

FALL
EDITION



THE FOCUS

Something For Everyone.

SEPTEMBER 2022, EDITION 67 VOL 1

REBUILDING
THE BLOCK
STARTS WITH
US

#TBOY
TAKE BACK OUR YARD

ΦΑ

FLEMING
ALL CLASS
REUNION
IS BACK



GETTING IT IN
UNITED
WE STAND

THE OFFICIAL MAGAZINE OF THE JUSTICE
BUSINESS ECOSYSTEM CENTER

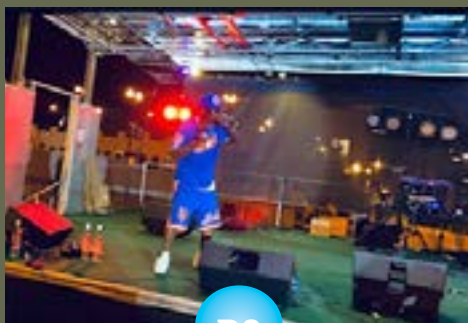
CULTURE | BUSINESS | ORIGINATORS

THE FOCUS MAGAZINE

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EDITORIAL



ONLINE PAGE : 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.

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

back here to "EncourageU" to stay focused as we are closing the 3rd Quarter of the fiscal year. That means a lot to this publication because we have utilized this platform to showcase the many activities going on from Entrepreneurship in The Historic Gainsboro District of Roanoke, VA and how that resonates to the world.

We were excited to see all the many events and productivity going on over the summer. We at NFX was able to move in officially to the Roanoke Higher Education Center right before we had our awesome "Down on the Yard" cultural arts festival and concert series. So many other things are going on in the Star City and all throughout VA and you know who the one source to give it to you is!!!

Stay Focused My Friends

We Thank the Sponsors of this year's Down On The Yard



Initial TBOY Community Investor Partner

In 2019 the Take Back Our Yard Fund was established to create an endowment for operations of the Justice Business Ecosystem Center. These gracious donors have allowed us to weather the storm of COVID-19 in order to continue our mission. Again we thank you

\$100	Pastor Sean Burch
Charisse Chitoie	Mike Epps
Sheree Lee Duncan	Kevin Wilson
Patti Yood Herskovitz	Richard Meade
Tracey A Thomas	Terry Gardner
Melinda Irby	Tim Beatty
Erica Jenkins	Sandy Whitaker
Joe Cobb	Nicky Whited
Sherman Lea Sr	Champ Hubbard
Trish Boyd	Chris Thompson
Tony Quarels	Zuheil Alvarez Cortes
Deneen Evans	Lisa Smith
Teresa Davis	Jim Lindsey
Diane Hailey	Pastor Nurambi Hash
TomA Page-Rose	
Randal Calloway	
Brandon Evans	

\$50	Amy Saunders
	Wayne Rhodes
	Cheryl Ramsey
	Bob Herskovitz
	Hazel Page

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Prepare Your Taxes From Home?
Let Us Show You How.

Within the last year we have completed 8 Employee Retention Credit (ERC) amended returns. We completed them for 4 nonprofit and 4 for profit corporations. We completed ERC's for 2 churches. Refunds received (or to soon be received) ranged from \$6,800 to \$750,000. If you are interested in how the ERC works give us a call. I especially encourage churches that paid employees (and therefore file form 941) to consider amending their 2020 and 2021 941's since many of you were hit hard by the COVID pandemic.

If interested give us a call.

www.nwpcpallc.com

#fromanywhereinthecountry

rap up the violence

The Down on the yard music-fest is an annual event that brings together local minority owned businesses in the spirit of entrepreneurship , camaraderie and support from ones own community. Located in the Gainsboro District on the historic Henry street you can still see some of the once lucrative and thriving business of which are now vacant, and The Yard, which was once an epicenter of black culture is now a barren field. Walking around the once vibrant district , you feel a sense of pride as well as a bit of melancholy ,as you see the remnants of our very own black wall street . While we sampled good food provided by locally owned eateries, shopped with some of our favorite hometown clothing brands and rocked out with some of Roanoke's very own rising stars , as well as some established and well known artists from around Virginia and abroad Henry street is full of life once again and it becomes ever more evident that with unity and the combining of resources it can be returned to its former prestige .

The theme for this years music-fest was rap up the violence as we have all been affected by gun violence whether it be directly or in-directly .

We would like to thank our special guests MR. Cheeks and Dj Unique of which whom have also been affected by gun violence when one of their very own the legendary Freaky Tah was killed as it is a plague that far too often grips minority communities. The Grammy award winning Artist who hails from Jamaica Queens was really in his bag as he performed some of our favorite hits from the Classic Renee to Lights Camera Action.

WE would also like to thank Range Da messenger who is one of our very own

Range is from the " Star City " and gives a unique mix of Neo - Soul , classic hip hop and a "Range" of different abilities as he is also an accomplished writer , as well as singer. Range has always had a passion for music and has been writing producing and recording for half of his life but it was after relocating to Philly that Range began to garner success and is now being heralded as the one of the next Great Voices in Neo-soul . Range has shared the stage with the likes of Marsha Ambrosia , The Wailers, Lupe Fiasco and many other prominent and established musicians and groups . Not one to forget his roots Range is also working as Artist development and was one of the driving forces behind the discovery of award winning producer 808 Ray another of Roanokes' favorite sons .

Besides the stellar performances put on by the artists I think the thing that most stood out was the fact a storm passed

The poster for 'Down on the Yard Musicfest' is a collage of images and text. At the top, it says 'DOWN ON THE YARD' in a bold, sans-serif font, with 'MUSICFEST' in a much larger, stylized red font below it. Underneath, it reads 'Cultural Arts Festival & Concert Series'. The poster is divided into sections for 'New York' and 'Philadelphia'. On the left, there's a portrait of Mr. Cheeks with the text 'MR. CHEEKS JOHN P. KELLY' and 'Rap-Up The Violence'. On the right, there's a portrait of Range Da Messenger with the text 'RANGE DA MESSENGER' and 'VA Beach'. At the bottom, it says 'DOWNTOWN ROANOKE, VA On Henry Street, In Front of Dumas' and 'JUL. 2'. There are also details about the 'Ultimate Day Party 3pm-6pm' and 'Concert Series 6pm-10pm', along with contact information: 'more info 540-227-0340' and 'www.nufocusva.com'. The NFX logo is in the top right corner.



through the city and the community still rallied around the event. many people even waiting the storm out, and that to me at least showed that if you give back to the Star City , The Star City will have your back.



ROANOKE PUBLIC LIBRARIES PRESENTS

MACKLYN & THE HOMIES LIVE!

09.13.2022
6:00 PM
MELROSE BRANCH LIBRARY

CONTACT 540-853-2648 FOR MORE INFO



LOVE NOTEZ

Shades
50% off

Use code: I GOT HALF



Your community your responsibility !!!

When are we as blacks going to finally stop peeking out of the blinds and do more than think or talk about the violence going on in our neighborhoods? The black communities were in a huge uproar about the police killing our brothers and sisters but remain silent when it is our own race killing us? Why is that? People are always quick to speak on “ White Privilege” but say nothing about the abundance of “ Black Ignorance” plaguing our communities? That “ No snitching” street rule is by far the most ignorant saying and action ever created and stupidly picked up by blacks. If someone has done something that you are not happy about the first thing you ask is why or who...but for what? If you all were so intelligent with such an ignorant way of thinking why is that the first question that comes out of your mouth? Why should someone tell you anything that they shouldn't tell the next man or woman. Snitching is still snitching regardless of who you are telling it to. If the situation doesn't directly involve you and you are repeating that situation to anyone even



God its still snitching as soon as it leaves your lips. That code of secrecy has lead to the continual rape,murder,thefts, and unsolved crimes in our communities so even tho you yourself may not be directly responsible for the action you are directly responsible for any harm that is brought to others by saying nothing. So when a form of violence or tragedy has walked uninvited or unexpected into your household causing harm someone closest to you it is in some way your fault. We as a community are to blame for not stopping the reoccurring violence in our neighborhoods.



EARTH'S
NATURAL BEAUTY



SEPTEMBER 2022 CAVE SPRING MARKET UPDATE

Hey neighbor! Precious McCullough, your local Real Estate Expert.

In my continued effort to provide relevant, useful information to the residents of Roanoke, I wanted to share this market update with you.

Here's what's been happening in the real estate market recently.

AVERAGE SOLD PRICE	MEDIAN SOLD PRICE	HOMES UNDER CONTRACT	NUMBER OF HOMES SOLD
\$304,959	\$259,000	547	533

Are you interested in knowing what your home is worth in this current market or have questions about selling?

I'm passionate about our community, our lifestyle, real estate, and the relationships surrounding all of it. Please don't hesitate to reach out if there's anything I can do for you.

Chat Soon!



PRECIOUS MCCULLOUGH
REALTOR

C: 434-728-1396

PRECIOUS.MCCULLOUGH@EXPREALTY.COM

EXP REALTY
1320 Central Park Blvd. Suite 200
Fredericksburg, VA 22401

If your property is currently listed with a REALTOR® or Broker, please disregard this offer. It is not our intention to solicit the offerings of other REALTORS® or Brokers.



Lead Facilitator

Tommy Page- CEO NuFocusVA



GARY SCHOENIGER / CREATOR ELI

ROB HERNDON / PRESIDENT ELI

The road to success is filled with many different situations. It's hard to ever say exactly which way to go. As soon as one thing seems like the way, new technologies show us the next best thing.

We here at The WEB Academy take pride in being ahead of the technology that is current and always ready to train the next group of motivated individuals desiring the know how.

As a veteran, I had trouble finding a "job" that I wanted to do for the rest of my life when I got out of the Navy back in 2006.

I went to all kinds of schools learning different skills and trades, yet none really resonated with me until I became my own boss.

This is not something everyone can do right away. I was fortunate to get my A+ and Cisco Systems Administrator qualifications that allowed me to contribute to the ongoing workforce while that happened.

Knowing that is true for many others I started a place to train professionals the skills needed to work a 9-5 but also position themselves for entrepreneurship.

Now it's your turn!

Thomas Page, Lead Facilitator

Learn more about the WEBe Academy
www.NuFocused.com




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ATTENTION PARENTS!

DO YOU HAVE A STUDENT IN MIDDLE SCHOOL?



HELP THEM BECOME AN EXCEPTIONAL LEADER BY ENROLLING THEM IN

TOMORROW'S LEADERS!

This youth mentoring program meets every Wednesday from 3:30-5:30. Sessions focus on:

- Self-love
- Career exploration
- Conflict resolution
- Building an entrepreneurial mindset
- Goal setting

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

QUESTIONS? CONTACT NICOLE.ROSS@TAPINTOHOPE.ORG OR 540.354.2212





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!





William Fleming All Class Reunion came back to Roanoke in full effect. With events all weekend long, the Colonels showed the city why the whole wide world knows the Star City is #ColonelsTerritory (all pictures courtesy of Facebook)



COMMUNITY DOULA TRAINING

Scholarship Application Now Open!

OCT 3 - OCT 31
NOV 2 - NOV 30

VIRGINIA BASED
6-WEEK TRAINING PROGRAM

Doulas who are trained under Urban Baby Beginnings are well versed in:

- ◆ **PRENATAL SUPPORT**
- ◆ **LABOR & DELIVERY SUPPORT FOR THE FAMILY**
- ◆ **POSTPARTUM WELLNESS FOR THE BIRTHING PERSON & BABY**
- ◆ **CULTURAL COMPETENCY**
- ◆ **RESOURCE NAVIGATION**
- ◆ **BREASTFEEDING, & MORE!**



For more information & to apply, visit:
<https://bit.ly/3Fuuymw>
or scan here!



We are a HealthCareConnect One authorized community-based doula training program. This training is made possible for BIPOC through the generous funding received from the Empowering Health grant by United Healthcare.



THE PLUG

Concert, began The Endless Summer Musicfest. Hosted by Rubi Rose and featuring a pair of Star city's hottest up and coming

The star city was abuzz this Labor Day weekend as the Quality Entertainment promotional group brought a day filled with live events to Downtown Roanoke's Elmwood Amphitheater. The day was kicked off w the Faith Fest Gospel Concert Hosted by Pastor Karen Walker of Life Empowerment Ministries of Roanoke. Leading off the faith fest was Director Alisha Hairston and the One City One Sound Choir also of Roanoke. Included in this line up was also Pastor Dwight Steele Sr. and the Pilgrim Baptist Mass Choir, and Minister Eddie Bryant and The Amazing Wonders. Some special guest showed up to this years Faith Fest as James Fortune, Demetrius West and The Pastor Mike Johnson winner Bets Stellar award were also in attendance, This was truly a day filled with good food and good music as following the Gospel

artists including Mojo and Baby D. Headlining the show was Vedo with other special guest appearances by Bandhunta Izzy Young Crazy and Jiah and many more. While not all artists performed and though there was no very large crowd the experience was made more intimate as the artist performed as if in front of a sell out stadium, interacting and engaging with the crowd and inviting them on stage giving some young fans memories that will last a lifetime. As many Roanoke artists are starting to gain more recognition it is





my hope that the city shows more support , not only to the benefit of our local artists but to increase revenue for the city as it becomes a bigger and broader market . We can do it ourselves Star city .

Keep shining .



Families Expecting Deliverance Using Prayer



Do You Need Dental Care?

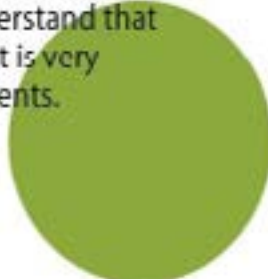
Volunteer dentists and VCU School of Dentistry students provide free extractions and restorative care to eligible patients.

Step 1: Call 344-5156 to schedule an eligibility appointment on: Monday & Wednesday between 1:30 pm – 3:00 pm OR Tuesday & Thursday between 4:00 pm – 6:00 pm

Step 2: You will need: -Photo I.D. -Proof of Residence (utility bill, lease, etc.) -If employed, one recent pay stub -If unemployed, last 30 days of paystubs

Step 3: If you are given a dental appointment. DO NOT MISS IT or you will not be eligible to come back for six (6) months. Do you need a filling? Fillings are scheduled by Appointments ONLY First, you will need to schedule an eligibility appointment by calling 344-5156. Dates for eligibility appointments are on: Monday & Wednesday between 1:30 pm – 3:00 pm OR Tuesday & Thursday between 4:00 pm – 6:00 pm

Next, you will be contacted by our dental coordinator, Danielle, when there is an opening for fillings. As the only free, ongoing dental clinic for uninsured adults in the Roanoke Valley, we know these services are extremely valuable. We ask that patients understand that there are a lot of patients who need this service and it is very important that patients make it to their appointments.



Gene's Carver Garden Blog

In 2022, One Valley, Inc. received a grant from the American Rescue Plan Act through LEAP. This year looks to be a year of transition, using these funds to improve our weed control, to automate irrigation and to expand to a second site on the SE corner of 8th & Gilmer Streets.

January and February saw us planning the transition, ordering supplies, building the base for a new tool shed, and emptying the raised beds so that they could be underlain with a weed-blocking landscape fabric.



Carver gardeners installed and levelled a second row of raised beds and filled them with the soil mixture.



The first part of the fence line along 6th street is completely weeded.



A group of Best Buy Regional Directors volunteered at the garden as part of their regional meeting and helped with weeding and with laying cardboard and wood chips around the blackberries and raspberries in the orchard area.



Other volunteers laid cardboard and woodchips around the blueberries.



Learn more at www.onevalleyva.wixsite.com/onevalley

"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!!!**



the entrepreneurial learning initiative



JOIN THE ROANOKE GUN VIOLENCE PREVENTION COMMISSION & FAMILY SERVICE OF ROANOKE VALLEY

To learn about two of our initiatives:

1. **Connecting in the Star City**, a free K-12 Social Emotional Learning Curriculum created for youth-serving programs
2. **Star City Family**, a free parent education video series for caregivers and youth-serving programs

WHEN?

September 20th, 2022
9:00-10:00 am

REGISTRATION:

LINK OR QR CODE

<http://tiny.cc/g6xwuz>

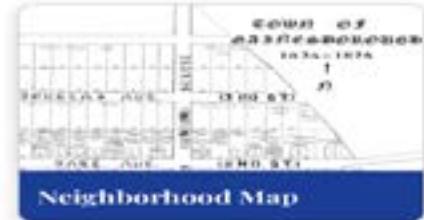
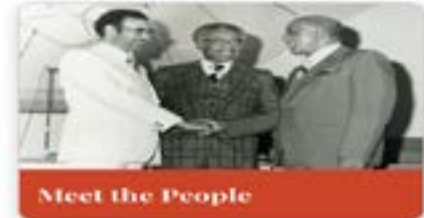


UPON COMPLETION OF THIS WEBINAR, YOUR ORGANIZATION WILL RECEIVE THE FULL CURRICULA AND LINK TO THE VIDEO



THE GAINSBORO History Project

An interactive history and walking tour of African American influence in Roanoke, Virginia's historic Gainsboro neighborhood.



Share Your Gainsboro Story

Help add a missing piece to the Gainsboro neighborhood history by emailing gainsborohistoryproject@education.edu

[About the App](#) | [Sources & Citations](#)

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AFTER SCHOOL ENRICHMENT

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- LIFE SKILLS
- MENTORING
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GRADES PRE-K --> 5TH

REGISTRATION FEE PER STUDENT: \$100 COVERS ACADEMIC YEAR
WEEKLY RATE: \$40 1ST CHILD \$30 2ND CHILD \$20 ADDITIONAL CHILDREN
TRANSPORTATION: \$15 WEEKLY

GRADES 6TH --> 12TH

REGISTRATION FEE PER STUDENT: \$100 COVERS ACADEMIC YEAR
WEEKLY RATE: \$30
SCHOLARSHIP OPPORTUNITIES AVAILABLE

Interested? Please Call

(540) 795 0564

Youth Enrichment Services Of Southwest Virginia, Inc. Roanoke, VA

@yesswva

HENRY STREET HERITAGE

Presented by Truist

FESTIVAL



ROBIN THICKE



SWV

SATURDAY
SEPT 17TH 2022

Elmwood Park

**FREE FROM
1PM - 5PM**

HENRY STREET
Concert
with **SWV AND
ROBIN THICKE**
@ **7PM**

Concert Tickets:

\$35 Advance
(plus processing fees)

\$45
at the gate

(Purchase tickets at Center in the
Square Box Office or at
www.harrisonmuseum.com)



It's 2022, this year is looking to yield some great music. Let's break it down from a "Focused" perspective.



"Who's Hot Right Now"

Rod Wave is running the charts with his new release of "Beautiful Mind"... and we couldn't go without mentioning the queen & her latest album "Renaissance". Young Boy Never Broke Again is at it again with his new album "The Last Slimeto" with all the drama going on this has fans paying more attention to the music. The wait is over!!! Megan Thee Stallion has also released a new album titled "Traumazine".



"Tension"

The Game has released a diss, coming after Rap Legend Eminem... we are sure this is going to lead to some tension between the two as we anxiously await the Rap God's response.



"The link"

"Got Tracks?" Starting in April we will be highlighting artist weekly from 7 to 7. Get your music submitted and heard on Focused Radio.



Justice Business Ecosystem



Building is what we do



Fall YOUTH BASKETBALL LEAGUE

SEPTEMBER 18TH -
OCTOBER 23RD

RICHMOND ELITE ACADEMY
8445 Ellerson Drive Ste 5-7
Mechanicsville, VA 23111

Ages
Group 1 - 7 - 9 year old
Group 2 - 10 - 11 year old

REGISTRATION FEE: \$125 Per Player
\$750 PER TEAM
UNIFORMS & TROPHIES INCLUDED
DRAFT HELD SUN. SEPT. 4TH

- Games held Sundays from 1:00 - 6:00pm
- 12 teams / min. 8 players max. 10 players
- 6 games + playoffs

REGISTER ONLINE

WWW.RICHMONDELITEACADEMY.COM



FALL BALL BASEBALL

The 2022 Diamond Stars Fall Ball Season is right around the corner and Registration is **NOW OPEN!!!**

The Fall Ball program is hosted by NuFocusedX (NFX) and DSSB coordinates to form all Diamond Stars teams.

To Register go to the NFX [Fall Ball Registration Page](#).

Under friend request or coach request, add "DSBB".

Register today for a \$15 Early Bird Discount. Ends soon!

If you have any registration questions or are interested in coaching please contact one of our player agents at info@nufocused.com.

G



FLEMING-ROSE BUILDING



THE WELL

WORKING EATING LEARNING LIVING



NUFOCUSED



E



RED DOOR



NuFocus ENTERTAINMENT



URBAN PROGRESSIVE

Concerts and Events



M



THE FOCUS



ROANOKE HIGHER EDUCATION CENTER

BACK TO SCHOOL NIGHT

**FOOD PROVIDED BY
ROCK & ROLL DINER
FOOD TRUCK**



All students, faculty, and staff invited to attend

Thursday, September 15th
4:00 PM - 7:00 PM



RHEC Courtyard
Rain or shine

Games, giveaways, prizes, vendors, and RHEC Student Services booths

RSVP at
bit.ly/RHEC-Back-2-School

