

spotlight

on community action



A Newsletter of the Southeastern Association of Community Action Agencies

Summer 2017

FIRST CLASS SPEAKER: DR. WILLIAM PICKARD DISCUSSES THE PRINCIPLES OF ENTREPRENEURSHIP

"Each one, reach one, teach one."

The first order of business for a First Class Conference, is a first class Keynote Speaker and who better than Dr. William Pickard, accomplished business leader and author of *Millionaire Moves: Seven Proven Principles of Entrepreneurship*. Over the course of 45 years, Dr. Pickard has acquired a wealth of knowledge in entrepreneurship and business development that he will share at the SEACAA 2017 Conference. Despite his humble beginnings, Dr. Pickard became the first person in his family to earn a four-year degree at Western Michigan University. He then furthered his education with a Masters in Social Work from the University of Michigan and a Ph.D. from Ohio State University. In honor of Dr. Pickard, The William F. Pickard Living Center is named in his honor at Grand Valley State University.



Image: Dr. William F. Pickard | Photo Credit: Myron Watkins II)

Today, Pickard serves as CEO and chairman for multiple enterprises, including VITEC L.L.C., Global Automotive Alliance L.L.C., Co-Managing Partner, MGM Grand Detroit Casino, Bearwood Management Company and co-owns five black-owned newspapers. Dr. Pickard's entrepreneurial career began as a McDonald's franchisee in Detroit, Michigan. In 1989, he founded an Automotive Manufacturing Company and grew it into Global Automotive Alliance, Logistics and Manufacturing companies with more than one half billion dollars in sales and eight plants in the U.S. and Canada. GAA services corporations such as Boeing, Mercedes Benz, Ford, General Motors, Chrysler, Delphi, Johnson Controls, Starbucks, Home Depot and Merck Pharmaceutical. He is also the owner of several McDonald's franchises.

His leadership is not to be surpassed by his civic and philanthropic contributions, which include service on numerous business and non-profit boards including Asset Acceptance Capital Corporation, Michigan National Bank, LaSalle Bank, Business Leaders for Michigan, National Urban League, Detroit Branch of NAACP, Detroit Symphony Orchestra, Detroit Black Chamber of Commerce and is a life member of Alpha Phi Alpha Fraternity.

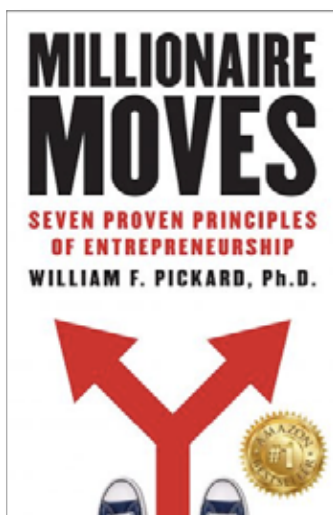
In a recent interview by *Selena Hill* of *Black Enterprise*, Pickard provides the tools needed to become successful millionaires for those who desire to learn in his new book. He says it's his way of giving back and his way of saying that whatever I've done, you can do it.

"If you have an open mind, a vision, and unbeatable faith, you will not only prevail, but soar," he said, via email.

Learn more in the following Q&As as he shares more insight on his book and useful advice for aspiring entrepreneurs:

BLACK ENTERPRISE: What is one of the most important principles mentioned in your book?

Continued on page 2..



Pickard: I believe vision and attitude are imperative. Your mind has the capacity to unfold what you visualize and verbalize. A negative mind will never harvest positive results. Vision, attitude, and perception help crystalize dreams and motivate productivity, even during those most challenging times. **Vision keeps you grinding when others are sleeping. Vision and attitude will bring you to the finish line.** The Bible says, "Without vision, the people will perish."

BE: What is one thing that entrepreneurs, especially millennials, can learn from the book?

Pickard: While grades are obviously important, they should never be an excuse. I was not an "A" student, nor do I consider myself the sharpest knife in the drawer. Yet, all of that made me hungry. It forced me to look beyond my limitations and believe in a bigger purpose and plan for my life. **People determine their own destiny.** So, my book is for anyone, especially young entrepreneurs, who seek a roadmap to achieve success beyond their circumstances.

BE: What can people do to enhance their finances?

Pickard: One of the things I mention in my book is, "Wealthy people teach their children how to acquire. Rich people teach their children how to sell. Poor people teach their children how to buy." To change our everyday financial situations, we must start with transforming our mindset. That means adjusting our buying habits and educating ourselves on how to build wealth for ourselves, our family, and our community.



(Image: Dr. William F. Pickard | Photo Credit: Myron Watkins II)

BE: What inspired you to write this book?

Pickard: Teaching has always been a love of mine. Years ago, I embraced the mantra, "Each one, reach one, teach one." It is an innate part of me to give back to my community. That is why I have been a guest lecturer at HBCUs and other colleges across the nation for decades. With young people, whether at my McDonald's or on college campuses, I always find myself in teachable moments. My book allows me to reach a broader audience by sharing the principles that made a difference in my own success.

BE: Why is failure an important part of the journey to success?

Pickard: I talk about failure in my book, because **nothing in life is fool-proof or without risk.** You will stumble, as I did, but you need to learn from your failures, and have a faith bigger than your own abilities. This is important because WE [as African Americans] must see beyond our circumstances, and shift our mindset to see success and build wealth. As a community, we continue to get left behind, and we only control 1% of the wealth in our country. So, it is imperative that we propel ourselves beyond failures to build wealth and create a legacy for our families and our community.

Dr. Pickard is creating a new generation of entrepreneurs with Millionaire Moves – Seven Proven Principles of Entrepreneurship, vision/attitude, opportunity, relationships, talent/skillset, financial, failure and faith. Dr. Pickard will share his undeniable principles anyone can use to become a successful entrepreneur.

"Your vision must be greater than the window you're looking through." - Jay-Z

HEAD START FAMILY ENGAGEMENT CERTIFICATION LAUNCH!

RALEIGH, NC - North Carolina has been busy! The North Carolina Community Action Association, in partnership with Delaware State University, is offering a Head Start Family Engagement Certification! Designed based on feedback received from Head Start staff across the state of North Carolina, this comprehensive, web-based certification curriculum was developed in response to the Head Start Program Performance Standard §1302.91: A program must ensure staff who work directly with families on the family partnership process hired after November 7, 2016, have within eighteen months of hire, at a minimum, a credential or certification in social work, human services, family services, counseling or a related field.

No matter what state you are in, whether your Head Start Program is operated by a community action agency, school system, or private provider, the information provided in this course will benefit your staff, your agency, and the families that you serve.

Embedded in each of the 8 web-based modules are assignments designed to encourage critical reflection and skill application. Participants will complete one module per week, with the web-based platform allowing them to work at their own pace. Modules cover topics including the history of Head Start, considerations for working with families in need, goal setting and progress evaluation, safety in home visiting, and the importance of self-care.



At the completion of the course, participants should be able to demonstrate increased knowledge of theories and concepts related to family service work, as well as demonstrate increased competence in working with families in need.

The pilot group, comprised of 16 Family Service Staff representing 13 Head Start agencies across the state of North Carolina, begins June 26, 2017. The next class is targeted to begin in September 2017, and is open to Head Start Staff across the country.

For more information please visit www.nccaa.net or email info@nccaa.net.

President's Corner

Only four months to go 'til we meet in Biloxi for our annual conference—"Facing Tomorrow's Reality Today," October



William Holt
SEACAA President

31-November 3. Much excitement is brewing. Accomplished entrepreneur and author of *Millionaire Moves: Seven Proven Principles of Entrepreneurship*, Dr. William Pickard, will kick off this exciting conference with a message that is bound to inspire us all. If you haven't read his book, you might want to pick up a copy, download an electronic version or something. It's an awesome read. I believe the same principles that propell Dr. Pickard as a successful business owner are the very principles that can also drive our work as leaders in the nonprofit sector, change lives of the families we serve and transform communities. Look for information about him and other featured speakers on our conference webpage.

Rooms are filling fast. This is a conference that you don't want your colleagues to come back and tell you about. Believe me, you'll want to get the information, tools and knowledge shared firsthand from Dr. Diana Pearce, Director for Women's Welfare at the University of Washington School of Social Work about the Self-Sufficiency Standard or Paul Schmitz, CEO of Leading Inside Out – about how everyone can lead. Paul has been recognized three consecutive years by NonProfit Time as one of the top 50 nonprofit leaders in the country – wow! These awesome leaders will be joined by our incredible national and regional partners (NCAF, CA-

PLAW, CAP, US-DOE, Head Start) and friends from across the nation—who live and breathe community action every day. We are excited about our conference agenda as well as— **"SEACAA's New Path to the Future"** as we work to ensure community action agencies across the southeast have the resources and capacity to be the intentional change that breaks generational poverty, transforms lives and builds strong communities.

Please stay up to date on SEACAA trainings and happenings by visiting our website – www.seacaa.org. Share your success so that we can share it in the SEACAA Newsletter and across our social media outlets. Share your challenges, so we can work collectively to remedy issues that impede your work and ability to carry out our anti-poverty mission. We are a region of nearly 200 CAAs – together we are strong and better positioned to address concerns that hinder our work, as well as identify solutions to help strengthen it.

Don't forget to register for the SEACAA Annual Conference today. If you're not there this year, you will certainly miss a lot.

Please call on me if I can be of assistance in any way. I look forward to seeing you in Biloxi!

Together, with the leadership and support of the SEACAA Board of Directors, I remain,

Most Sincerely,

William Holt
SEACAA President



SEACAA EXECUTIVE COMMITTEE

President - William Holt

Vice-President - Ron Gilbert

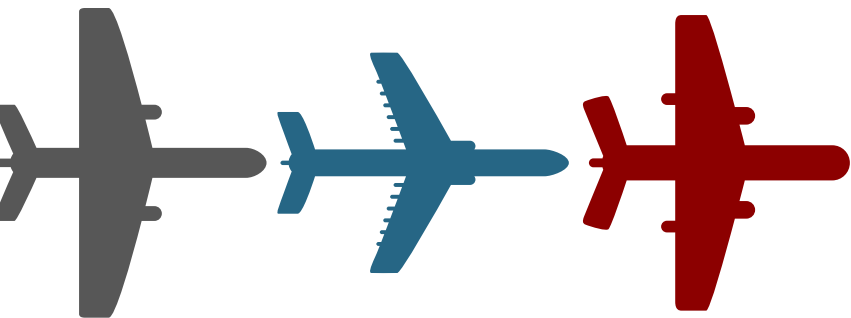
Secretary - Melissa J. Weaver

Treasurer - Belva Dorsey

OUR MISSION:

SEACAA exists as a professional organization that provides research and policy development resources, education and training to ensure progress toward the elimination of poverty and causes of poverty in the Southeast. We focus particularly on serving our membership, which represents the interests, issues and concerns impacting the quality of life in communities.

We also link local, state, and national organizations in developing strategies, policies, and actions. We believe that investing in improving the quality of life of citizens and communities through carefully planned programs and policies is a crucial investment in the nation's well being.

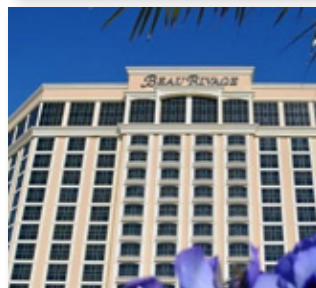
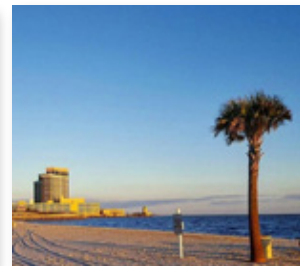
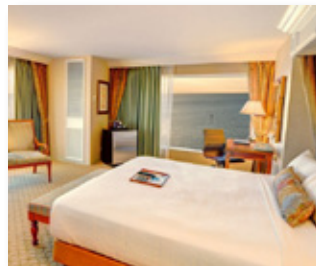


GETAWAY TO THE GULF COAST - YOUR FIRST CLASS SEACAA 2017 CONFERENCE AWAITS

The SEACAA 2017 Annual Conference promises to deliver a First Class Conference at the First Class Beau Rivage Resort in Biloxi, Ms., October 31-November 3. Facing Tomorrow's Reality TODAY is sponsored by the Southeastern Association of Community Action Agencies (SEACAA). Escape to the Beau this fall beginning with the exquisite lobby, first rate service and lush guest rooms for a round of world-class golf, a luxurious pool & spa, and white sandy beaches. Named one of the top 100 hotels in the US and Canada by Travel + Leisure, the Beau Rivage, which means "beautiful shore" in French, overlooks the white sandy beaches and warm waters of the Mississippi Gulf Coast. The Beau Rivage hotel is the tallest building in Mississippi.

During your visit, enjoy award winning dining at nine on-property restaurants, including two AAA Four Diamond fine dining experiences – Jia and BR Prime. This MGM property will not fail to deliver.

Here's a sampling of what you can expect!



2017 NCCAA CALENDAR

Oct. 31st - Nov. 3rd
Beau Rivage Resort • Biloxi, MS

[Register Here.](#)

A riveting conference agenda will soon unfold with regional and national powerhouse presenters and experts you can't afford to miss. The conference will examine how community action can connect people, partners, resources, and capital to fulfill its **"Promise"** and address the future challenges associated with transitioning children and families out of poverty.

The Beau Rivage hotel is filling quickly so be sure to Reserve your Room today!

[**CLICK HERE TO RESERVE A ROOM!**](#)

BILOXI, MISSISSIPPI

Hit hard by Hurricane Katrina, this resilient community is bouncing back. One of the oldest communities in the country, Biloxi was first settled in 1699.



Holy Cow! – Are Those Cowkies?



Keep an eye out for our revamped Holy Cow! Let's End Poverty website www.jointhemoovement.com. Our Holy Cow! T-shirts are for sale now. Our new product Cowkies (Hope's favorite cookies), will be on sale soon, too. Samples were provided at the conference - if you didn't get to taste these MOO-velous, light and airy cookies, it's not too late....Stay tuned for more information in the July newsletter and/or keep checking the website to see when they will be available. We are excited for you to see the new changes!

Also, look for Hope at Georgia's Community Action Association Annual conference in Savannah, July 18 – 21. www.nccaa.net

SEACAA STATE NEWS

JCCEO NAMES DEPRIEST WADDY EXECUTIVE DIRECTOR



Birmingham, AL - DePriest Waddy officially stepped into the position as Executive Director of JCCEO (Jefferson County Committee for Economic Opportunity) on Monday, May 1, 2017. A native of Birmingham, DePriest Waddy has 20 years of executive leadership experience in strategic fundraising, operations, and marketing with various national corporate and non-profit organizations. He most recently served as Regional Director with United Way of Greater Atlanta, where he led community engagement, program management, fundrais-

ing, and working relationships with the board of directors, staff, and volunteers. Prior to joining United Way, DePriest served as Director of Corporate and Workforce Development with Year Up; CEO with Prevent Child Abuse Georgia; Chief Operating Officer and Executive Vice President at Big Brothers Big Sisters, and Chief Operating Officer and Director of Finance for Atlanta Public Schools' Project GRAD Atlanta. His experience in leading transformative growth across a diverse portfolio of businesses position him to accelerate JCCEO's mission and efforts to fight poverty and move lives towards self-sufficiency. Depriest has a Bachelor of Science in Marketing from The University of Alabama and an MBA from Kennesaw State University. He is passionate about mentoring and has established a legacy in youth and workforce development programs around the Atlanta area.

JCCEO is The Community Action Agency for Jefferson County, providing diverse programs and services for the low-income, including, but not limited to Head Start and Early Head Start, senior nutrition, adult day health care, home weatherization, energy assistance, emergency assistance, financial literacy, and employment.

<http://www.jcceo.org>

WELCOME, CANDACE MCDERMOTT!

Jackson, MS - Candace (Mattison) McDermott is the new Executive Director at the Mississippi Association of Community Action Agencies (MACAA) in Jackson, Mississippi. She follows the previous Executive Director, Mayo Wilson. Candace is not a new face to the network and you may remember her prior involvement as the Community Services Director at Community Action Kentucky where she provided training and technical assistance to the 23 community action agencies in Kentucky and coordinated the efforts of the Regional Performance and Innovation Consortium for region 4. A Master ROMA Trainer, Candace provides leadership and support for new ROMA candidates nationwide and also acts as the Secretary of the Association of Nationally Certified ROMA Trainers. Candace says, "I'm excited to take on this new venture of working with the Mississippi member agencies and to support each of the agency's mission."



www.msacaa.com

Gone But Not Forgotten

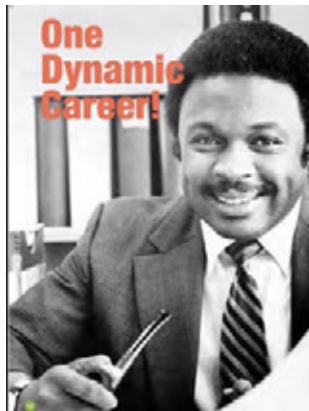
ATLANTA, GA - One of America's Community Action Giants We Will All Remember for a long time to come....
DR. WILLIAM SONNY WALKER

With a Community Action Career spanning the years of 1965 through 1988, and again from 2006 until his movement to the heavenly realm, Dr Walker paved the way for professionals to believe in their own greatness and to learn from his examples. He was a teacher, lecturer, role model, and an "in-elected" politician extraordinaire.



Dr. William Sonny Walker

Hundreds of Community Action leaders both past and present received direct training and counseling from this prolific community organizer and strategic planner. His simultaneous participation on over twenty one different Boards and committees distinguished him as a force to reckon with.



Many community action and Head Start leaders still reflect on the experience and training they received from Dr Walker. Now that

a year has passed since his earthly departure, we can surely agree that he is gone but not forgotten.

Presenting.....

DR. WILLIAM 'SONNY' WALKER.....REMEMBERING THE WORK OF A COMMUNITY ACTION LEADER.

From the pictorial archives of Fulton Atlanta Community Action Authority comes a glimpse of the work of one of its prolific leaders who engaged his skills to help people and their communities address the problems of poverty, equity, and participation in the making of a Great Society. Take a moment to view this video tribute to Dr. William "Sonny" Walker presented by Dr. Joyce J. Dorsey, President/CEO, Fulton Atlanta Community Action Authority, Atlanta, GA at the 2017 Florida Association for Community Action (FACA), Inc. Annual Training Conference.

[CLICK HERE TO WATCH THE VIDEO ON VIMEO.](#)

Don't have the Vimeo app? Get it from the App Store:
http://bit.ly/vimeo_ios

LIVING CITIES TOOLBOX SERVE, INSPIRE AND SPARK ACTION

.... that will help us get faster, better results for low-income people.

"The future is already here, it's just unevenly distributed."
- Ben Hecht, Chief Executive Officer, Living Cities

Living Cities launched their 2015 Annual Report in the form of the [#HereAndNow Toolbox](#) to serve as a living, breathing resource for social change makers hungry for actionable tools that can refine their thinking, improve their work, and achieve greater impact. This handy resource may be just what you need to achieve lasting change.

One of the tools improves partnerships across sectors. Another analyzes the social impacts of potential capital investments. Others apply a racial equity lens to social change work. Make meaningful progress on racial equity and inclusion at all systemic levels with education, conversation and advocacy.

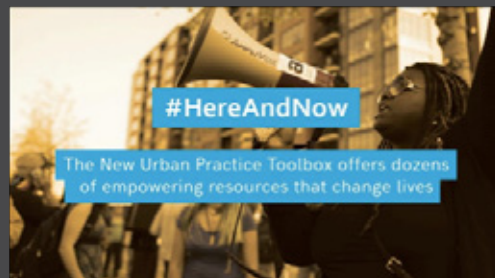
As an example, Living Cities suggests starting with these five questions to drive your analysis when considering racial equity:

1. Are all racial/ethnic groups who are affected by the policy/practice/decision at the table?
2. How will the proposed policy/practice/decision affect each group?
3. How will the proposed policy/practice/decision be perceived by each group?
4. Does the policy/practice/decision worsen or ignore existing disparities?
5. Based on the above responses, what revisions are needed in the policy/practice/decision under discussion?

[CLICK HERE TO USE THE FULL TOOL.](#)

Chief Executive Officer, Ben Hecht, says – ".....

The time is now to pivot from concept and conversation to action. The Report brings together a host of practical tools and resources—some from Living Cities, some from our partners—that anyone can use to disrupt the status quo and double down on what works, right here and right now. Public will for moving the needle on key issues like racial inequality and raising the minimum wage is at a boiling point. We hope that this suite of tools can help enable local and national leaders to achieve the lasting, meaningful change that our cities desperately need."



BITTER-SWEET SUCCESS STORY AT KCEOC SHELTER

BARBOURVILLE, KY - Before Kristy B. decided to stay at the KCEOC Women's and Children's Emergency Support Shelter she faced uncertainty, fear, and difficult decisions that no longer only affected her, but also her unborn child. Kristy was five months pregnant with her son, Levi, and found herself alone, "I remember being so scared and worried about where in the world I was going to get everything I needed for a new baby. I was just so worried about finding a home for my baby. All the while, my entire life was falling apart. To say the least, I was a complete wreck."

Her relationship with Levi's father had taken a turn for the worse after six years. She called off the relationship and was forced to look for a new place to live. However, there was a major complication - she didn't have a lot of family in the picture at the time and found herself homeless. Kristy learned through the community and her aunt that KCEOC had a place she could stay and they had helped other people in similar situations.

Her stay in the shelter lasted three and a half months. She says she received help with transportation back and forth doctor appointments, the local WIA office, and the library in an effort to find a job. Kristy also received assistance from KCEOC with her utility connection fees once she found a new home. She says KCEOC helped her in other ways, too, adding "KCEOC showed me that even though they aren't family, they care



and you're not alone. It means so much to be going through something so horrible, and you look at someone that doesn't even know you, but yet they have tears in their eyes right along with you." Kristy's life after leaving the shelter was completely unrecognizable in comparison to when she entered. When she got to the shelter she only had the clothes on her back and a few bags. She now has her own home, vehicle, a job, and peace of mind knowing things are now better for her and her son. "I look around and I have absolutely everything and anything I need to take care of him." She has also reconnected with her father and strengthened her faith. With KCEOC's help Kristy was able to stay determined and persevere through a time many would have given up and lost hope.

When asked about her time and thoughts on KCEOC Kristy said, "KCEOC definitely is a bittersweet place for me. Bitter - because, let's face it - no one ever wants to be homeless, but sweet as they absolutely did so much for me. I am scared to think where I would be without KCEOC...."

KCEOC Community Action Partnership, Inc. <http://www.povertyisreal.org/index.php?lang=en>

INTERESTING FACTS ABOUT MISSISSIPPI



Root Beer was Invented in Biloxi, Mississippi

Barq's Has Bite!

The Puppet Museum... They Build Barqy! / Via barqs.com

Edward Adolf Barq Sr. (as in Barq's!) was born in New Orleans to French parents. After moving back to Paris for a few years with his family, he returned to New Orleans to receive a degree in chemistry. This is when, as the Barq's Root Beer website says, "ideas are beginning to bubble." Mr. Barq then moved to the beach resort town of Biloxi, Mississippi where he bottled and sold his first Barq's. Barq's Has Bite!

35 Mississippi Facts They Never Taught You In School

These are some amazing facts about Mississippi which you have never heard of. Mississippi is a great place to live in and have fun with your family.

<http://www.movoto.com/blog/opinions/mississippi-facts/>



2017 CALENDAR

AUGUST

2017 CAP Annual Convention
Aug. 29-Sept. 1, 2017 • Philadelphia, PA

OCTOBER

SEACAA 2017 Annual Conference
Oct. 31-Nov. 3, 2017 • Biloxi, MS

NOVEMBER

CCAMP Certification Training - Violence in the Workplace
Nov. 9-10, 2017 • Barbourville, KY
[Click here to register.](#)

SEACAA

Next Publication Date: A printed copy of the SEACAA Spotlight will be distributed at the 2017 Annual Conference in Biloxi on October 31, 2017. Please submit articles for this special edition by September 15, 2017.

WHAT DOES POVERTY DO TO THE BRAIN?

Your zip code may contribute to your brain development, according to a study of Southern California youth which found children exposed to violence and fear often lacked empathy as adults.

Research in a growing field of study called the neuroscience of poverty shows direct correlations between the brain, brain development, and poverty. A leading researcher in this new field named Mary Helen Immordino-Yang, conducted a study to prove and support these new findings.

Immordino-Yang chose 73 income teens from South California that she tracked for five years. Her goal was to learn how their lifestyle and community affects the brain. Each teen watched 40 different video clips that showed a true story told by the person who lived it. Some videos were motivational and heart-wrenching while others were solemn and sad. The teens' brain responses were all recorded by an MRI machine. This testing process was repeated a few times so Immordino-Yang could track the changes in the teens over time. The first results revealed a disturbing tendency. The low-income teens exposed to more violence throughout their lives had weaker real-time neural connections. As the study continued, the neuroscientist discovered there were many factors, not just violence, that contributed to the weaker connections in the brain. Other factors like abuse, malnutrition, a chaotic life at home, and pollution also weakened and pruned the brain.

In recent studies, created by scientists inspired by Immordino-Yang's work, it was discovered that children who lived in poverty had less gray matter than children who grew up in a higher income environment. Gray matter is the brain tissue in the hippocampus, frontal lobe, and temporal lobe that controls and supports information processing and executive behavior. This means that because of the lower amount of gray matter, it becomes harder for the children to pay attention, follow instructions, and overall learn and remember information being told and taught to them. Now that it was known how the brain of impoverished children was affected, the question scientists kept asking was, why did those factors such as violence do this to the brain?

Learn more: <http://www.newsweek.com/2016/09/02/how-poverty-affects-brains-493239.html>

