferrum and Martinsville Speedway! Our hotel's warm and welcoming team will make any traveler feel right at home. Guests enjoy complimentary use of our fitness and business centers and seasonal, outdoor heated pool! Our sleeping rooms greet you with plush amenities, mini fridge, microwave and Keurig, along with free WiFi and well-lit parking. When the day has winded down, don't forget to stop by our on-site restaurant, Elephant Walk, for daily specials!

What are you waiting for?!

See you soon!



# MONEY MATTERS GUIDE

THE BEST TAX RETURN SECRETS

This year with so many different rules regarding COVID-19 you need someone to guide you through the many dangers that await you. Our firm has handled clients across the country for 30 plus years and we are here to help you now.



## Dear Friends of One Valley and the Carver Garden,

Thanks for your turnout last Saturday for One Valley's 2023 Harvest Celebration at the Carver Garden. The weather was gorgeous, the food was great, and the entertainment was delightful. If you missed the event this year, I hope you will join us for next year's celebration. Although I may unintentionally miss some one, here is a list of people we would like to thank for your support and participation during the festival:



Freedom First Credit Union, for providing free ice cream via the Scoop ice cream truck

Northwest Neighborhood Environmental Organization (NNEO), for their financial donation

Jane, for the AV equipment

TJ, for his poetry and musical offerings

Katie, Joy and Mo, for their a capella performance

The Humblebees, 3 young dancers directed by Amazetta

Drum circle participants

Deneen and her crew, for the outdoor furniture and decorations

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**GET INVOLVED WITH...**



The Justice Business Ecosystem Center and all the initiatives to support revenue generating mechanisms for our community at [www.NuFocused.com](http://www.NuFocused.com)



we set the culture...

Maji, for the sidewalk art and kids activities

Emma Todoroff (Virginia Cooperative Extension), for her children's books, Storybook Walk activity, and general food and nutrition educational information

All of the people who brought homemade cooked goodies

Our stalwart One Valley volunteers - Veronica, Naomi, Stephen, and Pat

Our One Valley Board of Directors - Rev. Carter, Marylen, Andre, Dan, and JJ

Our Master Gardener - Amazetta

All those folks from the neighborhood and our friends from other community gardens who joined in the festivities

Thanks to all of you for making this a memorable and fun event. Please see our Garden Blog for pictures from the event at: <https://onevalleyva.wixsite.com/onevalley/blog>.



Gene Yagow

Secretary, One Valley, Inc.



# COLE WORLD



The son of two veterans has assembled his own army of talent to make dreams realities

Following a successful year of features, J. Cole has unveiled the schedule for the 2024 Dreamville Festival. The Grammy-awarded rapper and his renowned Dreamville artist group shared the initial details for the fourth edition of the event through a press release.

In 2018, J. Cole announced the 1st Dreamville Festival, a celebration of local music, culture, food, and art. The festival was initially postponed due to Hurricane Florence but was eventually held at Dorothea Dix Park in Raleigh, North Carolina in 2019. The festival plans to donate its proceeds to the Dorothea Dix Park Conservancy and The Dreamville Foundation.

The Dreamville Festival 2024 is set to take place in Raleigh, again from April 6-7. Early-bird ticket sales are about to commence, with e-newsletter and SMS text subscribers getting the first opportunity to purchase. The festival will once again be held at Dorothea Dix Park, the largest pub-

lic park in Raleigh, and will feature a variety of attractions and activities suitable for all ages. These include carnival rides, immersive art installations, numerous local vendors, food trucks, and community organizations from the Wake County area.

The lineup for the 2024 Dreamville Festival will be revealed at the beginning of next year. The headliners for next year will succeed Usher, Burna Boy, and a joint performance by J. Cole and Drake. Last year's Dreamville Festival also saw performances from Summer Walker, J.I.D., Ari Lennox, among others.

The announcement of the 2024 Dreamville Festival comes after a significant ca-



reer achievement for Dreamville's leader, J. Cole. On October 21, he scored his first-ever Billboard Hot 100 No. 1 single with "First Person Shooter," a standout track from Drake's album, For All the Dogs. This accomplishment coincides with the year Cole equaled his previous Hot 100 peak (No. 2) with "All My Life," a popular rap hit from Lil Durk that recently got remixed by Burna Boy and STRAY KIDS.

Besides "First Person Shooter," J. Cole has secured 11 other Hot 100 top 10 hits, including "Middle Child" (No. 4), "Deja Vu" (No. 7), and "Kevin's Heart" (No. 8). On the Billboard 200, all six of his studio albums have reached the top.

J. Cole is not just a highly successful rapper, he's also a savvy businessman with a diverse portfolio of wealth-generating ventures. While working on The Come Up, Cole and Ibrahim Hamad, the current label president, launched their own record label, Dreamville Records, in early 2007. The label, which is distributed by Interscope Records, was born out of Cole's desire to release his own music and Hamad's ambition to start a record label.

Dreamville Records' roster includes artists such as Cole, Omen, Bas, Cozz, Lute, Ari Lennox, JID, and the duo EarthGang. The label's in-house producers are Elite, Ron Gilmore, Cedric Brown, and Meez. To date, Dreamville Records has released nine albums, three of which have been certified platinum or higher by the Recording Industry Association of America (RIAA).

In 2011, Cole founded The Dreamville Foundation, a non-profit organization aimed at bridging the gap between opportunities and urban youth in his hometown of Fayetteville, North Carolina. The foundation organizes charitable activities, including an annual school supply giveaway, a book club

for young men, and a writing contest. It also sponsors a community event weekend in Fayetteville known as the "Dreamville Weekend".

In 2014, Cole bought his childhood home in Fayetteville for \$120,000 through The Dreamville Foundation. The house, which had been repossessed from his mother while he was in college, is set to be converted into a home for single mothers and their children, where they can live rent-free.

In 2015, Cole's mentor Jay-Z's business, Project Panther, bought Aspiro, the company that owns the music streaming service Tidal, for a reported \$56 million. Cole is a minor shareholder in the service, along with other artists such as Kanye West, Usher, Alicia Keys, Beyoncé, Rihanna, Madonna, Daft Punk, deadmau5, and Nicki Minaj.

In the fashion world, J. Cole announced a multi-year partnership with Puma in 2020, serving as an ambassador for the brand. Alongside the announcement, Puma and Cole released a short film for the revamped "Sky Dreamer" shoes, which premiered during the 2020 NBA All-Star Game. Later that year, Puma and J. Cole launched their first collaboration shoe, the PUMA RS-Dreamer. Cole stated that the shoe represents a blend of on-court performance and stylish design for everyday wear. The shoe's launch coincided with the restart of the 2019-20 NBA season.

J. Cole has proven that he is not just a rapper, but a multifaceted entrepreneur and visionary. His journey from humble beginnings to global stardom is a testament to his relentless drive and unwavering belief in his abilities.

His business ventures span across various industries, from music to fashion, and even sports. He co-founded the record label, Dreamville Records, which has been instrumental in launching the ca-



reers of several successful artists. His fashion line, Dreamville Apparel, has also been a hit among fans, further solidifying his brand's presence in the industry.

The Dreamville Festival 2024, is another feather in his cap. The festival is not just about music, but also about community, culture, and creativity. It has become a platform for emerging artists to showcase their talent and for fans to connect with their favorite artists on a deeper level.

Despite his numerous business ventures, J. Cole has never lost sight of his first love - music. He continues to produce chart-topping hits, earning him a loyal fan base and critical acclaim. His lyrics, often filled with social commentary and personal experiences, resonate with listeners worldwide. His dedication to his craft is evident in the quality of his music, which remains consistent despite his many other commitments.

J. Cole's journey is a powerful reminder that with passion, perseverance, and a dollar and a dream, anything is possible. His success is not just a testament to his talent, but also to his work ethic and determination. As he continues to break barriers and redefine success, J. Cole is indeed a force to be reckoned with in the music industry and beyond

# The Plug

**T**wenty-five years ago, Hip-Hop had turned 25. To look at the list of classic albums released that year, it's easy to see how we made it to 50.

The Plug let's you know what's going in music now so that we can make sure we go another 50 years of dope Hip-Hop, and R&B Soul music

## "Who's Hot Right Now"

The women of Soul and R&B has definitely made there presence known. CoCo Jones remix with Justin Timberlake as well as Usher teaming up with Summer Walker has been just a few of the major records this year.

## "This Year's Charts"

Do we really look at charts other than what Focused Radio is playing anymore? Just saying, our technology takes in the input of the major reporting entities matched with the pulse of the underground and big name dj's to see what's really popping out in these streets.

Make sure you are plugged in daily to the hottest station on the net at [www.NuFocusVA.com](http://www.NuFocusVA.com)

## "M.H.E."

Make'Em Hate Entertainment has officailly moved all of its assets to Pharoah's Tomb. With the new release of "The Circuit" it seems like they are adding more jewels to the vault.

Next year:

We have big plans of shows local and abroad so stay tuned!!!



@PHARAOHSTOMBINC\_

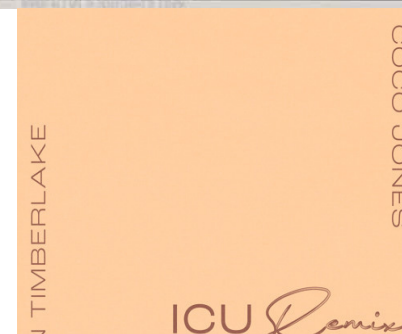
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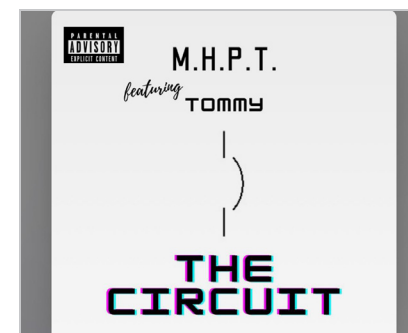
**01**



**02**



**03**



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## Thanksgiving GIVEAWAY

The **Chesterfield County NAACP** will partner with **Dominion Energy** to distribute "Thanksgiving Vouchers" that can be used at any grocery store of the recipient's choice!

\*\*To qualify, recipients must email:

[naacpfundraisingchair7120@gmail.com](mailto:naacpfundraisingchair7120@gmail.com)

and provide a "*brief statement of need*" for this voucher. Applicants will be considered on a first come, first serve basis. All recipients will remain anonymous to the public and must be residents of Chesterfield County.

**Submission Deadline: November 13, 2023**



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HELP THEM BECOME AN EXCEPTIONAL LEADER BY ENROLLING THEM IN

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This youth mentoring program meets every 1st Saturday of the month from October-June. Sessions focus on:

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- Building an entrepreneurial mindset

Mentor groups are run by trained adult mentors. Students will engage in team-building activities, field trips, and more.

### WHERE & WHEN

Roanoke Higher Education Center

2108 N. Jefferson Street, Suite 519  
Roanoke, VA 24016

10 AM-2 PM

### QUESTIONS?

Contact [Nicole.Ross@tapintoahope.org](mailto:Nicole.Ross@tapintoahope.org) or 540.354.2212.