

THE FOCUS

THE
REVOLUTION
IS BEING
TELEVISED

SMALL BUSINESS
NEEDS US

LOVE 4 FATHERS
IN PICTURES

THIS IS AMERICA

Another Unarmed Black Man
Killed By the Police

FROM THE STAR CITY TO THE WORLD.
CULTURE | BUSINESS | ORIGINATORS

WHAT'S INSIDE

Images for stories courtesy of J.J. Janae Photography, Facebook, and NuFocus Media

12

GETTING BILINGUAL



16

HERE WE GO AGAIN



4

HOPES CORNER



WORDS FROM GIZZY CAT

38



MEET SOME OF OUR SMALL BUSINESS OWNERS

26



33

FATHERS IN PICTURES



editor

Hello Again!! Last Month's issue We talked about with everything going on in the world why aren't we living, learning and loving to our fullest potential.

The question was WHY?? I suggested in your alone time when things were quiet to ponder on your why! Some of us may not have even thought about our WHY?? Because our WHYS can be scary to process.

As we are now approaching a new chapter in our lives your why now becomes important for this new phase of life. Another way of Life is opening up to all of us. We have to learn to live and love through it. The thought of doing this again can be pretty scary. The world is restarting and we don't know what to expect.

WHY?? Not Knowing what to expect is a scary thing. That's why learning through it, living through it and loving through it is essential for your growth.

Until Next Time REVive and ReLive



THE FOCUS MAGAZINE | PAGE



Old Southwest

Coronavirus Support Network

www.oldsouthwest.org

Neighbors Helping Neighbors in Old SW
Go to the website above for more information. We can help you with errands if you are homebound due to the coronavirus. We are volunteers and not set up to either purchase items for you or receive money from you. If you order pre-paid, we can pick up with authorization.

Questions? Contact Hal Irvin:
(404) 578-6874 or halirvin@yahoo.com

SERCAP has helped provide services to communities all over the country for 50 years!

Hope's Corner

Let me introduce myself, my name is Hope F. Cupit, and I am the CEO of Southeast Rural Community Assistance Project (SERCAP, INC.) located in Roanoke, Va. Our mission is to improve the quality of life for low income individuals by promoting affordable water and wastewater facilities, community development, environmental health and economic self-sufficiency.

For nearly five decades, Southeast Rural Community Assistance Project, Inc (SERCAP) has earned a reputation at the state, regional, national, and international levels for providing expert service in the fields of water and wastewater infrastructure, housing, lending and community development. What began as an attempt to bring safe drinking water to low-income rural residents of Vir-



ginia's Roanoke Valley, has grown into an agency which is directly responsible for bringing safe drinking water, environmentally sound wastewater disposal facilities, housing rehabilitation, and community development assistance to approximately 913,000 households per year, throughout our seven state service region.

Now I will highlight work that we have done throughout the state of Virginia. The vignette below depicts only a sample of the good work we do throughout the Commonwealth. Please read this wonderful story about a family of 3 that we helped that lives in August County, VA. SERCAP, INC. primarily serves rural areas in the state.

SERCAP is an agency which is directly responsible for bringing safe drinking water, environmentally sound wastewater disposal facilities, housing rehabilitation, and community development assistance to approximately 913,000 households per year, throughout our seven state service region.

SERCAP's Loan Fund

SERCAP's Certified CDFI (Community Development Financial Institution) Loan Fund assisted a low-income family of three in Augusta County, VA, to connect to the public sewer system. The family was experiencing difficulty with their septic system when the drain field ceased to function properly, but instead of replacing their failing septic system the family requested that they connect to the public county sewer system. But due to the clients' low-income status they were unable to afford the connection fees and cost of the sewer lateral extension.

Fortunately, SERCAP was able to provide financial assistance through a low-interest, affordable loan which covered the full cost of laying the laterals and connecting to the public sewer system. SERCAP's CDFI Loan Fund provided an Individual Household Septic Loan in the amount of \$9,672.06, and established an affordable monthly payment for the clients. Now they once again have reliable access to an environmentally sound wastewater solution in their home.

Without SERCAP's Loan Fund Program, and other similar services, many low-income individuals and communities would be forced to go without such necessities as water/wastewater infrastructure solutions, reliable access to clean drinking water, safe and affordable housing, indoor plumbing, other community development and infrastructure needs, and more. It is important to remember that even in the US in the 21st Century, there are those who do not have reliable access to clean, safe drinking water, environmentally

sound septic facilities, and affordable housing. In order to help SERCAP continue to provide assistance to both the individuals and communities in need, please consider making a donation to SERCAP's Water Life! Fund!

If you want to help us with our work to bring water and waste water services to communities in the Commonwealth, please donate.

Please visit this site to donate:
<https://sercap.networkforgood.com>

Please join us at the Hotel Roanoke on August 6 @ 5pm to celebrate the great work we do. We will have a cocktail hour from 5-6 with dinner following. Enjoy the good company of the SERCAP team and network with local business owners that support our work. Please register here. [Click Here to Purchase Tickets Online!](#)



LOOKING FOR AN AFFORDABLE HOME CARE AGENCY?



ADMINISTRATOR, TRISH WHITE-BOYD

Providing Quality, Affordable Home Care Services to Roanoke and Surrounding Areas. We're all in this together!

540-725-7575

2727 Electric Rd SW, Suite 200
 Roanoke, Va., 24018
blueridgeseniorservices.com





ANOTHER PEEK AT RFW

Last October Roanoke Fashion Week 2019 had an incredible 3 day event. It started with a Meet and Greet downtown at Roanoke Symphony, the next day a shop until you drop Boutique Bus Crawl, the day did not end there, it ended with a Hair, Makeup and Accessory fashion show. The day after was The Fashion Show Finale!!!



ARE WE READY TO OPEN BACK UP?

What is our new normal and how do we move forward economically? These are questions that even the most brilliant minds are struggling with answering during this Covid-19 pandemic. What we all seem to agree on, is that things have changed and as a result, the way we do business is changing. This pandemic has brought hardship, loss of life, stress, and uncertainty to many of us, but it has also provide us with opportunities to; find creative ways to connect with others, develop new business models, support our local economy, and develop an even greater pride within our community.

This pandemic has highlighted the brutal fact that so many people have lived in economic crisis prior to the Covid-19 outbreak. There are people in rural areas that have no high-speed internet access and are unable to successfully navigate a business system and school system that now relies so heavily on having adequate internet access. There are economically disadvantaged individuals in urban areas that cannot afford technology such as a laptop and scanner and are relegated to relying on public libraries that are now closed, to utilize these technologies. What does this mean moving forward for these individuals economically? We must as a society ensure that not only all our fellow citizens have adequate food and shelter, but that all people have adequate access to technology and economic opportunities. This will not and can not be a need simply met by our government. Businesses will also need to develop strategies to provide opportunities to individuals that need resources. For example, if a business is in need of individuals to fill



various positions, they may now need to do things like set up a hot spot in a prime location to allow individuals internet access to apply for jobs, or even utilize things like Facebook Live to assist with understanding how to apply for jobs and utilize software like Zoom, in order to allow individuals to participate in virtual career fairs.

One thing that stands out for businesses that are surviving this economic hardship is that they are all connected within their community. By this, I mean we can check various social media platforms and see things such as donations to front-line workers, meal donations to children, and changing production to assist with making masks or hand sanitizer. What these companies all have in



common is that that the community and business have developed a connection. We know companies that support the local community and in turn, the community is more likely to support that business. Moving forward, it will be even more vital for organizations to develop personal connections through engagement within the community through things such as; sponsoring events that benefit charities, helping to provide economic opportunities, and providing quality service to the community they serve.

Moving forward, expectations for job skills will likely be changing for individuals we well. The need to be technologically savvy and have skills that translate to remote work will be in demand. Yes, the traditional jobs such as production work will be there but even this is changing from what would have been traditional line workers, to now machinists that can run entire lines using digital technology and machine equipment. It will be vital that our high schools, colleges,

and community organizations work cohesively to introduce students and community members to career paths that are in demand and will not be easily cut during an economic hardship. Trades and skilled labor are even more vital. If we want to provide things like high-speed internet access we will need to have enough labor that is trained to be technicians to run these fiber optics in rural communities and skilled labor that can utilize machinery to assist the infrastructure for developing and building access to this technology. Will we ever get back to “normal”? The likelihood of just a sudden return to how things were prior to the Covid-19 pandemic are slim to none. However, this is an opportunity for us to create a new normal. A normal where every child can learn and grow whether she/he is in a rural county school or an urban public school, a new normal that provides training to meet the demands

of technology and provides access to these trainings to all individuals, a new normal that continues to build strong relationships between local businesses and the community, a new normal that focuses on the economic and physical health of the workers, and a new normal that provides potential to create new businesses to meet demands we don't even yet know exist. Will we ever get back to “normal”? I like so many others, hope that we do not. We hope and advocate for change and making the new normal one that businesses will be filled with people that have had access to education and opportunity never seen before.

-Gregory Goodman

FREE MEDICAL, DENTAL AND PHARMACY CARE.

We bring together great health providers and the people who need them.

BRADLEY FREE CLINIC

bradleyfreeclinic.com
540-344-5156

MEDICAL | DENTAL | PHARMACY | PREVENTATIVE CARE

GETTING BILINGUAL

Each month Zuheil tells us our information in both Spanish and English so we can better communicate with our friends. Zuheil recently gained her US Citizenship and is helping others to do the same

PHOTO :
COURTESY OF FACEBOOK



Mayo- Focus Magazine

Cuando pensamos en el mes de mayo, pensamos en las celebraciones del Día de las Madres, de graduaciones y usualmente empezar a ver como poco a poco los días son mas hermosos, con lluvias y días soleados. Sin embargo, este mayo es diferente a los otros mayos que he vivido, no solo por el Covid-19 si no porque los cambios que se han dado por esta pandemia han demostrado que afecta, tal vez de manera más fuerte, a nuestros hijos con necesidades especiales. Hace unas semanas estuve en el hospital con uno de mis hijos que tiene autismo severo. Los niños con esta condición necesitan de una rutina diaria, en la que cualquier cambio los hace sentir desesperación y ansiedad. Muchas de las veces es tan drástico el cambio que les causa ataques de pánico y no saben cómo canalizar esa desesperación de no poder regresar a su antigua rutina. El ir al médico o al hospital, donde no es un lugar que está en su

**Prepare Your Taxes From Home?
Let Us Show You How!**

Wesley Fughesley Jr.
 & Associates
CERTIFIED PUBLIC ACCOUNTANT

AUDIT • TAX • BOOKKEEPING

Your Certified Public Accounting Firm
Providing service to our community for 20 years

rutina, les puede causar mucho estrés. La expectativa de tratar de proteger a mi hijo haciéndolo que se ponga la máscara es algo nuevo e incómodo por sus problemas sensoriales. Si ya hay problemas de salud y aparte se le añaden estas otras nuevas reglas, se intensifica la condición que tienen. El no poder expresar que la máscara le molesta y que le produce una sensación de ahogo y asfixia es terrible para él. Mi hijo no tiene lenguaje donde pueda comunicar si algo le molesta o no, y si sus otros dos hermanos, que padecen un autismo menos severo, me comunican que la máscara huele a algo y hasta tiene un sabor desagradable, me imagino lo difícil que es para mi hijo con autismo severo. Siempre he creído que los niños deben tener la oportunidad de expresar lo que piensan y sienten porque



es su voz y la voz de aquellos niños que no pueden hacerlo.

La pregunta de que si se debe o no abrir el país para el mes de junio es una pregunta en la que tenemos que estar conscientes de los cambios que esta decisión va a generar. Para mi hijo, que depende mucho de la rutina de asistir a la escuela, en donde le estaban enseñando a utilizar un programa en un Ipad para de-

sarrollar más su lenguaje, y que estaba demostrando progreso, la idea de permitirle volver a sus clases me aterra porque pienso en la importancia de su rutina y, a la vez, en su salud. Quizás la decisión pueda ser vista como una manera de prepararnos para lo que pueda ocurrir más adelante, la posibilidad de enfrentar una segunda ola del COVID - 19.

Para los padres con hijos de necesidades especiales como nosotros, los días de celebraciones con amigos y familiares son diferentes, ya que a estos niños no les agrada mucho convivir con las personas de la comunidad, ir a un restaurante donde hay mucha gente les causa sentirse incómodos porque no es una actividad que está dentro de su rutina diaria y los aleja de disfrutar lo que ellos prefieren. Y si en dado caso

ellos llegan a enfermarse, recuerden que no todos los niños o jóvenes pueden expresar dolor. Así que para nosotros, usualmente no asistimos a un cumpleaños, a una graduación o a una comida en un restaurante por el Día de las Madres. Les deseo que en estos próximos días tengan salud y mucha tranquilidad, en la que podamos salir adelante como una comunidad unida y que exista el apoyo mutuo para ayudar a todos los niños con necesidades especiales a convivir con esta nueva experiencia.

Tendré una sección en mi sitio web llamado Lirios Lila, en donde tendremos la oportunidad de hablar más de temas que nos afectan como comunidad y crear un lazo de hermandad para que exista la comprensión, unión y aceptación entre nosotros.

May to June- Focus Magazine

When we think of the month of May, we think of Mother's Day celebrations, graduations and usually start to see how little by little the days are more beautiful, with rains and sunny days. However, this May is different from the other Mays that I have lived, not only because of the Covid-19 but also because the changes that have occurred due to this pandemic have shown that it affects, perhaps more strongly, our children with special needs. A few weeks ago I was in the hospital with one of my children who has severe autism. Children with this condition need a daily routine, in which any change makes them feel despair and anxiety. Many times the change is so drastic that it causes panic attacks and they don't know how to channel that despair of not being able to return to their old routine. Going to the doctor or hospital, where it is not a place that is in their routine, can cause a lot of stress. The expectation of trying to protect my son by having him put on the mask is something new and uncomfortable because of his sensory issues. If there are already health problems and apart from these other new rules, the condition they have is intensified. Not being able to express that the mask bothers him and that it causes him to have the terrible feeling of suffocating. My son has no language where he can communicate if something bothers him or not, and if his other two brothers, who have less severe autism, tell me that the mask smells of something and even has an unpleasant taste, I imagine how difficult it is for my son with severe autism. I have always believed that children should have the opportunity to express what they think and feel because it is their voice and the voice of those children who cannot.

The question of whether or not to open the country for the month of June is a question in which we have to be aware of the changes that this decision will generate. For my son, who is very dependent on the routine of attending school, where he was being taught to use a program on an Ipad to further develop his language, and who was showing progress, the idea of allowing him to return to his classes terrifies me. Because I think about the importance of his routine and, at the same time, his health. Perhaps the decision can be seen as a way to prepare for what may happen later, the possibility to face a second wave of COVID - 19.

For parents with special needs children like us, the days of celebrations with friends and family are different, since these children do not like to socialize very much with people in the community, going to a restaurant where there are many people causes them to feel uncomfortable because it is not an activity that is within their daily routine, it disrupts their preferred activities. And if in such a case they become ill, remember that not all children or young people can express pain. So for us, we usually don't attend a birthday, graduation, or restaurant meal for Mother's Day. I wish you that these next days to have health and a lot of tranquility, in which we can get ahead as a united community and that there is mutual support to help all children with special needs to live with this new experience.

I will have a section on my website called Lilac Lilies, where we will have the opportunity to talk more about issues that affect us as a community and create a bond of brotherhood so that there is understanding, union and acceptance among us.



SWS Counseling Services, LLC
Counseling With Faith, Love, & Promise
Sondra Stephens, LPC Owner/ Counselor
540-314-9266

Here We Go Again

Another unarmed black man is killed in Minneapolis, MN which has sent the nation in an uproar, yet Again! This time protests rang out nationwide, including small towns like the Star City

If it wasn't bad enough that the world is still figuring out COVID-19. We [Great America] had to find a way to make sure we don't forget **THE KILLING OF UNARMED BLACK MEN HAS YET TO BE CORRECTED!**

This time it was George Floyd. A 46 year old black man doing his normal daily thing. Of course whatever minor law discrepancy he was facing at

the time, required his life to pay for it. After all, he is black. Around these parts, it doesn't seem **#BLACKLIVESMATTER** much.

The scene was painful to watch. A grown man, already in handcuffs, having his life taken slowly in broad day light by a police officer of the law. One who is trained to use excessive force only when it is totally necessary and no

other form of de-escalation is working.

What more can be said about this that hasn't already been said?

Why the HELL didn't we listen to Colin Kaepernick?

WTF Man!!

It seems I'm not the only one who felt that way. All over

the US and in some other countries around the globe, PROTEST rang out. Major cities and small cities like Roanoke saw face to face confrontation with citizens and police forces. Some were fortunate to have the threat and presence of the National Guard and other US Armed Service participation.

Wait a minute. What the hell happened to COVID-19 and the fact the country supposed to be figuring out together how to economically come back from this pandemic. We now have to try to find funding for small businesses that feel the displaced anger of looters?

You going to make up more money for them Donnie?

You hiding in the Bunker?

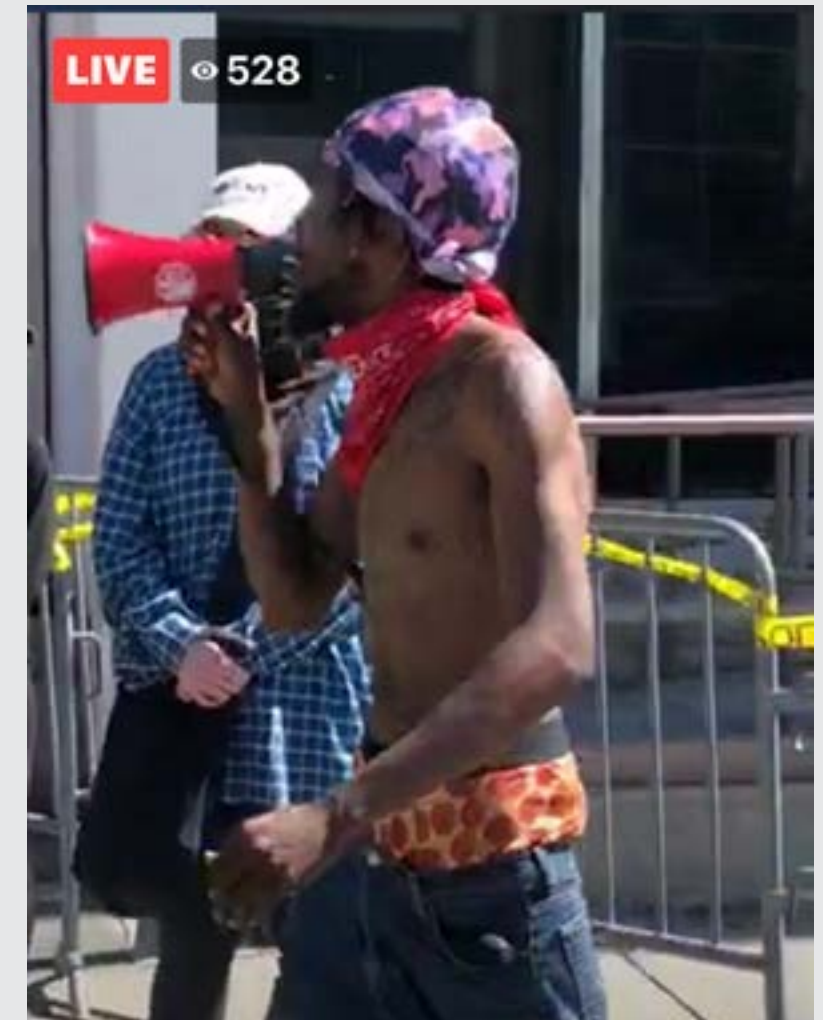
Really dude?

If ever before we truly see how important voting in this next presidential election will be. Things are in a very complex state right now. Are we are even coming back outside to play any more?

How did this happen when we should be social distancing?

There can't be peace without war and obviously their can't be an opportunity where everyone has to figure out their next move for survival, that black men all over has to have an added trigger of knowing he could be added to the list of black men and women who are dying to the "Slave Patrol."

If there is any such thing as a silver



EProtector in Downtown Roanoke seen on Facebook Live

The Death of George Floyd in Minneapolis, MN sent protests all over the country. This young man in Roanoke, VA took his voice and concerns right to source by protesting right in front of the Roanoke City Police Department Building in Downtown Roanoke.

lining, we can see that George Floyd's death SHOULD not be in vain.

Powerful voices have not only taken to the streets, they have made their voice known all over social media, on the air waves, the city officials, and in some cases, the police themselves. Seeing police chiefs taking a knee in front of protesters was something that seems there could actually be a light at the end of this 400 year tunnel.

In the meantime, it is important to not let emotions take the moment. Let's not bow down to terrorism anymore to any American. I have to be specific, in this season we are currently in, there is extra attention that needs to be paid on protecting those Americans of African descent a little more! No one is saying everyone should uphold the law, I'm saying EVERYONE SHOULD BE MADE TO UPHOLD THE LAW. Especially COPS!!!



Eligeni tem. Bore nimagna tiasimpori cuptatemodi babi sekali

Looking Gorgeous

SPRING IS A TIME OF RENEWAL, OF REBIRTH...THE SENSE OF EVERYTHING STIRRING BACK TO LIFE AFTER THE LONG, COLD WINTER.



AS IT IS IN RETAIL; PEOPLE WANT TO BEGIN TO COME OUT OF THEIR HOUSES, STIR ABOUT AND GET A LITTLE SOMETHING "NEW" TO HELP FRESHEN THINGS UP A BIT. THAT IS NOT THE CASE THIS YEAR, THANKS TO ONE NASTY LITTLE VIRUS AND THE ENTIRE STATE'S SHUTDOWN AS A RESULT. AS A RESULT, SALES ARE SIGNIFICANTLY DOWN, IF THEY EXIST AT ALL, AND IT HAS CAUSED MANY BUSINESSES TO BECOME CREATIVE ONCE AGAIN AND TO "RE-THINK" THEIR BUSINESS PLAN.

[Pointed Toe Flats with Tassels in Black](#)

Step out in style wearing these adorable pointed toe women's flats. The chic silhouette features faux-suede uppers complete with sleek straps that wrap around the ankles, giving your look a chic finish!



AT THE BEGINNING OF THE YEAR I HAD JUST MOVED MY SASSY, NEW ORLEANS INSPIRED LADIES BOUTIQUE IN ALTAVISTA AT THE BEGINNING OF JANUARY AND WAS STRUGGLING WITH CUSTOMERS

FINDING ME IN MY NEW LOCATION WHEN THE CORONAVIRUS BEGAN TO HIT OUR NATION. I WAS JUST BEGINNING TO SEE SOME SPARKS OF LIFE WITH SPRING BEGINNING WHEN I, ALONG WITH MANY OTHER SMALL BUSINESS OWNERS, WAS SUDDENLY FACED WITH SHUTDOWNS AND ZERO-FOOT TRAFFIC. FACED WITH CLOSING MY DOORS FOREVER, I HAD TO GET CREATIVE AND I CHANGED THINGS UP A LITTLE.

I BEGAN OFFERING LIVE SALES EVERY THURSDAY AT 6:00PM ON THE PRETTY PLEASE ON BROAD FACEBOOK PAGE TO LET PEOPLE SHOP BOTH NEW PRODUCTS AND CLEARANCE SALES. VIRTUAL SALES ARE PERFECT DURING THESE TIMES - THERE'S NO NEED

TO LEAVE THE HOUSE; JUST GRAB A SNACK, SIT BACK AND RELAX, AND SHOP! I THINK PEOPLE ARE TIRED OF WATCHING THE ENDLESS BARRAGE OF NEWS RELATED TO THE CORONAVIRUS (I KNOW I AM!), SO I TRY TO BRING A FUN ELEMENT TO THEIR LIVES EACH WEEK; I WEAR CRAZY HAIR PIECES, OUTFITS, AND BROADCAST LIVE FROM MY SHOP EACH WEEK JUST TO KEEP IT INTERESTING. BEING THAT I AM A SASSY, NEW ORLEANS INSPIRED BOUTIQUE, I ACTUALLY BEGAN ONE WEEK'S EVENT WEARING A NEW ORLEANS STYLE MARDI GRAS MASK, AS THAT IT WAS, I HAVE ALWAYS



[Take Me Dancing! Fringe Maxi Dress](#)

We LOVE the fun, colorful tassels on this soft, black maxi dress; we bet you will, too!

THOUGHT OF WHEN SOMEONE SAID THE WORD "MASK" ... WELL, UNTIL CORONAVIRUS, THAT IS. AS A RESULT, MUCH OF MY BUSINESS DURING THE PANDEMIC HAS COME

FROM THESE LIVE SALES AND I WILL CONTINUE TO OFFER THEM AS WE BEGIN SLOWLY REOPENING THE STATE. FOR THOSE ACTUALLY WANTING TO SHOP THE BRICK AND MORTAR LOCATION, I WEAR A MASK AND I KEEP IT TO EIGHT OR FEWER CUSTOMERS AT A TIME INSIDE THE STORE AS IT'S A SMALL SPACE. MASKS AND GLOVES ARE PROVIDED FOR FREE WHILE SHOPPING, AS IS HAND SANITIZER. AND I NOW OFFER REUSABLE CLOTH MASKS AND HAND SANITIZER AS PART OF OUR NEW HEALTH AND BEAUTY PRODUCT LINE.

PRETTY PLEASE ON BROAD BOUTIQUE OFFERS MONOGRAMMING AND EMBROIDERY FOR PERSONAL ITEMS, AS WELL AS FOR NON-PROFIT AND SPORTS ORGANIZATIONS AND SMALL BUSINESSES. WE FEATURE SASSY AND UNIQUE FASHION, ACCESSORIES AND GIFT ITEMS, IN ADDITION TO OUR RECENTLY EXPANDED HEALTH AND BEAUTY LINE FEATURING AMAZING, ALL-NATURAL PRODUCTS MADE RIGHT HERE IN THE USA! I OFFER LOCALLY GROWN AND MADE JELLIES, JAMS, PICKLES AND SALSA FROM SLOW MOVING FARMS LOCATED IN ALTAVISTA. I ALSO WORK TO SUPPORT LOCAL ARTISANS BY OFFERING THEIR JEWELRY IN MY STORE, AND OTHER LOCALLY OWNED BUSINESSES WITH WEEKLY GIFT CARD CONTESTS; I POP ANOTHER BUSINESS BY GIVING AWAY GIFT CARDS TO THEIR PLACE RANDOMLY TO ONE OF MY CUSTOMERS. I DEFINITELY BELIEVE IN THE IMPORTANCE OF SHOPPING LOCAL AND SMALL, AND OF STICKING TOGETHER THROUGH THESE ECONOMICALLY DIFFICULT TIMES. ALL OF THIS HELPS ME TO PROVIDE A VERY DIVERSE AND ECLECTIC SELECTION MAKING IT WELL WORTH THE TRIP TO ALTAVISTA.

I OFFER FREE CURBSIDE PICKUP, AND ON ORDERS OF \$20 OR MORE, FREE DELIVERY FOR CUSTOMERS WITHIN A 10-MILE RADIUS OF OUR STORE. SHIPPING IS ALSO OFFERED AT A FLAT RATE OF \$5; ORDERS OF \$75 OR MORE QUALIFY FOR FREE SHIPPING. ORDERS CAN BE PLACED VIA FACEBOOK, INSTAGRAM, OR VIA THE STORE'S WEBSITE - www.prettypleaesonbroad.com. LOOK FOR US ONLINE, OR ON MAIN STREET IN ALTAVISTA (1013A MAIN, TO BE EXACT).



Become a:

- Nurse Aide in 3 weeks
- Medical Billing and Coding Specialist
- EKG/ECG Technician in 1 week
- Phlebotomy Technician in 5 weeks
- Pharmacy Technician in 6 weeks
- Patient Care Technician in 9 weeks
- Clinical Medical Assistant in 15 weeks



(540) 981-9111 • www.fasttrackhc.com

You're Invited

FemCity is a global community of change-makers, freelancers, co-workers, teachers, neighbors, entrepreneurs and business owners who support, encourage and inspire one another while blazing a trail for women everywhere.

FemCity Roanoke is celebrating our 3rd Year of supporting and growing woman owned businesses in Roanoke. We'd love to support you too!

 FemCity Roanoke
 roanoke@femcity.com





INTRODUCING KAE GALORE

INDEPENDENT BUSINESS SPOTLIGHT
TOGETHER EVERYONE ACHIEVES MORE

The Star City has been getting it's own Vibe in recent years. New businesses is the heartbeat of that activity. Getting style in the forefront is going to get easier now

Masks, gloves, sterile stations and less than ten people in a room is common for the KaeGalore & Whiplashd owner. In her Lash bar and luxurious facial plus more business, she was well ahead of this COVID19 debacle. I asked Eshae Brown if she was ready to get to business after the State opens up. She replied enthusiastically that she has put quite a bit of work Sweat equity (without the literal sweat) and capitol into the new and upcoming KaeGalore salon, which will be opening in the Roanoke Valley this summer. The idea for this luxurious pampering business was born out of humble beginnings years ago with her five sisters and one brother. She stated that she watched her mother sacrifice self-care and then she and her siblings came up with no to little cost skin care regimes and ways to beautify both their mother and themselves. They learned to hustle and make much out of little.

KAE galore is an all-inclusive salon for men and women Lash bar and Academy. The salon

menu includes custom Facials, 24 kt , Hydro jelly, Dermaplaning, and Back facials, bearded facials and even Kiddie facials. Waxing services are also much requested. Where in the Valley can you get a VAjacial and Brazilian? Don't stop there get your eyebrows waxed, laminated, or tinted. In addition combining the stellar Lash business. KAE Galore will also specialize in ethnic skin care. (EX Hyperpigmentation, Acne scarring and ingrown hairs). In addition you can currently shop for all kinds of Pampering supplies with Kae Galore, such as Masks, lashes, implements, lash glue, etc. Kae Galore owner, Eshae Brown is licensed as an esthetician and Lash artist. She has rave reviews for both her Lash artistry and Supply store.

Eshae (KAEGalore is currently using this time to prepare for the opening by campaigning for more funding so that she will provide A plus services in a top of the line Space that will relax you as you enter it. IFUNDWOMEN.com is the platform used to prepare for

Kae Galore Lash Bar +Academy grand opening. During the campaign, donations are rewarded with facials, t-shirts, and drawings for other services.

Being a real Boss in this fresh new business in a new building with even more staff after this Pandemic shutdown is another part of the goal. Currently KAE Galore will not only be a Sensational Salon but also an academy. She believes in empowering women to be their own boss and is endeavoring to educate and employ young people that interest in the beauty industry. She is excited about expanding the team with cosmetologists, estheticians and permanent makeup artist, especially those passionate about giving back to the cancer/ breast cancer community. Any interested person should send their portfolio or resume to kaegalorellc@gmail.com. She is ready and excited to open after this pandemic and exercise hypervigilance in keeping the salon Sanitized and safe. Gloves, masks, sanitizer and cleansing is already part of her norm. She is happy to say goodbye to COVID19 and Hello and welcome to the new KaeGalore salon.



Qaysean Williams also known as the 'Real Life Manikin' is the owner and head designer of fashion brand Manikin LLC. Manikin LLC specializes in luxury streetwear apparel for both men and women. Along with the luxury streetwear, Manikin provides an elite custom design service that caters to creating one of a kind garments fit to any customer's desire. Recently debuting during NYFW Feb 2020, Manikin is a rising fashion house to look out for. Keep up with Qaysean and the Manikin brand: Instagram: @ManikinMob Web: www.HausOfManikin.com

**Qaysean:
IG: @RealLifeManikin**

**The Cre-
ators of
Focus Fash-
ion will be
Bringing
The Heat
Again this
Year**

**ON THE
WAY**

2020

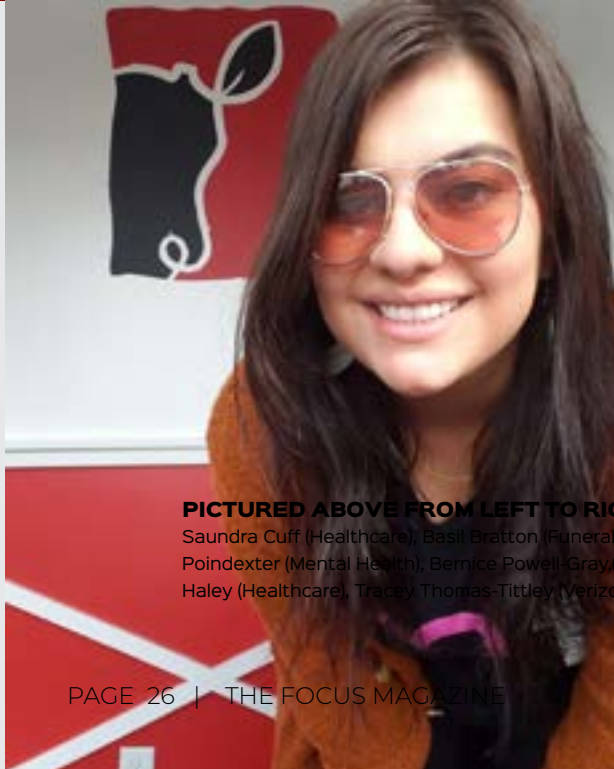
Learn More about
Roanoke Fashion Week
and Focus Fashion on
FaceBook

SUPPORT THE

SMALL BUSINESS

PHOTO BELOW FROM LEFT TO RIGHT

Janie (Got Your Back Massage) Shaniel (Studio 110) Melinda (Pretty Please on Broad) Tommy (NuFocus Group) Marcia (Major Reach) Bruce (The Spot) Bottom Row: Kat (Farmburguesa) Crystal (La De Da) Evelyn (Taste of Asia) Joe (Upcycled Gifts&Vintage Emporium) Terrisa (Her Perfect Day) Tracy (GlitzToGlitter)



PICTURED ABOVE FROM LEFT TO RIGHT

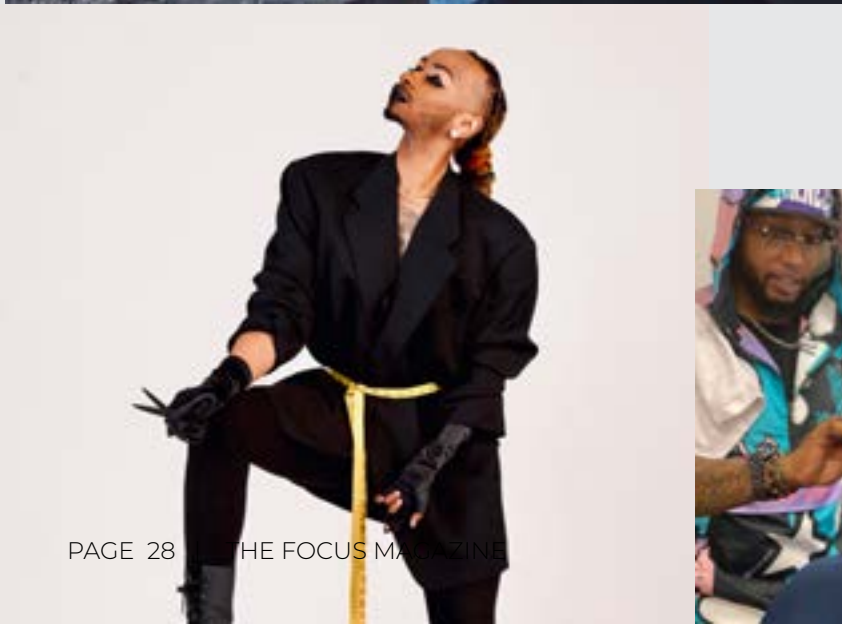
Saundra Cuff (Healthcare), Bashi Bratton (Funeral Home), Vernetta Poindexter (Mental Health), Bernice Powell Gray (Healthcare), Dennis Haley (Healthcare), Tracey Thomas-Tittley (Verizon)

THE BACKBONE OF OUR ECONOMY

ON PAGE 14 FROM LEFT TO RIGHT

Champ (Fly Codes) Peggy (Gina's Soul Food) Jonathan (Honest Coffee) Renea (Taylor Tutoring Service) Diane (Roanoke Boutique Hotel) Ami&Helen (Elephant Walk Bar& Restaurant) Stevii (Just Stevii) Brian (Studio B Designs) Katie (Queen Pin Acupuncture) Qaysean (ManikinLLC) John(Viney's Different Styles& More) Sondra (SWS Counseling Services, LLC) Suzanne&Rick (NuLook Beauty Supply) Habibah (Black Diamond Beauty School&Salon)

#FAMILYFIRST!





ARE YOU READY FOR LIFE?

ARE YOU EVER READY?

Justin Hash is a Life Coach, Community Activist and Motivational Speaker

I am here to cultivate and inspire fathers to be the leaders that we are called to be

What is Life? Life is the aspect of existence that processes, acts, reacts, evaluates, and evolves through growth. In life, we all have people, places, and things that either enhanced our lives or caused significant setbacks. These setbacks could cause us to start doubting or self-limiting ourselves. These nouns (people, places, and things) will help you figure out what is essential and non-essential in your life.

Have you ever been told you are not good enough? Have you ever felt rejection, disappointment, or resentment? There is no wrong answer to these questions. The truth of the matter is that either way, you may have answered you are right. As we go through life, we began to define who we are as a person. Some life experiences will have some answering yes and some no to the questions above. These questions should have helped you understand or began to question WHO AM I?

Hello, my name is Justin Hash your Life Coach, today I would like to share with you some tools to help you understand that, YOU ARE READY FOR LIFE and to figure out WHO YOU ARE!

In life, there are three points I would like to leave with you to help you know that You are ready for life and figuring out WHO

YOU ARE!
I WANT TO HELP YOU FIND YOUR IDENTITY (defining who and what you are)
SET PARAMETERS (learning to set boundaries)
TO LIVE IN PURPOSE (accomplishing your meaning of life)
Let's start with IDENTITY! If I was to ask you to explain who you are, would you be able to identify traits that describe you? Your IDENTITY helps you cultivate your personality. It enables you to create core values and foundation for your life. When you have an IDENTITY is not easy for obstacles to deter you and throw you off course. Your IDENTITY will help you navigate your life to be ready for living. Knowing who and what you are will give you an advantage in decision making in life and allow you access to meet and develop relationships to provide you access in life. Understanding your IDENTITY is not something you have to do alone. In building your IDENTITY, there are two prominent people you will need to be a part of your journey. You will need a MENTOR and SPONSOR; a mentor will share with you their personal experiences and help your growth process. A sponsor is a person that will pull you and give you access to the doors that will be locked. (expand your network) DON'T BE AFRAID TO ASK FOR HELP. Now that we have

the basics of life, let's begin to set boundaries.

I call this part of life creating PARAMETERS. PARAMETERS are limits, what limits are you giving to the people, places, and things of your life? When you establish PARAMETERS in life, you are now allowing your newfound IDENTITY to provide you with authority over things that used to hold you back. When we don't set limits to the nouns of life and allow them access, we are giving them a place to create self-limiting thoughts and abilities to weigh us down. Self-Limiting abilities can cause us to grow in anger; it can cause us to live in hurt; it could cause us to live in un-forgiveness. By setting PARAMETERS, you are now creating a space for healing and self-reflecting. You will be able to forgive those people who may have caused anger, hurt, and fear. Your PARAMETERS will give insight to the people who are around to not only consume(just use you and not give back to you) from you but produce life back into you. PARAMETERS create boundaries that provide you with time to understand your PURPOSE!

Many people spend their whole life trying to define PURPOSE. When you are discovering PURPOSE, it will help you establish goals and a road map for life. Your PURPOSE is the reason life is worth living. It is the reason why you exist. Your PURPOSE will bring meaning to your life. It also helps balances you when things go wrong.

"Life is all about Adjustments" Jeff Hash Sr.

"The day I stop adjusting is when I know I am done with life" Justin Hash

In reading this, I hope you now have nuggets that lets you know that you are ready for life. You will be successful, you are smart, you are resilient, and you will make it!

CONTACT ME: JRHASHLIFECOACH@GMAIL.COM; FACEBOOK: @JRHASHLIFECOACH; INSTAGRAM: JRHASH-LIFECOACH

FATHERS WE LOVE



Are You Being Smart?



DOWNLOAD NOW FROM
GOOGLE PLAY OR IOS
APP STORES



Happy Birthday, Shantia Wilson we love you and I'll see you later... just kidding, I love you all the time.



NFM NuFocus Media
QUALITY DIGITAL PRODUCTION

DIGITAL Creative Agency Is Our BUSINESS

Not only are you saving money on those print costs of other companies, you're being seen and heard in more places for less...

Focused Radio along with The Focus magazine are products and services of NuFocus Media (NFM). These entities have developed a strong online presence through extensive daily public updates and marketing tactics via social media.

NFM has proven to be the most effective solution for independent artist and small business owners to connect business and entertainment allowing that to generate more revenue for our clients.



WHY Choose Us?

- Contrary to popular belief, everything is going digital.
- Contrary to popular belief, digital gives you more flexibility.
- Contrary to popular belief, your business can be seen or heard anywhere in the world!
- Contrary to popular belief, Digital media is the Nufocus.



Creative Concept

We generate more revenue for your business by exposing your brand digitally. Through digital radio, digital magazine and email we reach a broader audience.



Marketing Analysis

By using our digital services, we are able to better track who is actually responding to your message.



Strategic Planner

Targeted audience campaigns allow for you to get the best return on your investment.

Our Services

Option 1 Starter- For less than \$1 per run you get 100 runs 30 sec commercial Focused Radio Prime Time hours 150 runs 30 sec commercial on Focused Radio off-peak hours 1/4 page ad in The Focus Magazine

Option 2 Pro- For less than \$0.50 per run you get Link from Focused Radio Website 175 30 sec com runs on FR PT 250 30 sec com runs OP. 1/2 page ad in The Focus Magazine

Option 3 Premium- Best bang for the Buck Banner Ad and link on FR Website 300 30 sec com runs on FR PT 500 30 sec runs on FR OP Full page ad in TF Magazine small logo on email blasts to over 15,000 subscribers.

FR-Focused Radio TF-The Focus PT-Prime Time OP-Off Peak Hours

Get Focused

NuFocus Media 401 Gainsboro Rd suite 201, Roanoke, VA 24016, United States. •860-253-2582 info@nufocusva.com | www.nufocusva.com



Women Helping to Encourage Women!

WHEW WE!
WOMEN'S EMPOWERMENT
GROUP

From The Desk of

WHEW WE!

Visit WHEW on Facebook for more information and products.



ARE WE READY FOR BUSINESS AS USUAL?

Most of us have been quarantined for about 2 ½ months now, some even longer. Reading and watching the news daily has been exhausting to say the least. It's like we're living in a real life horror movie that won't end. Government officials have decided to start lifting restrictions on most business but with some boundaries in place. The question is, "are we prepared to re-open our businesses and resume life as normal?" Personally, my answer is a huge NO! The virus hasn't subsided at all, as a matter of fact now that things are opening back up, the numbers are climbing all across the U.S.

I think we're all sympathizing with those that make a living from their businesses and it's a tough decision to make as to whether to re-open or stay closed and continue losing money. Sadly, there are many businesses that closed down for good and will not be able to recover. My thoughts and prayers go out to all affected by this virus.

I too, have to make a decision about returning back to work, I don't necessarily feel comfortable being placed back into a crowded office, where it will be difficult to social distance. But the unfortunate

reality is, I need my job and my paycheck. This pandemic has placed us all in positions that we didn't plan for. So what's the true lesson with this whole thing.....?

- LIVE LIKE THERE'S NO TOMORROW
- LAUGH LIKE IT'S YOUR LAST DAY ON EARTH
- LOVE LIKE YOU'VE NEVER LOVED BEFORE

Continued prayers for us all!

LaVonne Yvette

Gizzy's Human Advice

Sometimes it is hard to get a true understanding of what's happening in you "Humans" life and why you should do what you do. I get it, I and all of my kind have been studying you guys long enough to be able to help you out

Gizzy Cat was rescued years ago and has made the most of his moment by educating himself in the traits and charactersitics of humans. This month Gizzy gives us advice on WHY YOU SHOULD GET A PET

HERE ARE SOME REASONS WHY

WE ARE GREAT COMPANY!! LISTEN, MY PEOPLE MOM THINKS I'M THE BEST TO HAVE AROUND! I DON'T DO MUCH BUT ACTUALLY I DO A LOT. I HELP MAKE SURE SHE WAKES UP IN THE MORNINGS TO GET READY FOR WORK! SHE HAS TO FEED ME IN THE MORNINGS AND SINCE SHE'S NOT REALLY A MORNING PERSON I MEOW HER TO WAKE UP. I GUESS WHAT PEOPLE WOULD DO IS USE IS AN ALARM CLOCK. HOWEVER, SHE DOESN'T NEED ONE BECAUSE MY MEOW DOES THE JOB.

I LISTEN TO ALL OF HER PEOPLE PROBLEMS, I CAN TELL WHEN SHE'S SAD, MAD, HAPPY OR GLAD. WHEN SHE'S SAD I SIT NEXT TO HER AND RUB AGAINST HER BECAUSE I WANT HER TO KNOW I'M HERE. WHEN SHE'S MAD I STAY OUT THE WAY SOMETIMES HIDE BECAUSE I DON'T WANT TO BE

IN THE WAY OF THAT!

NOW WHEN SHE'S HAPPY I'M ALL IN I ASK FOR MORE OF EVERYTHING I WANT AND I ALWAYS GET A YES SO I'M HAPPY TOO!!

SHE ALSO GETS EXTRA PHYSICAL ACTIVITY BY PLAYING LASER TAG WITH ME, OR MAKING ME CHASE RIBBONS OR SOMETIMES CHASING ME IF I GET IN HER PLANTS.

WHEN SHE GOES TO BED AT NIGHT I JUMP IN THE BED BESIDE HER NOT ONLY BECAUSE IT'S NIGHT TIME BUT IT'S EASIER FOR ME TO GET HER UP IN THE MORNINGS WITH MY MEOW!!

NOW THOSE ARE SOME REASONS WHY MY PEOPLE MOM HAS ME, HOWEVER THERE ARE PLENTY OF OTHER GREAT REASONS TO GET A PET.

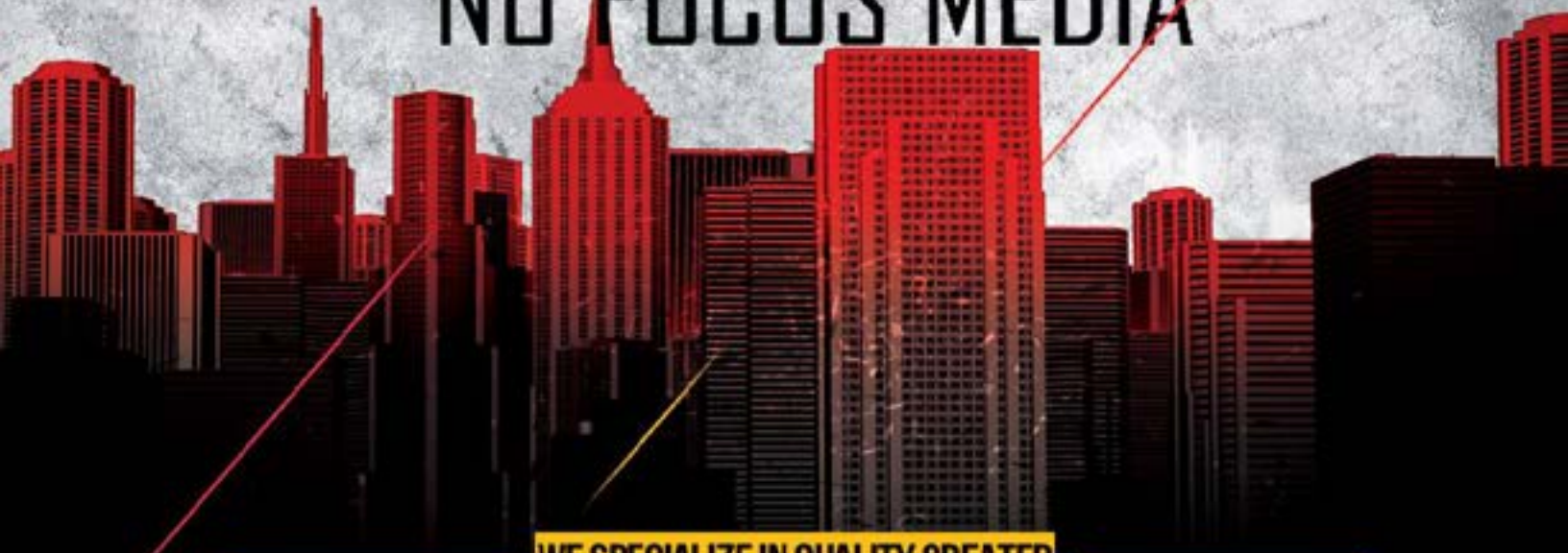


Unlike most pets, Gizzy was not sent to learn from humans, Gizzy has been given a special quality to analyze and actually teach humans.

**THE HEADQUARTERS
FOR ALL YOUR PRODUCTION NEEDS**



NU FOCUS MEDIA



WE SPECIALIZE IN QUALITY CREATED

**HEADSHOTS + COMMERCIALS + JINGLES
EVENT FILMING AND PHOTOGRAPHY + MUSIC VIDEOS AND MUCH MORE**

**LOW COST SOLUTIONS + ALL DIGITAL SO YOU ARE READY FOR MULTIPLE PLATFORMS
SMALL BUSINESSES + NON-PROFIT ORGANIZATIONS + INDEPENDENT ARTISTS**

WWW.NUFOCUSVA.COM

