

THE ROTARY CLUB OF ATLANTA WEST END

Friday, March 1, 2019 @ 12:15 PM

March is Literacy Month

Call to Order	Tony Kimbrough
Invocation	Paige McKay Kubik
Pledge	Don Schewe
Introduction of Guests	Don Schewe
Tasse Trivia	Don Schewe
Program	Tony Kimbrough
Announcements	Tony Kimbrough
Adjournment	Tony Kimbrough



This Week's Speaker: Jason Martin, STE(A)M Truck

Jason Martin founded the not-for-profit Community Guilds in 2013 to transform public education and help eliminate inequities too often predicted by zip code. Through this work, kids tackle real problems, design solutions, get their hands dirty, and then, with community experts, build amazing innovations together. Community Guilds harnesses the power of the maker movement to provide apprenticeship learning, entrepreneurship as well as school-based programs that seek to ignite a love of learning in students while transforming teaching in schools. STE(A)M Truck is the largest program offered by Community Guilds and served over 10,000 students in the 2017-18 school year.

Last Week's Speaker: Jay Bailey, HJ Russell Center for Innovation & Entrepreneurship

CJ Stewart, our February program leader, presented a close friend **James M. "Jay" Bailey** as our speaker. Jay is the newly named CEO of the Russell Center for Innovation & Entrepreneurship-RCIE, a new program created by the family of the legendary **Herman J. Russell**, creator of the HJ Russell Companies and renowned philanthropist. Jay said the RCIE will be doing a 'soft launch' this spring and formally kicking off in December 2019. Jay is an Atlanta native from DeKalb County. He described a life punctuated with triumphs and hardships – loss of his mother and other family loves, huge financial successes, big losses, and a role with Operation HOPE, having worked with AWER's **Edward Henderson**. He approaches RCIE with tremendous enthusiasm, because he sees it accomplishing what Atlanta needs: Ways for younger people to develop dreams and receive the support, backed by their own hard work, to achieve important goals for themselves, and benefiting the whole of Atlanta. Jay's vision includes reframing the minds

of black youth who too often, he said, have as success models only rappers, athletes and drug dealers, but not business types with whom he wants youth to interact over how they became successful. He wants youth to know that being a person of accomplishment is not accidental but it is possible, so youth must hear stories of dreams, working hard, overcoming obstacles. Jay said these interactions will grow visions thereby reframing young people's imaginations around entrepreneurship. The processes Jay envisions includes listening to what is occupying center stage in the minds of kids, appreciating and understanding despair, but then taking the time to enable young people to replace feelings of being overwhelmed with ideas of what they can do to live happy, fulfilling and contributing lives. Hope can fuel imaginations and produce the discipline to write down goals for working and living differently. But Jay emphasized it is the current elder generation who must plant seeds so the coming generation will have trees whose shade those who planted the seeds may never enjoy. These seeds represent the investment of time and money and opportunity for kids – and built around the RCIE's processes, rigor and the core competencies undergirding successes. www.rcie.org - Neil Shorthouse

Rotary AWE Micropreneur Profile: Raisha Williams

Raisha Williams is a native of Pasadena, California and has also spent time in Phoenix, Arizona, first coming to Atlanta in 1995 to attend Clark Atlanta. Together, she and her husband **Rabb** have six children. They live in the Bankhead area. Rabb has an online clothing line and does screen printing of T-shirts as well as branding for underground artists. Raisha's eldest daughter has a degree from Arizona State and lives in Atlanta, where she does design work.

Earlier in her life, Raisha worked for a number of years at Walt Disney Company Universal as an executive assistant and brand manager. Unable to find a job in 2010 during the Great Recession, she started her own and found she had an entrepreneurial spirit. She turned her hobby of baking into a business after a beautician friend shared the cookies with businesses near her shop, and they wanted more. Raisha has now expanded to small scale catering and also does "live cooking" at various Farmers Markets in East Point, the West End Farmers Market at Gordon White Park, at the Fairburn Farmers Market and at Truly Living Well in the West End. She is hoping to expand into larger farmers markets.

The Farmers Market season ended with the start of winter. To fill her time Raisha also works for 2 Pieces of Toast, a full-scale catering company, and at the Publix near Lenox/Phipps Mall in Buckhead.

To grow her business, Raisha needs access to a commercial kitchen, transportation (unless the kitchen is close to her home or near MARTA), and introductions to local caterers/shop owners, which the Rotary AWE Microbusiness program is working on. Eventually, her dream is to have a food truck business. Raisha has every intention of repaying her loan to us and is an absolutely delightful person. – *Mark Newman*