Vol XXIX 5

MAY 16-31, 2023

High Blood Pressure Educat tion M High blood pressure is a common condition in the US that

"Phil Denny," Urban Beat 8:00-11:00pm 1213 Turner Street for more info call

MAY 7, 2023

517-331-8440

"Karaoke Kickback." Urban

Beat 9:00-11:59pm 1213 Turner Street for more info call 517-331-8440

MAY 10-28, 2023

"WICKED" Cobb Great Hall for

times and ticket information call 1-800-WHARTON

MAY 21, 2023

"Karaoke Kickback MONEY-BALL EDITION," Urban Beat

9:00-12:00am 1213 Turner Streetfor more info call 517-331-8440

JUNE 13-18, 2023 "JESUS CHRIST SUPERSTAR"

Cobb Great Hall for times and ticket information call 1-800-WHARTON

WHAT'S

INSIDE

Small Business

Blood Pressure

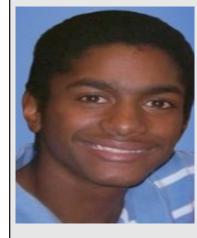
Soul to Soul **MDHHS**

Cannabis Corner

RIP



Harry Belofonte 1927-2023



Malik Yazid 1996-2023

Blood pushing against the walls of arteries in the body creates pressure, which generally varies throughout the day. High blood

consistently higher than what is considered normal. There are 2 types of blood pressure measures: systolic and diastolic.

pressure, also known as hyper-

tension, is blood pressure that

Systolic blood pressure is the pressure in the arteries when the heart beats, while diastolic pressure

is the pressure in the arteries when the heart rests. Normal systolic blood pressure is less than 120

millimeters of mercury (mm Hg), and normal diastolic blood pressure is less than 80 mm Hg, together described as 120/80 mm Hg. High

blood pressure may be defined differently by clinicians because

some guidelines suggest that

high blood pressure is that which is

consistently higher than 130/80 mm Hg, while other guidelines suggest higher than 140/90 mm

Symptoms of High Blood Pres-

High blood pressure often has no warning signs or symptoms, which can make it difficult for individuals

to know they have it. Uncontrolled high blood pressure over long periods of time can lead to serious medical conditions such

as heart failure or heart attack, stroke, vision problems, and kidney disease. Preventing High Blood Pressure There are several known risk factors for developing high

blood pressure, including unhealthy diet, physical inactivity, obesity, tobacco use, and excess alcohol

women, and

Black individuals also have a higher risk of developing high blood pressure. Some people with a family

history of high blood pressure may also have an increased risk. The most important ways to prevent high blood pressure are to maintain a healthy diet and regular

physical activity along with limiting alcohol intake and avoiding tobacco use. Diagnosis and Treatment High blood pressure is diag-

nosed by measuring blood pressure at a doctor's office, at a pharmacy, or with an at-home monitor. Many people can lower their blood pressure through lifestyle

engaging in 30 minutes of physical activity 5 days a week, eating a healthy diet that includes fresh fruits

changes such as



and vegetables and limits salt and alcohol intake, not smoking, and managing stress. Some

people may need to take medication in addition to these lifestyle changes to lower their blood pressure to a healthy

range. You may be asked to regularly monitor your blood pressure if you are being treatblood pressure, either with a home monitor or at a pharmacy that offers blood pressure monitoring. Talk to your doctor before starting medication to treat

high blood pressure. Article and

picture courtesy of CDC.

use. In the US, older adults, 10 Things to **Business Month** Do to Grow Your Comp

Want to scale your business? Achieve your goals with these core growth strategies and activities. Small Business Month is a great time to refresh your inspiration and motivation to find new ways to grow your business.

Kick off Small Business Month by identifying key ways to, directly and indirectly, grow your business. Set a goal to complete several revenue-generating activities and invite your team to rise to the challenge. Here are 10 critical areas to focus on and dozens of tasks to jumpstart your growth initiatives.

1. Develop core growth strategies.

When you're elbow-deep in day-to-day business management, it's hard to step back and recognize where you're falling short, let alone find time to strategize. In May, build your company by identifying weak strategies or workflows and adjusting your approach to support business growth.

Pick at least one strategy to work on and create achievable, short-term goals. Next, determine what financial and time resources your plan requires. Put your system into action with daily, weekly and monthly tasks that move your company toward successful outcomes. improvements:

Review collection and management: According to BrightLocal, 77% of consumers "always or regularly read [reviews] when browsing for local businesses." Therefore, it's vital to design a process to request, monitor and respond to reviews. Begin your planning session by learning how five small business leaders cultivate positive tools: reviews.

Public relations (PR): Increase positive PR with a plan that outlines weekly PR tasks, such as partnering with local micro-influencers or answering Help a Reporter Out (HARO) questions. Learn more in our guide to public relations.

Search engine optimization (SEO): Use a free SEO checker to assess your website. Evaluate the results to develop SEO goals and outline your next steps. Here are 10 resources to improve SEO.

Social media: Choose one channel to optimize during Small Business Month. Create a channel-specific strategy that ties into your overall social media marketing plan. Brainstorm ideas using our TikTok and Facebook strategy

Video marketing: According to Wyzowl, "81% of marketers say video has helped them directly increase sales." Find inspiration with five unique ways to use video on your website.

Time management: Devote more time to business growth by concentrating on core tasks that add value to your company. Categorize your activities and explore time management tools to help you reach your goals. 2. Amplify your brand on social media.

Social media remains a crucial way to connect with your audience. It drives traffic to your website, increases sales and builds consumer trust. Examine your social media strategies and pick at least one channel to concentrate on this month. Devote 10 to 15 minutes every day, then assess your metrics at the end of the month.

3. Recognize your employees.
Morale improvements can increase employee retention, enhance corporate culture and boost productivity. Indeed, happier employees are one sure-fire way to grow your business. Recognize their contributions during Small Business Month. Highlight one or two staff members each week for a unique quality or value they bring to their teams.

Take these steps to award your staff and promote your small business:

Develop a write-up for media outlets that summarizes

the upcoming awards. Create a profile template for gathering employee details.



Take a high-quality image and make a short video of each team member.

Produce multi-channel content promoting individual team members.

Showcase Small Business Month awards on your website.

4. Upskill yourself and your team.

Business growth relies on professional development. In short, as your business grows, your team must level up as Build a customer referral program and reward clients for well. Encourage your staff to set aside time during Small Business Month to improve current skills or learn new ones. Also, look at various platforms that could support your ongoing training initiatives.

Follow the links below for free resources, events and

Free resources to use year-round. Online training tools for sales teams.

Virtual learning platforms. Small Business Association (SBA) online events.

Online learning tools for employee development. Outsource non-core tasks.

Outsourcing social media tasks or administrative roles

frees up your time to focus on growth-related workflows. Moreover, partnering with third-party contractors can provide better results, as they're experts in their sector just as you are in yours. For instance, social media agencies are at the top of their game, aware of the latest trends and invest in advanced software tools that may be unaffordable to non-agencies.

Review your time management strategy and identify tasks you could outsource. Think about how outsourcing could help you achieve goals like increasing your email opt-in rate or social media engagement. Plus, don't forget to replace that free time with revenue-generating activities.

Is your website at the top of the search engine results page

6. Improve profitability.

Profitability improvements stem from decreasing costs while increasing productivity, efficiency and inventory turnover rates. It requires visibility into your finances and dedication to accomplishing broader business objectives. Select tactics that improve your cash flow and help your company grow on multiple levels. Here are a few methods and resources for scaling your

business: Consider federal contracting: Increase revenue by bid-

ding on government contracts. Develop passive income streams: Monetize your website

or social channels with ads or affiliate links. Increase frequency of purchases: Regularly communicate with your customers and recommend timely products. Sell on other platforms: Consider selling on multiple plat-

forms, such as Amazon, Shopify or Etsy. Update financial forecasts: Increase visibility into financial growth by writing a financial forecast for your business.

Boost average transaction value: Improve in-store dis-

plays, offer product bundles and make it convenient to add last-minute items to online orders. Increase your inventory turnover rate: Explore ways to

move items quickly and simplify inventory management. Offer different payment methods: Consider flexible payment options for qualified customers, such as financing and layaway.

7. Delight and engage existing customers Customers are the lifeblood of every small business. As

such, higher customer stickiness and retention rates increase your profitability. Concentrate on your clients this month by understanding their experiences and striving for improvements.

Boost customer engagement with these tasks: Update or launch a loyalty program to increase the frequency of sales.

Form a brand ambassador program and give customers the tools to promote your business. Automate post-sale surveys to capture the voices of your

customers. Follow-up with clients and have systems in place to document interactions.

Listen to a few customer service calls to spot-check qual-

sending friends your way. Plan campaigns for the "Get to Know Your Customer"

days (third Thursday of January, April, July and October). 8. Prospect for new clients Grow your business by focusing on lead generation

activities during Small Business Month. Begin with your current and historical sales figures, categorized by product or service groupings. Identify core areas or sales channels to focus on and develop a list of sales activities your teams can use to reach their goals.

Consider updating a sales funnel or building a new one. Or participate in a local small business event attended by your target market. Remember to collaborate with marketing and customer service teams to get a clear picture of your customers and their journeys.

9. Optimize your website

Is your website at the top of the search engine results page (SERP)? According to BrightLocal, "99% of consumers have used the internet to find information about a local business in the last year." Website design and SEO improvements can increase conversions and search engine visibility.

Use HubSpot's website grader to assess your site and view recommendations. Also, consider running an A/B test. This is where you change one website element affecting conversions, such as your main call to action (CTA). Google Optimize offers free tools for small business website optimization.

10. Bolster your marketing efforts

Connect with your target audience and provide value with informative content and relationship-building activities. Ensure each task supports a strategic goal and allocate time and resources to each objective. Use metrics to gauge progress and define how the tactic increases profitability and business growth.

Expand your marketing efforts by:

Answering questions on Quora.

Creating a new lead magnet to increase email sign-ups. Applying SEO techniques to your YouTube channel or Amazon products.

Updating your Google My Business profile. Responding to reviews on Facebook. Completing one or more HARO responses. Publishing an article in an industry or local publication. Recording a webinar for your target audience. Setting aside 30 minutes to perform keyword research. Coming up with one new content idea per day.





Federal changes will affect Medicaid coverage.

Michigan Medicaid members: Federal changes could affect your program benefits and coverage.

Learn what the changes are and what they mean for you. Visit Michigan.gov/2023benefitchanges.





You were given to us, Sweet Jesus As The Light of the world Your glory now shines through us, for our brightness to unfurl Prince of peace, Lamb of God, Wonderful Counselor you are At Your birth, Wise men knelt before You--- You...our gift, their Brightest **Shinning Star** You came to give us life, peace, salvation and glorified power Oh, Architect of the universe, upon us mercy, You continue to shower You bled on the cross of Calvary to wash away our sin

You now touch our souls gently, providing warmth and serenity within You reign over all,

some King of Kings You reign Holy today, Your rule-absolute... As Lord over everything You came to redeem our soul To make our meager lives whole This prophecy You came to fulfill For this, I adore and praise you...still Oh Sweet Jesus, I sometimes wonder You were a Christmas gift, yet You were born to die Then You rose again And I understand... For now our wondrous new life began Glory and honor to You Lord, I freely give Glory Hallelujah, for within my soul, You now abundantly live!!!!

Divine Master Awe-



SOUL II SOUL INFLUENCE: The Advocate, The Adversary, The Ego 05022023 Pastor/Chaplain Pamelajune Banks-Anderson, DMin.

Soul II Soul Spiritual Fitness Couch LCDR (RET) US Navy Chaplain Corps **Certified Peer Support Specialist**



BE STILL AND YOUR SOUL WILL SPEAK

¹⁵ "If you decide that it's a bad thing to worship God, then choose a god you'd rather serve—and do it today. Choose one of the gods your ancestors worshiped from the country beyond The River, or one of the gods of the Amorites, on whose land you're now living. As for me and my family, we'll worship God." Joshua 24:15 The Message



Eternal God and Faithful Friend, Joshua, the Of Moses, successor İS giving Hebrews/Israelites an opportunity to BE clear about Whom they will serve. The people were acting a bit adversarial, unappreciative, and outright indecent as they took on worshiping the gods of the Egyptians, remember the golden calf they made while Moses was on the mountain praying to the God of Abraham

and Sarah, Issac and Rebecca, Jacob and Rachel to come down from the mountain?; and the gods of the Amorites. Never mind the plagues from which they were spared. Never mind the power of the Wind (representing Spirit) that held back the waters for them to crossover on dry land. Never mind, Joshua's commitment to the Advocate's instructions for safe travels to the Promise Land

The ego (Easing God Out) of those delivered would not help themselves by giving God praise. Deuteronomy 8:2-3 records, ²"Remember how the Eternal, your True God, led you through the wilderness these past 40 years. He did this to humble you, to test you, to uncover your motivations, to see if you would obey His commands. ³He (The Advocate) humbled you by making you hungry when there was no food in the desert. Then He fed you with manna, a food you and your ancestors had never heard of. He did this because He wanted you to understand that what makes you truly alive is not the bread you eat but following every word that comes from the mouth of the Eternal One."

Are you in cahoots with The Adversary (the father of lies) and your ego (self)? Or, are you in covenant with Jesus, our Advocate? Joshua makes it clear that we have choices. Which means that it is a matter of either/or but not both. Every moment, every second of every hour, the choice is between The One and only Almighty God or the gods.



All proceeds to support scholarships for students in the Greater Lansing Area For tickets, contact Sterling Armstrong: (517) 256-8051 or email lansing.ques@gmail.com



Celebration

Announcements

Mr. Party, The Ambassador of

Birthdays in May 2023

Ms. Angela Zamora celebrates her birthday on May 1st with family and friends. Ms. Tabitha Brown celebrates her 44th birthday on May 1st, with her Sisters, new and old Friends. "I thank GOD for continuing to bless me and my family. Mr. Ron Vermillion celebrate his birthday on May 1st, missing his twin brother, the late Donnie V.; enjoying each other, as they've done since day one, "Together-Donnie and Ronnie V." with friends and family!

Ms. Arie Carroll had a "Happy Birthday" on May 1st, with friends and family. She says, "Enjoy the Arie experience... helping people to reach their full potential!"

Ms. Leigh Anne Coins celebrated, birthday 41, on May 1st, with friends saying, "Happy Birthday to Me!"

Ms. Rashonda Ali , on May 2nd, celebrated her 32nd birthday , with her family and friends. "We love you!!!"

Ms. Breanna DeMyers celebrated her 31tst birthday on May 2nd. "Happy Birthday; we all love you!" Dad.

Ms. Andrea Dameron celebrates her 41st birthday on May 2nd, with friends.

Ms. Danielle Castillo celebrates her 33rd birthday on May 3rd with her husband Tori and her son Brendin.

Ms. Kathryn Spencer Dungy celebrates her birthday on May 3rd.

Ms. Kathryn Spencer Dungy celebrates her birthday on May 3rd.
Ms. Maribel "Mari" Odilia Tyler celebrates her birthday on May 3rd, with her loving

Mr. Gerry Shakar celebrated his 41st birthday on May 3rd, thanking GOD for another birthday!

Ms. Kenya Hattaway celebrates her 40th birthday on May 4th.
Mr. Bruce Sturgis-Ramsay celebrates his 58th birthday on May 4th.
Miss Cortana celebrates her 15th birthday on May 4th, with family and friends. "Happy Birthday Baby!" Love always, Mom
Mr. Caden Jones celebrates his 18th birthday on May 5th, with family and friends. His Mom says, "We love you very much!"
Ms. Janice Smith, in her remembrance, celebrated her birthday on May 5th.
Ms. Tammy Gonzales celebrates her birthday on May 5th.
Ms. Shavontai Henry celebrates her birthday on May 6th.
Mrs. Kimberly Whitfield celebrates her 54th birthday on May 7th, with her loving husband and daughter.
Mr. Michael Thomas Jr. celebrates his birthday on May 7th.
Ms. Lillian Michelle Boles: to her remembrance on May 7th, we celebrate her 42 years of Life with us. She enjoyed the celebration of her life, with family and friends.
Ms. Karen Saddler celebrates her birthday May 7th, she said "thank you LORD for this day!"

Mr. Charles Andrews, deceased: we celebrates his 62 years on May 8th. GOD bless family and friends.
Mr. Rickey Jackson celebrates his 39th birthday on May 8th with family and friends.
Mrs. Jill Foorman turns 59 years young on May 8th, celebrating with her family and

Mr. Ivan Civils, in his memory, we celebrate his birth on May 8th, with friends and

Master Daytin Allen Scott Wilson celebrates his 11th birthday on May 9th. Love Mom, Dad and your Grannies... Angie Cooper and Jennifer Wilson Mrs. Deana Newman celebrates her birthday May 9th, with her loving husband, David, who says, "She is my rock and my life!"

Ms. Keisha Giles celebrates her 46th birthday on May 9th." Happy Birthday" from all her family and friends.

Ms. Keisha Giles celebrates her 46th birthday on May 9th." Happy Birthday" from all her family and friends.

Ms. Ann (D. J. Ann) celebrates her birthday on May 9th, with family and friends.

Ms. Jessica Lynn Patterson celebrates her 30th birthday on May 9th. "Mommy loves and is very proud of you, my special young lady. Happy Birthday!

Ms. Jennifer Taylor celebrates her birthday on May 9th, exclaiming,
"Let's Party!"

Mr. David (Rabbit) Garcia celebrates his birthday on May 10th, with family and friends.

Mr. Carlton McConnell celebrates his birthday on May 10th.

Ms. Jazmine Patterson celebrates her 39th birthday on May 10th.

Ms. Clarissa McClain celebrates her 31st birthday on May 11th, Happy Birthday! I will greet this day with love in my heart, God Bless; Mother, love you!!!

Ms. Barb Garcia celebrates her birthday on May 11th.

Mr. Blaine Buckingham celebrates his birthday on May 11th.

A'Tien Colbert enjoyed a birthday on May 11th.

Ms. Amber Shinn celebrates her birthday on May 11th.

Ms. Amber Shinn celebrates her birthday on May 11th.

Ms. May Alvarado celebrates her 39th birthday on May 12th, with friends and family.

Ms. Moét Rodriguez celebrates her 39th birthday on May 12th, with friends.

Ms. Dawn Correa celebrates her 38th birthday on May 14th, with her husband, Robert and their son; preparing for their anniversary on May 17th.

Master Carter Lamb celebrates her 18th birthday on May 15th. "Happy birthday little man, Mommy loves you!" Ashley Lamb

Ms. Madison Jones celebrates her birthday on May 15th. with his loving wife by his side.

Mr. Mike "Dog" Ranshaw celebrates his 47th birthday on May 15th, with family and

Mr. Mike "Dog" Ranshaw celebrates his 47th birthday on May 15th, with family and

Ms. Samatra Denson celebrates her 46th birthday on May 16th. She says, "I'm loving

Ms. Sha Taraywe McKinley celebrates her 31st birthday on May 18th. Mr. Kurt Brumbaugh celebrates his 49th birthday on May 18th. Ms. Jina Cashey celebrates her 46th birthday on May 18th. "Happy Birthday" from

Joyce.
Mr. Kris Pratt celebrates his birthday on May 19th. He says "I thank GOD and myself for being so awesome!"
Ms. Aaliyah Miller celebrates her 17th birthday on May 19th, with family and friends.
Mr. Nigel Moore enjoys his birthday on May 19th.
Ms. Gwendolyn Gail Rouse celebrates her birthday on May 19th!
Ms. Nancy Berry-Beck celebrates her birthday on May 19th.
Mr. Ray Lopez celebrates his 71st birthday May 19th.
Hanpy Birthday Ray

Happy Birthday Ray Mr. Drevaughn Croskey celebrates his 28th birthday May 19th. "My beloved son" Love

Mr. Isaac Verser celebrates his birthday on May 20th, with family and friends.
Mr. Carl R. Herring celebrates his birthday on May 21st, with his loving family.
Mr. Jay A. Townsley Sr. with wife and family, celebrates his birthday on May 21st.
Mr. AJ Brown celebrates his birthday May 21st, "Happy birthday" from your brother

and your favorite sister in law.

Ms. Brianna and Ms. Brooklyn Aguilar celebrate their 23rd birthday on May 22nd,

and your favorite sister in law.

Ms. Brianna and Ms. Brooklyn Aguilar celebrate their 23rd birthday on May 22nd, with family and friends.

Ms. Angela Redemsky celebrates her birthday on May 23rd.

Ms. Celia Henderson celebrates her birthday on May 23rd.

Ms. Tara Moore will celebrate her birthday on May 23rd.

Mr. James "Jet" Davis celebrates his birthday on May 23rd.

Ms. Rose Henderson celebrates her birthday on May 23rd.

Ms. Roser Brown Sr., deceased, was born on May 23rd.

Mr. Robert Brown Sr., deceased, was born on May 23rd. A great Dad who taught me the value of our Mother, who taught us to LOVE, thus learning how to LIVE.

Mr. Melvin S. McWilliams celebrates his birthday on May 24th.

Mr. Cullen Dubose II, in memory we celebrate his birth on May 25th.

Mr. Barry Williams celebrates his birth on May 26th.

Mrs. Yvonne Young McConnell celebrates her birthday on May 26th.

Mr. Claude Browne celebrates his 101st birthday on May 27th, with his Trinity A.M.E. Church family.

Master Rolando R. Ruiz III celebrates his 14th birthday on May 28th, with family and friends. "Mom- Cece, Dad- Rolando Jr. and Nana love you very much!"

Greer Dodd celebrates a birthday on May 28th.

Mr. André Collins-Riddle celebrates his birthday on May 29th.

Mr. John Wallick II celebrates his birthday on May 31st.

Master Jacob Thomas Brown celebrates his 13th birthday in May with family and friends. "Happy birthday Little Man!!!" Love, Mommy and Daddy!!!

Anniverseries

Face book Page: MrParty, The Ambassador of Celebration
Celebration Gram - A Class Act: Have your special message delivered by Mr. Party
for that special someone or special occasion(Mother's Day)! Call 517-391-4849 or
email: mrparty1985@gmail.com

Remember: It is nice to be important, it's more important to be nice!!!

We don't laugh because we're happy, we're happy because we laugh!!!

Smile, laugh; Celebrate a life filled with love every day... May the Love of GOD bring you Peace and Joy!!!

*Announcements

Please let us know if you have any names to be removed...

- Mr. Party Website: www.mrpartycelebrationservice.com
- Facebook Page: www.facebook.com/mrparty1985
- **Celebration Gram A Class Act:** Have your special message delivered by Mr.
 - Party for that special someone or special occasion!
 Sportron International: www.mrparty.sportron.com
 Call: 517-391-4849 or Email: mrparty1985@gmail.com Please send the information about you, your family or friends celebrating the Events of Life:
- Celebration Announcements Please let us know if you have anyone to celebrate!

CANNABIS CORNER

SENATORS CELEBRATE BIPARITISAN MAR-IJUANA BANKING BILL REINTRODUCTION

Senators are urging action on a marijuana banking bill that was reintroduced last week, taking to Twitter to call for bipartisan work to enact the reform this session. The Secure and Fair Enforcement (SAFE) Banking Act was filed with much fanfare, earning the early applause of top legislators like Senate Majority Leader Chuck Schumer (D-NY). In the days since its introduction, more than a dozen senators have



cheered the bill's introduction with tweets.
While bipartisan lawmakers have filed a series of modest cannabis measures in recent weeks, advocates and industry stakeholders are especially focused on SAFE, which has been revised in several ways that equity activists say they're encouraged by but hope to build upon as the legislation advances.

Sens. Jeff Merkley (D-OR) and Steve Daines (R-MT)—along with Reps. Dave Joyce (R-OH) and Earl Blumenauer (D-OR)—are sponsoring the legislation.

The expectation is that it will first go to the Senate Banking Committee as a standalone proposal before potentially moving to the floor. But the chairman of that panel, Sen. Sherrod Brown (D-OH), recently said that the process has been de-

layed because of his concerns with banking sector representatives allegedly trying to use the bill to undermine broader regulations.

In any case, lawmakers across the aisle have expressed excitement about the prospects of finally enacting the legislation, which has cleared the House several times in recent sessions only to stall in the Senate.

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