

D's Café, Continued...

The documentarian was visiting from California where he had just lost his home to the fires in Malibu. He was very excited by the energy in the West End and pleased with the film community (and tax incentives) in Georgia. Just the night before, D's Café was the setting for a film shoot and D provided food and beverages to the crew to boot. The second lunch visitor was a general contractor whose crew was busy remodeling a nearby home. The film industry and gentrification are having major impacts on the West End.

D's Café is open daily for breakfast and lunch. Once monthly, they have a burger and brew evening event with the brew supplied by her landlords. Weekend business accounts for around 60% of the café's revenues but again catering is the big dog. D is always busy networking and hosting events. She had just met with the Beltline leadership and Invest Atlanta and is focusing on marketing *to new* customers in the area.

On my visit I was starving and ordered their breast of chicken (bone-in) sandwich and collards---amazing, and all of a sudden I knew why the NFL ordered a minimum of 3,000 pieces of fried chicken for the Super Bowl festivities. Prices are moderate but for D and her family it beats the days when customers complained that her food cost too much---not a bargain but still reasonable as compared to other parts of town.

D explained how some of their biggest hurdles were service providers. She had to change contractors on the renovation and twice had bad experiences with accountants. What she really needed was a mentor she could trust. Invest Atlanta recommended a new CPA with whom she has met but she would like to get the Rotary AWE Microbusiness Program's recommendations for a CPA with food industry experience. D still wants the mentor our program promised her and I have just introduced her to the GM of a major Atlanta catering business so hopefully that provides value to everyone. The visit also resulted in D agreeing to re-start her payments to our microfund so that we will have fresh funds for our new cohort in 2019.

D is appreciative of our class at Atlanta Technical College but she needs more from us. The café hosted our recent microloan Open House, and she will also host us for one of our Friday meetings. If things work out perhaps we will finally have a meeting venue in West End proper. My visit with D was reaffirmation of the importance of our program to the West End. – *Mark Newman*

Mark Your Calendars

- **March 30:** District Training Assembly, Columbus. RSVP to Paige.
- **April 25-28:** District Conference, Sandestin, Florida
- **May 4:** Family of Rotary Derby Day Fundraiser, Atlanta Motor Speedway, 4 PM, \$100/ticket. www.rotarykentuckyderbygala.com
- **May 4:** Frazer Center 70th anniversary celebration, "Gather in the Gardens", 6 PM. frazercenter.org/gather-in-the-gardens-2019

Rotary



Club of Atlanta West End

Service Above Self

Friday, March 8, 2019

Georgia Tech Hotel & Conference Center

12:15 PM

President Elect:	Paige McKay Kubik
Immediate Past President:	Elma McCutchen
Treasurer:	Don Schewe
Secretary:	Neil Shorthouse
Membership:	Stacey Stevens
Foundation:	Chad Smith
Administration:	Richard Gerakitis
Community Service:	Pearlie Perryman Kimberly Carlyle
Public Relations:	Judith Fuller
New Generations:	CJ Stewart
Vocational/Civic:	Kimberly Weaver Victoria Seals
Historian:	Eric John
Keynote Editor:	Paige McKay Kubik

Celebrations

- 🎁 **3/6: Faye Hammonds**
- ♥ **3/12 – Neil Shorthouse & Patty Pflum**
- 🎁 **3/12 - Frances Dunston**