

BERA CELEBRATES BLACK HISTORY MONTH

This year, Black history month is especially meaningful. For the 1st time in American history (USA) we have an African-American President. There is so much to celebrate and so much to be thankful for that we should have smiles on our faces for many years to come.

It is unfortunate that President Obama was elected at one of the worst times in US history: corporate and political scandals, economic crisis, moral decay, educational debauchery, health and financial challenges, etc. etc. etc. In this type of climate it makes it difficult to think, plan, and come up with new ideas to bring about a change.

For those of you who work too hard, think too much, meet too long, care for others, serve our neighborhoods, nation and the world, we invite you to join BERA during Black History Month by committing to take a big dose of LAUGHTER every day.

"A merry heart doeth good like a medicine."

Suggestion:

Daily, complete at least 10-belly laughs for 10 seconds each, during the month of February.

Include this 'suggestion' as part of your traditional Black History Month celebration. I believe you will see a difference.

DISCLAIMER: *This 'suggestion' is not a medical prescription nor is it intended to replace any treatment you are currently undergoing. Nothing in it is meant as a prescription or medical advice. You should check with your physician before implementing any changes in your exercise or lifestyle habits.*



This guy is walking with his friend, who happens to be a psychologist. He says to this friend, "I'm a walking economy." The friend asks, "How so?" "My hair line is in recession, my stomach is a victim of inflation, and both of these together are putting me into a deep depression!"

KEEP ON LAUGHING!

1. Laughing 100 times roughly equals 15 minutes on an exercise bike? Vigorous laughter increases the heart rate deepens the breathing rate, and uses muscles in the face, stomach, and diaphragm.
2. Aside from improving our moods, laughter can reduce stress, help fight infection, and reduce pain.
3. The levels of two stress hormones, cortisol and epinephrine which suppress the body's immune system, will actually drop after a dose of laughter.
4. Laughter causes positive changes in brain chemistry by releasing endorphins, and it brings more oxygen into the body with the deeper inhalations.
5. Laughter releases anger, fear, guilt, anxiety and tension.
6. Laughter encourages concentration on "right" attitudes rather than "wrong" attitudes.
7. Higher levels of an antibody (salivary immunoglobulin A) that fights infectious organisms entering the respiratory tract were found in the saliva of people who watched humorous videos or experienced good moods.
8. Researchers found after watching an hour-long video of slapstick comedy that the "natural killer cells," which seek out and destroy malignant cells, more actively attacked tumor cells in test tubes. And these effects lasted up to 12 hours.
9. The 1998 movie Patch Adams told the real-life story of a nonconformist doctor convinced that fun, play, and clowns are important in improving patients' quality of life in a grim hospital atmosphere.
10. Planning enjoyable activities for the future will reduce the stressor hormones such as cortisol and epinephrine.

DISCLAIMER

**This web site's goal is to provide you with information that may be useful in attaining optimal health. Nothing in it is meant as a prescription or as medical advice. You should check with your physician before implementing any changes in your exercise or lifestyle habits, especially if you have physical problems or are taking medications of any kind." See www.DrStandley.com for more information.

**SUPPORT LOCAL BUSINESSES
DURING BLACK HISTORY MONTH**

75th Street

Walgreens	11 East 75 th Street
Mars Barber Shop	75 th and Calumet
Lem's	311 East 75 th Street
Treasures-The Thrifty Store	312 East 75 th Street
Tiffany Salon	300 East 75 th Street
Francis Cocktail Lounge	307 East 75 th Street
Dr. Sheldon Ceaser	233 East 75 th Street
Exxtreme Men's Wear	347 East 75 th Street
League Style Barber Shop	411 East 75 th Street
Walker & Walker Accounting	433 East 75 th Street
Exodus Renewal Society	324 East 75 th Street

Sims Cleaners	327 East 75 th Street
Paris Cleaners	301 East 75 th Street
Pazaz (women's apparel)	421 East 75 th Street
Vernon Street Barber Shop	75 th and Vernon
Woodshop Art Gallery	441 East 75 th Street
Brown Sugar Bakery	328 East 75 th Street
Urban Institute	200 East 75 th Street
Kinnard Realty	438 East 75 th Street
Preferred Tax Service	434 East 75 th Street
Fletcher One Stop Records	457 East 75 th Street
Ultra Barber & Beauty Salon	701 East 75 th Street
CMS Trophies and Plaques	741 East 75 th Street
All About Kids	514 East 75 th Street
Sew-Fine Fabrics	1333 East 75 th Street
Sullivan's Fashion	2524 East 75 th Street

COTTAGE GROVE

Banner Plumbing and Supply Grove	7255 S. Cottage
Geraldine Simmons Attorney at Law	7316 S. Cottage Grove
Jackson Funeral Home	7350 S. Cottage Grove
Itsy-Bitsy Day Care Center Grove	7411 S. Cottage
Rhodes Florist	7442 S. Cottage Grove
Doll's Car Wash	7627 S. Cottage Grove
Barbara Ann's Motel	7617 S. Cottage Grove
Citizen Newspaper	7715 S. Cottage Grove
Moses Resale Shop	7734 S. Cottage Grove
Chesterfield Tom Thumb Day Care Center	9208 S. Cottage Grove

71ST STREET

A.A. Rayner	318 East 71 st Street
Renewed Hope	628 East 71 st Street
Black Shop	633 East 71 st Street
Leo's Florist	407 East 71 st Street
H&H Locksmith	459 East 71 st Street

MARKETING... FYI

"An advertisement is a paid announcement that a product or service is for sale." Publicity, in contrast is free. It is attention paid to a business by the media... Together, advertising and publicity are called promotion. The goal of promotions is to establish a positive image of the business in the mind of the consumer." (NFTE: The National Foundation for Teaching Entrepreneurship)

If you would like to share your advertising, publicity or promotional strategies with other local businesses, please give BERA a call at 773-783-2636.



Black Business History

Kamau Austin, in his book *Always On Top...*, reflects on the four stages of Black business history. "The first stage of black business history was the emancipation stage. During the emancipation stage, some Blacks were able to acquire their freedom and owned some land-even in slave-holding states. Although these ex-slaves owned land, becoming financially successful during this stage was very limited and challenging."

"The 'segregation stage' was certainly part of life for the first free blacks and their communities. Since Blacks were isolated or segregated into their ethnic communities (many times not by their choosing), an inherent merchant class of black entrepreneurs and professionals developed. This early merchant class of entrepreneurs and professionals serviced segregated Black communities and enclaves. The symbolic black entrepreneur of this period is, of course, Madame C.J. Walker, America's first Black millionaire.

Communities like Black Wall Street and Rosewood are cited as enclaves of a black merchant and entrepreneurial class of neighborhood. The peak of this period was the 1970s and 80s with the rise of the Black media outlets like Ebony, Jet, and Black Enterprise magazines.

"The Integration stage of Black business was and is concurrently tied to the access of African Americans to better education in the nation's accredited and top colleges or universities. This education allowed some Blacks to become managers and CEOs of major corporations. Eventually, many of these managers began their own businesses and gained access to capital. The symbolic figure of the beginning of this period is Reginald Lewis, the first African American to own a billion-dollar business, TLC Beatrice Holdings.

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However, towards the end of the Integration stage, we see the seeds of internationally successful black entrepreneurs beginning to take root.

Business persons like Oprah Winfrey, Don King, Bob Johnson, and Eunice Johnson, the co-founders of BET, illustrate the aplomb of the current crop of Black entrepreneurs to transcend racial barriers and ethnic –movies, and even Broadway."

Austin further points out that while the first group of international entrepreneurs relied on better access to capital, mainstream institutions, and education, Black business genius isn't just the purvey of this fortunate class. Austin feels, "where's there's a will, there's a way!" Blacks with more meager means still have big dreams and have made them a reality. He points to how hip hop is now reaching an international audience beyond inner-city youth. Major mega-music moguls like Russell Simmons, Sean "P. Diddy" Combs, Master P, and JayZ are the next crop of Black billionaires in training.

However, music, fashion, and media icons aren't the only ones making big waves in black business. The future also looks bright for diverse groups of African Americans empowered by the Internet and information technologies to take Black business to the most advanced phase of their business development the-International stage.

Austin points to the largest black business, which now is a technology business - Worldwide Technologies. David L. Steward, a committed Christian and author of *Doing Business by the Good Book*, is the CEO of Worldwide Technologies. Steward has been able to grow Worldwide Technologies to a \$1.5 billion corporation without the capital markets. Worldwide Technologies is privately owned and a testament to the ingenuity and determination of black entrepreneurs. With these diverse examples of Black business success, Austin feels the greatest challenge to personal progress is not racism, but our own mental barriers to success. Austin feels his understanding of history has led him to seize the Internet economy as his ticket to financial freedom.

Almost six years ago, Austin was too poor to afford a computer and could not login to Windows. Today, he runs a search engine marketing business with workers in diverse parts of the country and the world. In an Information age, the search engine gives us access to this information. He feels that search engine promotion is the cornerstone of any successful Internet marketing strategy.

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You can see his book, [Always On Top](http://www.alwaysontopthebook.com/) at <http://www.alwaysontopthebook.com/>. Take advantage of his free search engine marketing courses at <http://www.searchengineplan.com/>

This full article can be found at: http://www.imdiversity.com/villages/african/business_finance/always_top0218.asp



Volunteers for Grandma's Garden

If you have gardening skills that you are willing to share within the Greater Grand Crossing community, please contact Alicia Spears, 773-783-2636. We are looking for volunteer gardeners or volunteers to assist us with the continued development of Grandma's Garden and the flower-beds on the new Streetscape Project on Emmett Till Road (71st Street from Wabash through St. Lawrence). Those interested in planting, weeding, mulching and planning are invited to help us plan and implement an outstanding 2009 gardening season. Please call now.

"Start where you are with what you have, make something of it and never be satisfied."

George Washington Carver

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