

SEPTEMBER/OCTOBER 2021

INFLUENCE

CAPTURING ECONOMIC SPIRIT OF DIVERSITY IN COMMUNITIES, OPPORTUNITIES, TECHNOLOGIES & AMENITIES



ANITA DEFRANTZ

GLOBAL DIVERSITY PIONEER AND
OLYMPIC SPORTS LEGEND

A HISTORIC PRIMER:
A PERSONAL 9-11 RETROSPECTIVE
20 YEARS LATER

TOP COMPANIES IN GLOBAL DE&I

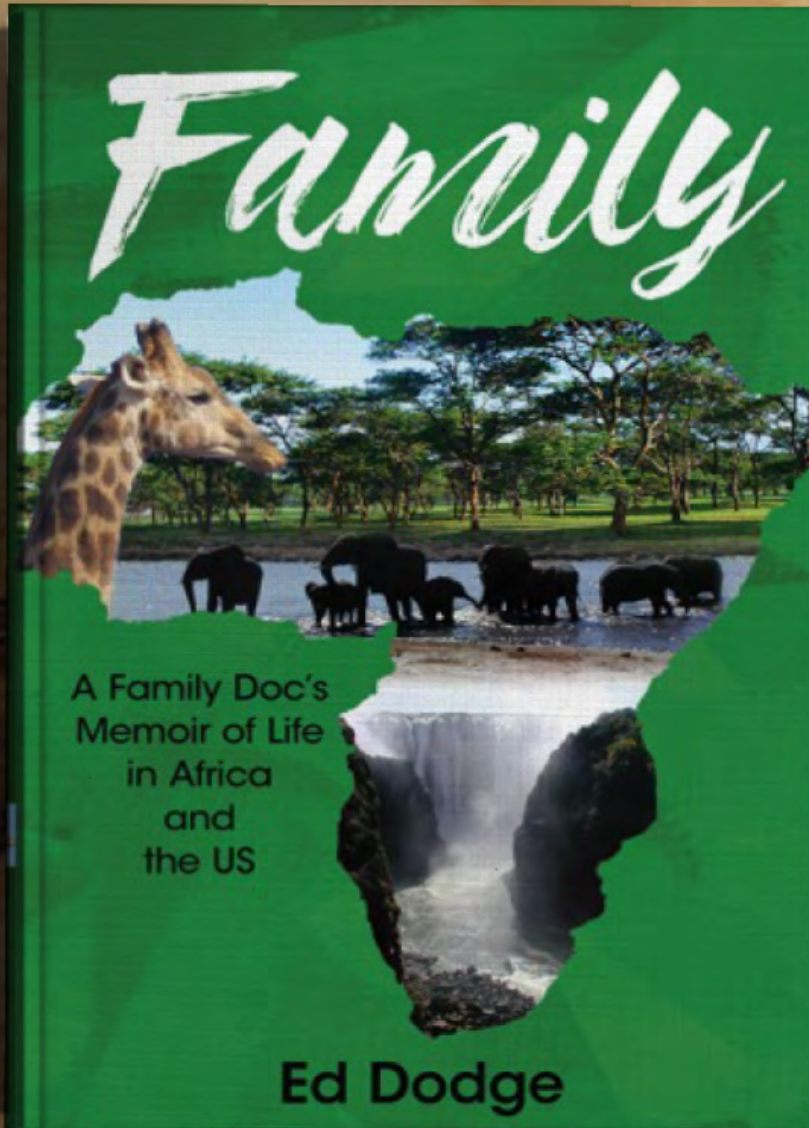
TRAVEL-LOGUES
A MILLENNIAL VIEW OF
SPAIN AND THE UKRAINE

INFLUENCE-DICOTA'S NEW FEATURES:

- PODCAST OVERVIEWS
- CONTRIBUTING WRITERS SERIES

INFLUENCE
DICOTA MAGAZINE SHOW

A Doctor's Adventure Through Life



Dr. Ed Dodge is a retired San Antonian family physician. He relives his experiences in Africa and the U.S. with special emphasis on measures that anyone can take to enjoy optimal health. He's available to speak to any interested groups.

To get in contact please call 352.228.9641 or
Email him at afritim36@gmail.com.



A DIVERSITY & INCLUSION CONSULTING FIRM

When you engage with us, we become your trusted managers and partners for all things Diversity & Inclusion.

ABOUT THE COMPANY

Diversity Management Partners partners with companies of all sizes to establish a multicultural client base and become the employer of choice for a diverse workforce.

We design and manage your diversity and inclusion program, create strategic partnerships, and identify multicultural initiatives in communities you serve.

STRATEGIC SOLUTIONS

Create a roadmap that outlines the initiatives, activities and actions you need to take to implement the program, to help you reach your corporate goals.



CONFERENCE STYLE EVENTS

Help design a live summit with panel speakers, organizational alliances and provide marketing and project implementation for you to host an outstanding event.



DESIGN & IMPLEMENTATION PROJECTS

Collaborate and build partnerships with our corporate partners that support the diversity & inclusion efforts and corporate social responsibility values of the organization.



TRAINING & KEYNOTE ENGAGEMENTS

Incorporate interactive dialogues that inspire leaders to step forward more proactively and set a tone that seeks and celebrates diversity and inclusion as a core business driver.



Have a story to tell? We'll help you publish it.

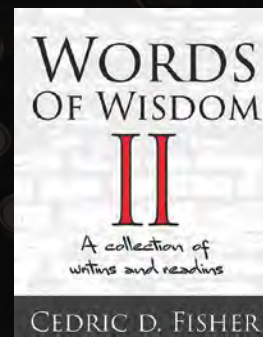
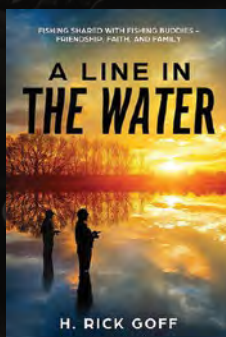


CEDRIC D. FISHER & COMPANY

PUBLISHERS

WWW.CEDRICDFISHER.COM

Our current projects.



We're a first-class, full-service magazine and book publishing firm that provides publishing services to new and established authors and organizations. Visit our website or check out our social media.



www.cedricdfisher.com

info@cedricdfisher.com

210-763-9674



CATTO & CATTO^{LLP}

INSURANCE ■ RISK MANAGEMENT ■ SURETY ■ BENEFITS ■ WELLNESS

210.222.2161 catto.com



empowering people to become safer, healthier and more secure



It's that long-term, financial peace-of-mind kinda feeling.

Contact me to make a plan that
lets you focus on being good at life.

Carol V. Goff, Lt Col, USAF (Ret)
Financial Services Professional
New York Life Insurance Company
335 E. Sonterra Blvd
San Antonio, TX 78258
210-640-6462
cvgoff@ft.newyorklife.com
<http://www.newyorklife.com/agent/cvgoff>

SMRU1733400 (Exp. 04/25/2019)
©2018 New York Life Insurance
Company, 51 Madison Avenue,
New York, NY 10010

Insure. Prepare. Retire.

Be good at life.



SPECIAL ANNOUNCEMENTS

INFLUENCE-DiCOTA Introduces New Team Member and Partner

C-Suite Administrator and Diversity & Inclusion Development Liaison Davida McMillan has joined the INFLUENCE-DiCOTA multimedia team as the Marketing & Corporate Outreach Director. Davida brings a wealth of experience to I-D with an executive administration and marketing background in the public and private sectors. “Davida has already hit the ground running and we are excited about her plans for our platform,” notes INFLUENCE-DiCOTA Publisher, Cedric Fisher.

In her new role, Davida will identify program partners that support the diverse media and community empowerment agenda that is the backbone of INFLUENCE-DiCOTA platform. She’ll help I-D meet its goal to create real jobs for creatives of color in the media industry who are struggling and to chronicle the untold contributions of people of color for a diverse, inclusive and multiculturally represented historical template for current and future generations.

INFLUENCE-DiCOTA Highlights Global Travel and Cultural Diversity

INFLUENCE-DiCOTA’s travelogues provide a forum for travelers – both young and old – to showcase their experiences in pictures and words. In the midst of the pandemic and its impact on travel, we present a unique perspective on countries and cultures that you may not often hear about and the visuals that make the locations special. We are giving you the scenic tour and the cultural enlightenment that often occurs when someone steps outside their comfort zone. Enjoy!



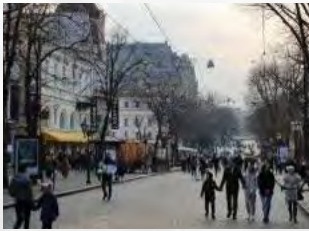
TABLE OF CONTENTS



EDITOR'S PAGE
8



COVER STORY
22



WHAT'S IT ALL ABOUT?
12



DICOTA IN FOCUS
28



COMMUNITIES PILLAR
14



DIVERSITY & INCLUSION
HIGHLIGHTS
36



OPPORTUNITIES PILLAR
15



SPECIAL FEATURE
38



TECHNOLOGIES PILLAR
16



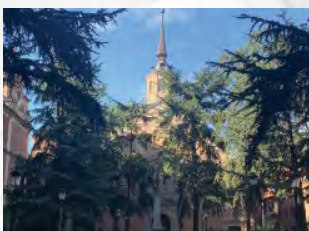
CORPORATE SHOWCASE
45



AMENITIES PILLAR
17



PUBLIC & PRIVATE
SECTOR INITIATIVES
48



DICOTA IN FOCUS
20



TEN TOP DE&I
49

EDITOR'S PAGE

META J. MEREDAY
EDITOR IN CHIEF



Meta J. Mereday, former NABJ Board Member and NBPRS Founder is a 9-11 First Responder and major influencer in ADEIA.

(Access Diversity Equity Inclusion Advocacy).

Where do we go from the movement? How do we elevate the momentum into documented results that speak to creating pipelines not only via vaulted positions, but through the infusion of capital into the networks and structures that deliver the messages and creative expressions that have spoken to the underrepresented communities for generations – the minority-owned media platforms – and how they continue to be underserved and underfunded.

INFLUENCE-DiCOTA was first launched in 2019 as a conceptual vehicle to promote a global experience relating to diversity from a broader viewpoint that encompassed the creative aspects that are so often forgotten and yet so important to the main components of living life to the fullest. INFLUENCE-DiCOTA has diverse facets designed to provide an expansive, expressive, and collaborative platform that is impactful, engaging and rejuvenating.

We provide the launching pad to take the next step for momentum in multimedia marketing and creative community building, at a time when studies continue to spotlight the dramatic media underspend of the general marketplace with multicultural media entities – even with its emerging “Global DEI” agenda.

Our ongoing mission is to continue to focus on the rise in global diversity-oriented leadership positions with “Equity” in the title. These roles must include real fiscal authority to elevate minority media platforms that require the financial resources to showcase the releases and advisories that speak directly to the global market we represent and serve.

Here at INFLUENCE-DiCOTA we stand ready to “get it right” with the right team to not only heal, but to keep it real with a focus on our Global IDEAA (Inclusion Diversity Equity Advocacy Access) model. Come join us! We welcome the partnerships! Our communities need not just interest, but investment. Global DEI needs multicultural media partners. Let’s do it!

Meta J. Mereday



DICOTA

Elite Subscribers

With every new venture are those who step out on faith to blaze new trails. We happily acknowledge those trailblazers, our DiCOTA Elite Subscribers, in this inaugural issue.

Mr. Kenneth D. Berryhill

Mrs. Gwendolyn J. Carroll

Dr. and Mrs. Clifton S. Mereday, Jr.

Mrs. Emma M. Mereday

Mr. Tom Moore

Mrs. Lucille Morris

Mr. Charles and Mrs. Patrice L. Smith

Mrs. Cheryl G. Washington

Mrs. Jean Williams

STAFF

Editor-In-Chief

Meta J. Mereday

Publisher

Cedric D. Fisher

Copy Editor

Jillian

Business Development

Davida McMillan

Graphic Artist

Sandra Schwartzman

www.sswdesign.com

Contributing Writers

Joshua Patton

Susan Johnson Cook

Tiffany Braxton

Bianca A. Egalité

Morgan Mereday

Jillian Rene Smith

Kirstin McStravick

Image Credit

Pexels

Pixabay



PROGRAM OFFERING

- **Signature Program**
5-Week Financial Literacy Course
- **Financial Education and Development Events**

MISSION

Our mission is to educate and enrich students on the basic fundamentals of a variety of financial topics. We hope to provide students with the necessary tools to achieve their post-secondary goals, without the hindrance of the lack of financial education and increase the wealth equity within underserved communities.

CONTACT US

info@wealthbetweenus.org
www.wealthbetweenus.org

 @wealthbetweenus

Alamogordo • Tularosa • La Luz • Cloudcroft • High Rolls • Ruidoso • Alto • Holloman AFB • Surrounding Communities



Whether you're looking to buy, rent, sell or build a home, be assured that you've come to the right place!

Welcome Home Realty is your source for all areas within Otero County and Lincoln County, New Mexico. We offer the same services as larger organizations, but you'll receive more than just the status quo — you'll receive the individual attention that you deserve. We've positioned our firm to offer a more flexible, focused and innovative approach to better meet your needs. Our handpicked agents have one goal: **To provide our clients with the finest service.**

The **Welcome Home Realty Team** is dedicated to create exceptional real estate experiences for our clients through the dedicated delivery of true customer service and personalized attention, serving you with the integrity and class you deserve.



Welcome Home Realty
alamowhrealty@gmail.com
575.439.5300

Welcome Home Realty - Property Management Division
alamowhrentals@gmail.com
575.488.1154



Relocating to New Mexico? We are here to help!



www.welcomemenm.com



YourAlamogordoRealtorForLife

WHAT'S IT ALL ABOUT?

GLOBAL DIVERSITY FOCUS DICOTA IN ACTION

DIVERSITY IN COMMUNITIES - OPPORTUNITIES - TECHNOLOGIES - AMENITIES

GLOBAL TRAVELOGUE

My Experience in Odessa, Ukraine

Joshua Patton
Hometown - Manteca, CA

My name is Joshua Patton, and I played my first season of professional basketball in Odessa, Ukraine for a team called BIPA Odessa. It was a very new experience for me as it was my first time in Europe. Overall, I enjoyed a number of things about my experience, including my teammates, the diverse food and the colorful architecture. I gained a new perspective about Europe and my capabilities to learn about new cultures and languages in unfamiliar environments.

I performed well while I was there even though I had to adjust to the Ukrainian style of playing basketball, which is different than how we play basketball in the United States. However, I was able to step up and, with the help of the coaches, my teammates and the support from my family in California and other parts of the U.S., we won the championship, and I received the Finals MVP honors. I was very gratified to receive that recog-

nition and I credit the team working together and supporting each other, no matter where we called home. We brought different experiences and backgrounds, but we were one team.

Outside of basketball I was able to explore the city of Odessa, which is an old city with a lot of rich history and traditions. It's located along the Black Sea, making it a destination spot for people from across Europe and the United States who travel there to relax on the coast, have their vacations and enjoy the water activities while the weather is warm. Yes, it can be cold in Odessa.

The food in Ukraine is very different from American food and, as a native Californian, I was caught off guard when I couldn't just go buy Mexican food whenever I wanted. Ukrainians tend to eat a lot of soups and vegetables, which I wasn't used to when I first arrived. However, by the time I left I had a whole new appreciation for vegetables. Overall, it was a great adventure for me both personally and professionally, and I fully enjoyed my European experience. I look forward to playing for a new team in a different country this upcoming season and broadening my experiences and knowledge of different people, cultures, and cuisines.





WHAT'S IT ALL ABOUT? DICOTA

13

WWW.INFLUENCEDICOTA.COM

COMMUNITIES PILLAR

DiCOTA's Communities Pillar showcases the importance of incorporating different cultures and ethnicities into the workplace and neighborhood as this creates a more helpful and engaging environment. An article written in TheConversation.com entitled "People who live in diverse neighbourhoods are more helpful – here's how we know" by Jayanth Narayanan for the International Institute for Management Development advocates this very point. Narayanan emphasizes that political scientists believe the focus on diversity, especially in the United States, has created mistrust in communities, and that despite the many benefits of diverse communities, this apparent adverse aspect has overshadowed its many positive features.

Highlighting one of the first "connectors" for positive diverse communities is the human connection. Sharing basic tradition creates a bridge and provides the chance to live and work together and become open for exchanges. These interactions then lead to the discovery of shared ideas and philosophies that go beyond race, religion, or gender.

Another "connector" benefit of diverse Communities engagement is opening up and helping each other. Studies have shown that the spirit of Communities is strongest in times of disaster. The more people get to know each other, the more open they are to help. People from different backgrounds in connection with each other are more open to help strangers due to a broader sense of awareness about the world we live in and a responsibility for others. This is the true meaning of community.

Driven by the spirit of open engagements based upon external actions and a sense of humanity to innately connect, diversity in Communities is a strong tool to bring people together in the global diaspora, especially as we continue to learn more about what makes us who we are and how we are all important. The bond of human kindness and the willingness to help a stranger should not be foreign concepts lost in the flash of selfies and cancel culture. Connection and community are positive social media tools that have long-term, global benefits.



OPPORTUNITIES PILLAR



DiCOTA's Opportunities Pillar spotlights initiatives within the education arena that are built upon positive outcomes with a focus on racial and social economic diversity. This pillar considers how best to incorporate these components so that all voices are heard, and the untold histories are integrated into school curricula. The goal is not to alienate anyone, but to elevate those groups that have been long forgotten and wrongfully omitted. One cannot be “woke” with only one eye open.

Opportunities for all must include an understanding of the contributions of all groups across generations. “Walking the talk” were the buzz words for first-stage diversity and inclusion initiatives. Chronicling the full history and correcting the slate encompasses the next level of engagement – this involves advancing education models that correct the long-told, incomplete stories and embracing the diverse historical tapestries that created the social and economic fabric that is the world in which we live. This also means using diverse multimedia platforms to showcase the stories of the underserved with a broader perspective.

In the article “Diversity and Equity: A Global Education Challenge” in the New Zealand Journal of Educational Studies, Mel Ainscow highlights the importance of providing opportunities for all children to access education with the proper tools and resources. The author addresses how equity and diversity play major roles in who benefits from educational opportunities and who does not. They advance long-held theories about the need for national policies and a global commitment to provide funding to implement significant structural changes and to develop culturally diverse and inclusive school practices and teaching models.

Research has shown that the most successful global educational programs are those that incorporate equity AND quality along with the program descriptors that are inclusive and fair. If one “playing field” is bare or non-existent, then the one that is “plush, green and well equipped” will generate different participants, despite the window dressing in rose-colored glasses pretending the fields are level.

TECHNOLOGIES PILLAR

Technologies has made many positive waves in the diversity arena, opening new doors to access for underserved communities. Many in the business community have emphasized a number of areas where Technologies has become a major driver for the growing focus on diversity and inclusion.

Successful CTOs, CIOs and corporate executives who comprise the Forbes Technologies Council were tasked with identifying ways that diversity can make a difference in the Technologies arena. The answers highlighted a wide range of ideas that can set the stage for Technologies to broaden the scope for diversity and generate even greater platforms for inclusive and equitable initiatives around the world. The experts all agree that diversity is “more than a “buzzword” and that the industry would benefit greatly by embracing it at all levels.

Leading the list of benefits is the idea that diverse thoughts create the environment where the “right solutions” to the world’s problems can be found; it is believed that innovative thought processes are limited when the pool is

too similar. According to Council member Wade Burgess of Shiftgig, “Quite simply, diverse teams win more often and more consistently.”

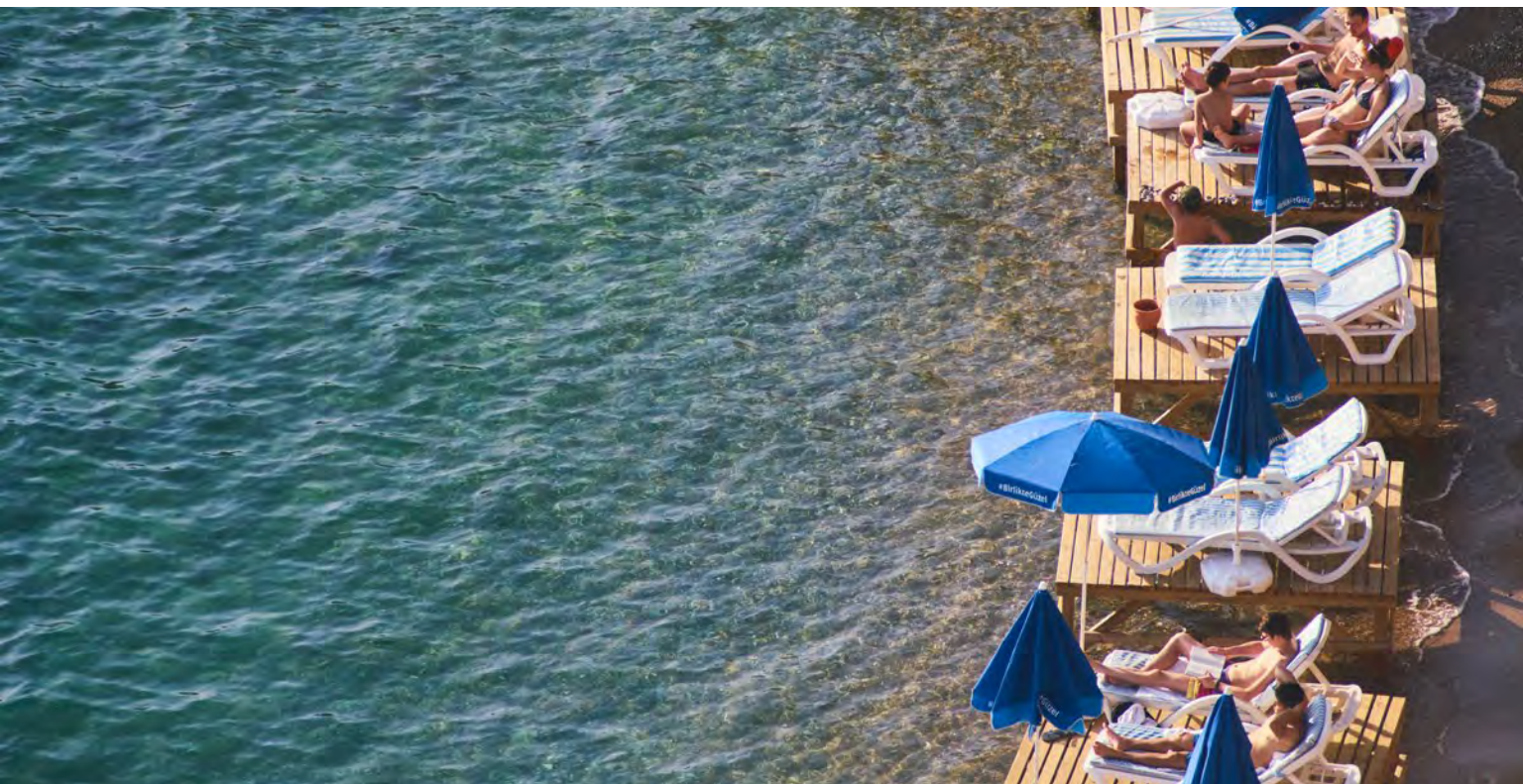
Another benefit is the speed with which problems are solved by diverse teams. Different perspectives are essential to problem solving as diverse knowledge bases generate more ideas and solutions, thus increasing the speed towards the solution. “This way, teams are able to identify, assess and solve it faster than they would as a homogenous group. Therefore, diversity is essential to innovation and delivering better business results,” added Council member Sanjay Malhotra, Clearbridge Mobile.

Also, increased profits have been closely studied as a benefit of diversity, especially gender diversity. Council member Dr. Karin Lachmi of Bioz shared, “The more gender diversity there is, the better the company performed including in the financial profitability, exit price, share price and the return over investment ratio.”

This is only a sampling of the benefits that exist when there is diversity in Technologies.



AMENITIES PILLAR



DiCOTA's Amenities Pillar features the importance of environmental amenities and the immense value they add to our daily lives. From the air we breathe, the water we swim in and the trees we climb, these amenities are central to how we interact and, in many cases, how healthy we are and how long we live.

Many groups and organizations keep issues related to the protection of the environment at the forefront of their focus. With a variety of objectives that range from protecting water resources and wildlife to recycling waste and improving environmental quality, these diverse organizations have launched many programs that have been effective in providing a voice to yet another underserved constituency – one whose very existence is essential to human survival.

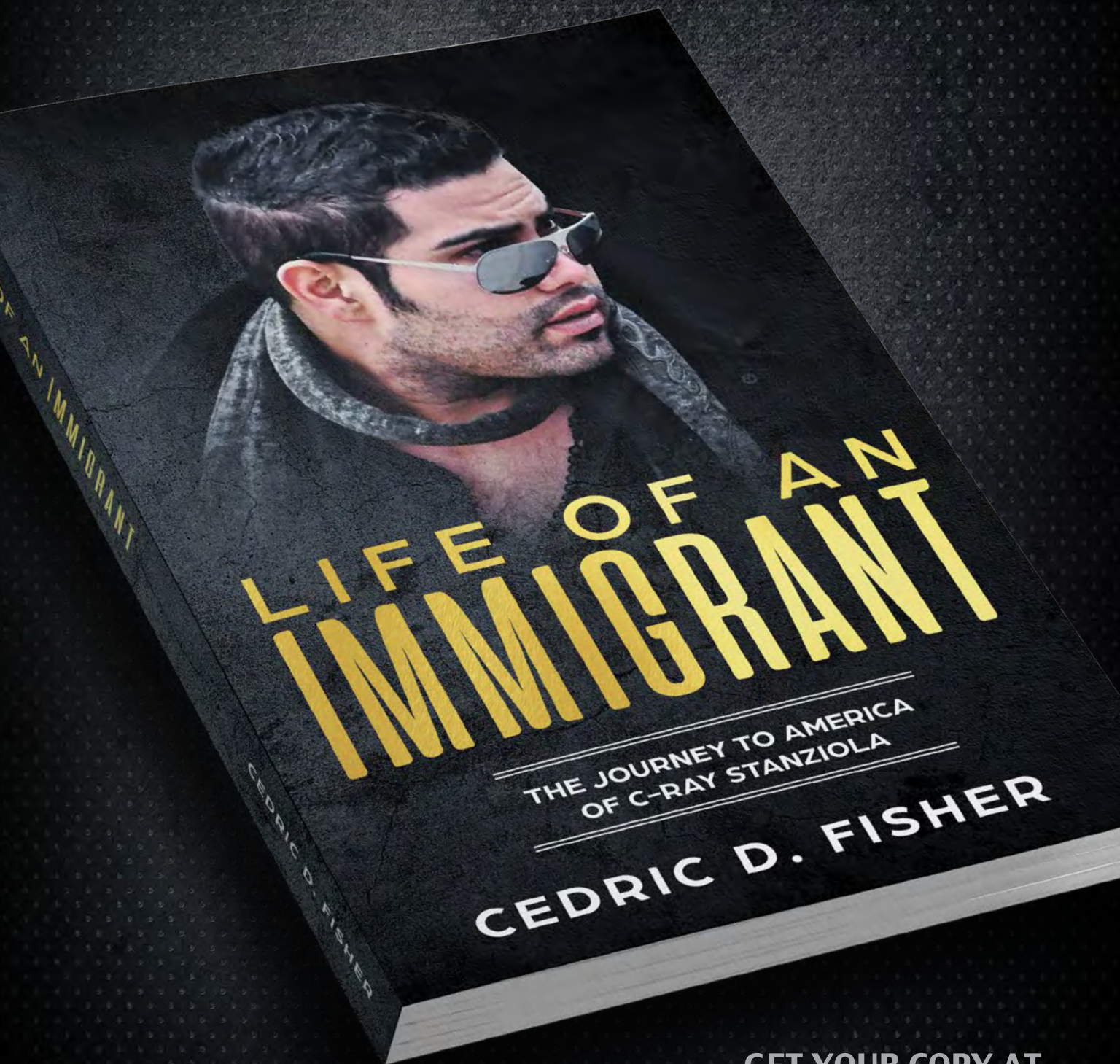
In 1980, a handful of outdoor-oriented economists based in Bozeman, Montana founded the Property and Environment Research Center (PERC), a conservation and research institute dedicated to free market environmentalism.

This organization examines how markets can create a cooperative experience instead of a conflicting one regarding natural resources and property rights. PERC is proactively committed to working with conservationists, policymakers, scholars, journalists, and others to gain a better understanding of the causes of environmental conflict, and to work together to implement positive, long-term solutions that protect the environment and minimize conflict. This is a sharp departure from the usually politically divisive format, including the common use of scare tactics and negative messaging by environmentally focused organizations to initiate fear to generate action. As stated in its organizational messaging, PERC's goal is to see a "culture of creative conservation and environmental entrepreneurship replacing the often ineffective and acrimonious political culture."

With an emphasis on generating results versus rhetoric, and creating a global body of better environmental stewards, PERC is a leader in protecting environmental amenities.

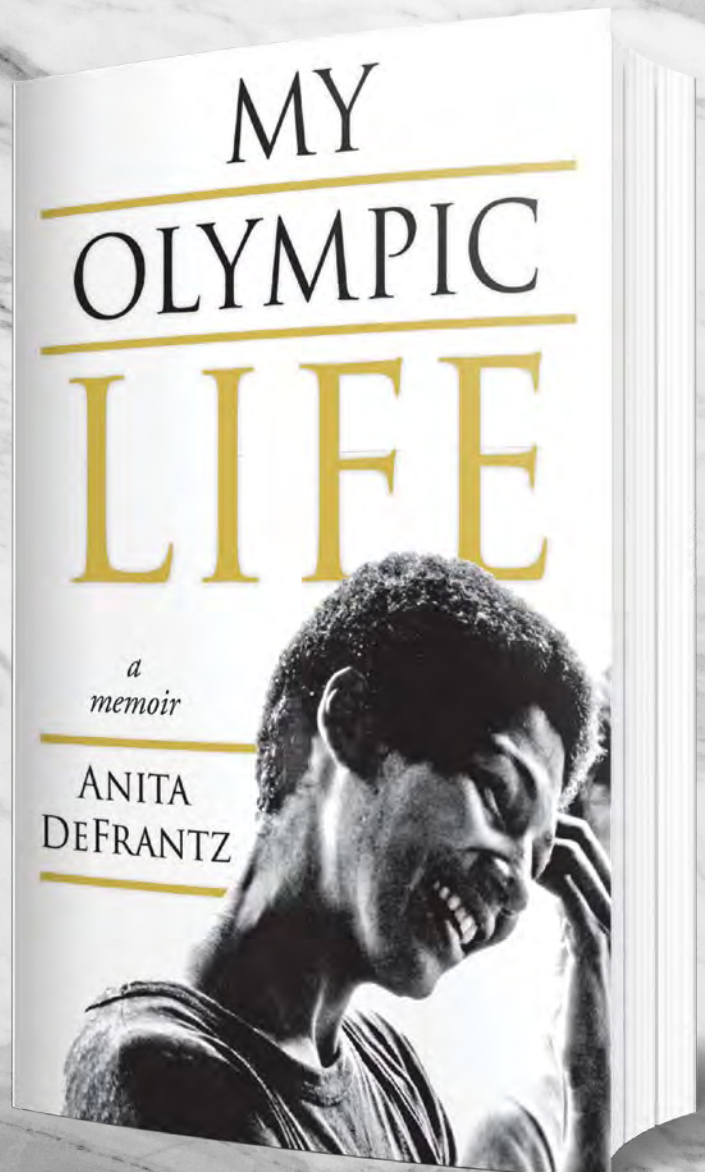
RELEASED THIS SUMMER

Released This Summer



GET YOUR COPY AT
amazon.com

“ Anita DeFrantz pens her journey through years of competition and her tenacious determination to be a game-changing force for women, minorities, individual rights, and equal access to sports in her victorious memoir ”



Available at
amazon.com

DICOTA IN FOCUS

Morgan Mereday's Travelogue

Spain Anyone?

Come One, Come All

Spain snared me the moment I landed. It was August 2019, and only a month into my stay I made a brief but tense phone call to my parents back in the United States. I had to admit to them that one year in Spain would not be a long enough stay for me; there was just so much of the beautiful country to see. As of July 2021, I have lived in three different Spanish cities, and am in the process of my fourth relocation. And while moving can be stressful, it is very exciting here.

Living abroad has catalyzed transition in all aspects of my life. Arriving first in Madrid as an English Language Assistant, I learned the power of freedom and undiscovered opportunity. Moving to Cordoba following the COVID-19 quarantine provided me with a place to heal, seek counsel and live-in silence.

Now living in Barcelona to study for an international master's degree, the city has taught me to take risks and weaponize my youth for



DICOTA IN FOCUS - TRAVEL FEATURE

20

WWW.INFLUENCEDICOTA.COM



proactive and positive engagement. Exploring the known and undiscovered parts of my identity, I am expanding and developing as a person further than I would have while staying in the U.S. and committing to the traditional work opportunities I previously pursued. I have learned an unprecedented level of patience, forgiveness, and empathy for others and more importantly for myself. European countries such as Spain are older, and the cultural diversity and vastness of the region almost forces you to go deeper. And the rewards, once you have done the hard work, are lasting.

As a Black American woman, I recognize the concept of African Americans living abroad is still relatively new. While many, previously, haven't been provided the same educational and financial resources to be able to do so, there is also an underlying fear of social rejection and racially driven abuse in foreign countries I have recognized in myself and our community. However, I have discovered so much rehabilitation in representing, advocating, and building our community in an international setting.

I want to encourage more African Americans to want to travel abroad, combating unfair ignorance and prejudices surrounding the Black Identity, as the learning that is gained is inexplicably rewarding and valuable for our personal selves, as well as for our community and other Black and marginalized communities abroad.

COVER STORY

Meet Anita DeFrantz



AREAS OF SPECIALIZATION

- International Organizations
- Business Operations
- Sports Administration and Management
- Civil Rights Law

BACKGROUND OVERVIEW

- Speaker
- Author
- Businesswoman
- International Relations Specialist
- Attorney
- Olympic Bronze Medalist
- Two-time Vice President of the IOC
- Civil Rights Activist

AWARDS & ACHIEVEMENTS

- First African American to compete in women's rowing for the USA at the Olympic Games
- Led her team to bronze in the women's eight event as captain of the American rowing team at the 1976 Montreal Summer Olympics
- Served as VP on the LA84 Olympic Organizing Committee
- First African American and fifth woman IOC member
- One of *Newsweek's* "150 Women Who Shake the World"
- One of *Sports Illustrated's* "101 Most Influential Minorities in Sports"



EARLY YEARS

As the fourth generation in a family of civil rights activists, Anita DeFrantz was raised immersed in the movement.

Her great-grandfather was President and Treasurer of the Benjamin “Pap” Singleton Movement in the late 1800s, a movement named after a Tennessee man who escaped slavery and became an abolitionist.

A supporter of education and sports, her grandfather’s brush with racial discrimination profoundly affected the path of DeFrantz’s life. A college football player until his helmet fell off during a game, her grandfather’s football days were over when the other team refused to compete against him.

HIGH SCHOOL & COLLEGE

Anita attended Shortridge High School in Indianapolis, Indiana, a school she describes as “magical,” where she learned music theory, played clarinet and bassoon and sang in the choir.

Majoring in political philosophy at Connecticut College, DeFrantz self-designed her degree as there was no formal curriculum. She was President of her sophomore class and that same year discovered rowing, which laid the path to her competition in the 1976 Montreal Olympic Games.

In her junior year, she was elected to serve as Chair of the judiciary committee that adjudicated violations of the school’s honor code and authored the Student Bill of Rights. She was

elected by her classmates to be a Trustee of the college, and was elected as a full Trustee serving a total of 24 years.

LAW SCHOOL & OLYMPICS TRAINING

DeFrantz was admitted to the University of Pennsylvania Law School in 1974, choosing the school in large part because of the Vesper Boat Club. It was here that she began her pursuit to join the 1976 Olympic Team. DeFrantz juggled law school and training for the Olympic Games in women’s rowing, a sport otherwise dominated by white athletes, and as captain of the Olympic squad, she and her team won a bronze medal in 1976. DeFrantz says she accomplished the improbability for an African American woman during those days.

DeFrantz began practicing law at the Juvenile Law Center of Philadelphia in 1977. She moved to train at Princeton University in fall 1979 and stayed until she was invited to work at the LA Olympic Organizing Committee. She moved cross country – bringing her single shell with her. The LAOOC became DeFrantz’s entry into sports administration.

HUMANITARIAN CAUSES

DeFrantz has served on the boards of numerous charities, foundations and corporations, using her platform in the Olympic movement to advance fairness in sports and civil rights for all. She has fought sexual harassment, helped change outdated gender verification rules, advanced the introduction of women’s Olympic events including soccer and softball, helped in the crackdown on doping and influenced new eligibility requirements.

DeFrantz took on a U.S. President, filing a lawsuit against the boycotting of the 1980 Moscow Olympic Games, her involvement resulting in hate mail. She lost that lawsuit but believes strongly that politics have no place in sports, a decision that prevented her and hundreds of other U.S. qualifying athletes from competition.

DeFrantz exemplifies teamwork. She believes women’s participation in collegiate sports is

the ticket to gainful employment. “With all else equal, that’s what employers look for on resumes; that’s what gets them hired.”

SLAVERY & HUMAN TRAFFICKING

“People with my skin tone have been enslaved,” says DeFrantz, noting that, before its amendment, the U.S. Constitution’s “All men are created equal” with “equal rights for all” referred only to landed white men. When it came to tallying votes in states that enslaved people, those with dark skin were considered three-fifths of a human being. And none of the people enslaved could vote.

She reminds us that slavery is alive to this day and that only recently did the media air a story exposing the public sale of a dark-toned man into slavery in a North African country.

“Forty million people are enslaved throughout the world as we speak,” says DeFrantz, “a lot of them in the U.S. Many are brought into this country as housekeepers, their passports taken away and restricted from moving outside of the homes in which they work.”

DeFrantz explains that, tragically, there are times when sporting events become a cover for despicable acts of human trafficking. “I’m working so that doesn’t happen in the Olympic Games.” DeFrantz is President of the Tubman Truth Corporation, an organization that promotes liberty and justice for all people.

OLYMPIC COMMITTEE WORK

Thirty-six years as an International Olympic Committee member, DeFrantz remains laser-focused on solving challenges, defining her work for the IOC as that of international relations more than anything else.

The Olympic Games was not only a personal pursuit but later formed a hub of her professional life. Her Olympic experience propelled her into the legal and administrative work she chose as her professional career and personal calling. DeFrantz is an activist and advocate in sports and humanitarian causes on both national and international fronts. She has been both critic and cheerleader of sports, delving into unfair sports practices and supporting fairness and equality in professional sports and youth access to sports.





As First Vice President of the IOC, she serves on the Legal Affairs Commission, which reviews legal issues, and on the Finance Commission, which reviews the IOC's investments and spending plans. She is also on the 2020 Tokyo Games Organizing Committee.

LA84 FOUNDATION

"Children are treated horribly in this country. Tragically, this is a mirror of how we are willing to treat ourselves," says DeFrantz. "When I came into the world of sport, I realized I could reach far more kids through the LA84 Foundation than I could by practicing at the Juvenile Law Center. I especially focused on girls and promoting the team experience. Women who take part in sport in college have an advantage when entering the job market."

But sports can have a dark side. One of DeFrantz's legacies is her 28 years as LA84 Foundation President, endowed with a \$93

million share of the surplus from the 1984 Los Angeles Olympic Games. LA84 Foundation has conducted leading-edge research. One 1992 study, *Stereotyping in Media*, revealed "horrible things about how women are treated in sport." The LA84 Foundation also devoted an entire conference to discussing the illegal use of steroids in sports.

On the bright side, DeFrantz is very proud of the creation of LA84's online open access library, and that \$250 million was spent for grants, programs and the library during her tenure as LA84 Foundation President. When she retired, there was an endowment of \$160 million.

LA84.org made certain people have accurate information about sports, says DeFrantz. With a mission to provide correct information about the Olympic Games and sports in general, the library contains official reports of all the Olympic Games and is the first organization to



do so. Looking ahead, as a member of the LA28 Organizing Committee DeFrantz is setting her sights on committee work surrounding the 2028 Los Angeles Games.

SPORTS & CIVIL RIGHTS PIONEER, & CELEBRITY SPEAKER

DeFrantz sees herself not as a sports administrator, but a businessperson specializing in international relations – a leader, executive, sports ambassador and civil rights activist who has managed people, projects and organizations and created alliances on an international scale.

As an attorney, IOC leader and public speaker, DeFrantz speaks out not only in support of women athletes, but also to expose the discrimination of all people – the unemployed, the oppressed, the abused, the disenfranchised and the forgotten.

DeFrantz speaks worldwide on the subjects of sports, law and civil rights. Recent speaking engagements include George Washington University and Marquette University, accepting the USOPP's highest award on behalf of the 1980 Olympic team. [ANY OTHER SPEAKING ENGAGEMENTS WORTH MENTIONING?].



What Defrantz Says ...

On Sports...

"I believe that access to sports is a birthright and taking part in sport is exclusively a human activity. We're the only species that sets up hurdles and races across those hurdles to see who comes in first."

"Team sports provide an additional sense of important skills for athletes. Among them is the opportunity to work as a group in sometimes stressful situations to accomplish a common goal. This skill is easily transferred from sports to commerce and government."

On Civil Rights and Democracy...

"We are one race. The human race. We are all the same and we are each unique."

"Democracy Means Choice. Please Choose to Vote. That's what democracy is; the ability to choose."

On Life Challenges...

"Every decision we make has the potential for unintended consequences."

"I'm someone who has been given enormous challenges and I work to successfully dispense those challenges."

DICOTA IN FOCUS

Caribbean & Veteran Cultural Engagement Summit

(Update: This initiative was initially launched prior to COVID, and a media preview was postponed due to Hurricane Maria. The INFLUENCE-DiCOTA team is invested in proactive health and wellness initiatives for underserved constituencies within the global arena.)



Co-Hosted by: Empowered Health Partnerships Inc. and Veterans Entrepreneurial Development Initiatives, Inc. (VEDI)

Background

There are strong connections between veterans of color on the mainland of the United States and the United States Virgin Islands (USVI), with many veterans retiring or returning to their homeland in the Caribbean. The New York metro area is a major hub, as many veterans living in the USVI have lived in the area and maintain significant ties to their family members and friends in the Big Apple. These bonds help create, maintain, and restore the cultural bridges between these partnering locations.

According to the 2010 U.S. Census, only 44% of veterans living on the U.S. Virgin Islands

were from there, with a large majority being from the U.S. mainland. In addition, the USVI offers a unique perspective, with over 12% of its veteran population comprised of women, compared to only 8% stateside. Women of color represent the fastest growing population in the military, providing an opportunity for engagement, collaboration and interaction within this growing constituency between the USVI and the United States.

The New York metro area represents the largest veteran population in the Northeast Corridor, with a growing number of women of color in the military. The U.S. Military Academy at West Point recently showcased its highest graduating class of African American women, with 34 in 2019 – it also marked its 5,000th female graduate overall.

Women in the military are making significant contributions in all branches and are too often neglected in the areas of reinforcement and rejuvenation. The Caribbean & Veteran Cultural Engagement Summit will launch a series of experiences to inspire diverse veterans in a location that promotes culture and comfort and having military women of color as the inaugural group for this summit will initiate a long-term connector for tourism and cultural exchange.

Location: With a climate that ranges from high 70s to mid-80s, the United States Virgin Islands is a tourism mecca that allows for a more than comfortable experience and escape. Attendees can enjoy the many offerings of its largest island, St. Croix, along with the travel flexibilities and convenience afforded by it being a U.S.

property. Veteran attendees can interact with their comrades on the island for an extensive cultural exchange and immerse themselves in the historic sites that the island offers.

Current Activities: While there have been some program agenda adjustments due to COVID-19, the original intent is still clear:

INFLUENCE-DiCOTA continues to develop a resource and development team to implement the Caribbean & Veteran Cultural Engagement Summit and begin the long-term education and support component that our heroes and sheroes deserve. We welcome your input and alliance. STAY TUNED!



TRENDING TOPICS

Nutrition and Exercise

According to nutrition and exercise experts, there are a number of trends that are “on a roll” with people trying to get fit and meet their health and wellness goals, even in the midst of the pandemic. The “new normal” that we are becoming accustomed to has created a shift in eating and exercising preferences that allow for greater flexibility and, in some cases, lower costs. WebMD has highlighted the emerging trends and activities that continue to capture the attention of those who still want to stay fit and eat well.

While expensive home gyms and high-impact aerobic workouts are on the decline, nutrition and fitness experts agree that emerging trends focus on a wider range of resources and access designed to provide flexibility at lowered costs. Among the trending activities are: mind/body workouts, whole-health diets and buddy system workouts with an emphasis on “back to basics” applications that many had to implement while quarantined at home. This return to simpler times has created a surge in diversity of thought related to food and fitness that incorporates a more holistic approach to a healthier way of living.

Diversity in Education

Leaders across the educational spectrum are debating the importance of diversity in schools and the impact on the development of our next generation – in addition to correcting the miseducation of current generations. Experts agree that the incorporation of diversity in education is one of the most important decisions that a

“free and just” society can make as it grapples with doing the right things versus maintaining the status quo. Research has shown that diversity in many segments of society provides significant improvements in the successful applications of work productivity and employee support systems. The value of diverse applications and interactions within the educational systems through curricula that expands the view of historic figures, and their contributions does not threaten one’s individual view but instead enhances their overall educational experience.

In “Educational Diversity and Ethnic Cultural Heritage in the Process of Globalization” in the International Journal of Anthropology and Ethnology, Junhao Zhang notes that the positive aspects of recognizing ethnic contributions within the educational process reaps significant and long-term rewards: “Increased diversity in education will have a profound impact on the inheritance of ethnic cultures. In light of the current age and contemporary social changes, the significance of the inheritance of ethnic cultures within the process of globalization is magnified.” The author emphasizes the importance of culture and its impact on diversity and reinforces the necessity of diversity in education. “This diversity of culture enriches human life and supports human development.”

Emerging Seniors (And we don’t mean recent grads!)

In Australia, the Respect for Senior initiative launched a campaign aimed at promoting a culture of respect for senior citizens in the community. The campaign’s three key tenets

are: agism and lack of respect are central factors in the mistreatment of older adults, a respectful society creates a sense of safety and value for older adults, and engaging communities is a powerful way to change attitudes and generate positive interactions. The main objective of the campaign is to educate and empower individuals to better understand older adults and appreciate their value.

Furthermore, the appreciation of the value that senior citizens bring to society is emphasized in Entrepreneur by Ping Jiang's article "Seniors in Emerging Markets Represent Huge Opportunity for Innovative Entrepreneurs." Jiang notes that despite the real estate industry's focus on the youth, the graying population creates an untapped market that will have the resources

and needs, with research showing that the 60+ plus market is expected to more than double by the year 2050.

Jiang details the impending situation: "Stereotypes about aging have prevented businesses from making true inroads into this untapped market. That leaves a number of wide-open gaps just waiting for the right product or service. Large middle classes are barreling toward retirement, and they need solutions built for independent older adults, not caricatures of seniors content to rock on the porch." The emerging seniors in the global arena provide a unique and diverse scenario that highlights the importance of awareness and respect.



DICOTA IN FOCUS

new hires in diversity,

Investment Giant Blackstone Brings DEI Leader Devin Glenn On Board

Blackstone, one of the world's leading investment firms, recently announced that Diversity, Equity and Inclusion (DEI) leader Devin Glenn joined the firm as Global Head of Diversity, Equity and Inclusion. In this role, Glenn will be responsible for furthering the initiatives and policies that will help Blackstone in its endeavors to become a more diverse and inclusive company as a Managing Director thus emphasizing the company's commitment to DEI and the integration of related principles into the corporate culture that has focused on inclusive practices and diverse initiatives.

Glenn, who previously served the Assistant Director of Diversity, Equity and Inclusion at Skadden, Arps, Slate, Meagher & Flom LLP, brings a wealth of DEI expertise to her new position including a strong understanding of the various components necessary for a successful multifaceted DEI initiative. She has a BA from the University of Virginia and a JD from Columbia Law School. She is a member of the New York State Bar and the Association of Law Firm Diversity Professionals.

A major focus of Blackstone's diverse pipeline development and inclusive educational efforts is Blackstone LaunchPad – the Blackstone Charitable Foundation's student entrepreneurship and career readiness program that announced a \$40 million commitment to expand from 30 to 75 campuses over the next five years, focusing on colleges and universities with a majority diverse population or serving under-resourced communities.

Blackstone has \$649 billion in assets under management that include investment vehicles focused on private equity, real estate, public debt and equity, life sciences, growth equity, opportunistic, non-investment grade credit, real assets and secondary funds, all on a global basis.

FleishmanHillard Appoints Adrienne C. Smith its Chief Diversity and Inclusion Officer

FleishmanHillard, a leading agency specializing in public relations, reputation management, public affairs, brand marketing, digital strategy, social engagement and content strategy, announced that Adrienne C. Smith (she/her) would become its Chief Diversity and Inclusion Officer and lead the effort to advance its Diversity, Equity and Inclusion (DEI) strategy. FleishmanHillard's goal is to become the most "inclusive agency in the world." An established industry leader and program innovator, Smith has raised awareness regarding DEI issues, in addition to initiating programs that have generated long-term solutions on subject matter ranging from best practices and agency collaborations to academic achievement and building inclusive cultures.

Smith has many "firsts" and achievements: She served as the first Executive Director of the Howard University Center for Excellence in Advertising. There, she recruited and trained people of color with nontraditional advertising backgrounds, but who had transferrable skills, for the advertising industry. Close to 70 percent of the program's participants are still in the advertising industry. She also served as

EQUITY, and INCLUSION

the Managing Director of AdHere Network/ Harlem TV-CIC. Smith's work with the Cannes Can: Diversity Collective will continue. She founded it in 2017 to provide pathways for underrepresented talent to excel in advertising, marketing, media and creative industries.

MMGY Global's Diversity, Equity and Inclusion Council (DEI)

The importance of a comprehensive platform that incorporates Diversity, Equity and Inclusion has taken on new meaning for many global entities and fostered the emergence of groupthink models that help corporate leaders connect commitment with action through the hard work of committees and councils that brainstorm best practices and real-life applications.

MMGY Global's DEI program is at the forefront in its efforts to fulfill the company's value of inclusivity with an emphasis on four priority areas. The company engages its employees from around the globe who volunteer to participate in and provide their ideas to the DEI Council, and to help reach and measure the company objectives that are tied to each focus area. The Council itself reflects the many diverse backgrounds within the company and the commitment from the company leadership to significant Global DEI strategies and outcomes.

The four priority areas are:

Recruitment, Education and Career Empowerment Group. MMGY Global's Recruitment, Education and Career Empowerment Group focuses on the initiatives geared toward workforce benchmarking, associate education,

career development practice for BIPOC (Black, Indigenous and people of color) candidates and current team members, as well as retention and promotion models for diverse candidates and the educational resources to create a more inclusive organization and diverse workforce at all levels.

Insights, Promotion & Thought Leadership Group. MMGY Global's Insights, Promotion & Thought Leadership Group generates thought leadership platforms that allow for the sharing of insights and ideas on diverse experiences, including creating an environment for positive and inclusive travel narratives to allow for a more diverse and inclusive travel and hospitality industry.

Integrated Marketing Practice Group. MMGY Global's Integrated Marketing Practice Group uses diverse traveler data and insights to promote creative planning processes, communications strategies and media tactics to advocate for a more inclusive integrated travel marketing industry.

Public Relations & Social Practice Group. MMGY Global's Public Relations & Social Practice Group supports public relations and social media campaigns that improve the equity of people of color in concert with agency initiatives and partner client campaigns. This involves maximizing relationships with freelance journalists, content creators and influencers of color through global PR, social and communications practices to advocate for more diversity among the ranks of publishers and media companies worldwide.

DICOTA IN FOCUS

THE MOMENTUM WITHIN THE MOVEMENT: SHOW ME THE INVESTMENT RETURN

By Meta J. Mereday

Today's current watchwords encompass a wide range of societal scenarios that have generated yet another iteration on "leveling the playing field" - a theme that was initiated to create a more inclusive society for the many underserved communities in the United States and abroad. These words include, among others, diversity, inclusion, equity, mainstreaming

the positives of the movements to advance the causes and address the needs for which they were intended.

INFLUENCE-DiCOTA was launched in 2019 to spotlight the global initiatives that are geared towards furthering that momentum. We advocate for the infusion of capital into underserved arenas that continue to lag behind in a society that has once again been "awakened" to its dark past and hidden figures. The importance

and advocacy. There have been several movements sparked by instances of unspeakable violence, cruelty, racial hatred, gender bias and orientation discrimination that have given rise to initiatives designed to spotlight the wrongs in our society with an effort to right the ship.

Unfortunately, deep-seated emotions, long-standing prejudices and occasional bad actors have, in some cases, overshadowed the proactive intentions of a number of these movements and too often these negative connotations have diminished the initial goals and objectives. This is where long-term planning and tactical next steps are vital - to build upon

of a true "Equity" Action Plan versus a well-promoted agenda is vital to further any milestones achieved on the backs of lost loved ones in 2020. One organization has captured the full extent of our view regarding this much-needed focus on and implementation of Equity into areas that can generate change that uplifts overlooked communities and documents the histories of underserved ethnic groups. PolicyLink is a national research and action institute focused on advancing racial and economic equity by Lifting Up What Works®. With its mission emphasized in its trademark motto, PolicyLink is a leading

advocate for pushing the importance of the Equity component in the marketplace trending trio, Diversity, Equity, and Inclusion. Equity became a key issue when the glaring disparities in so many core areas were brought to the forefront in the heat of the “movements” that showcase several significant themes focused on “lives mattering,” “loving who you love” and “MeToo,” among others. There has been more than enough written about the tragic sides of these issues: we are focused on the momentum created by organizations such as PolicyLink to provide positive, long-term solutions to end long-standing disparities.

One of the organization’s key initiatives is to generate results in Equitable Economy “to promote economic inclusion and ownership to eliminate poverty, shrink inequality and increase mobility.” Their success is showcased by intertwining four functions:

Advocacy: This function advances policy change and legislative initiatives at all levels of

government and across sectors.

Applied research and communications: This function builds public and political will geared towards inclusion, justice and broadly shared prosperity.

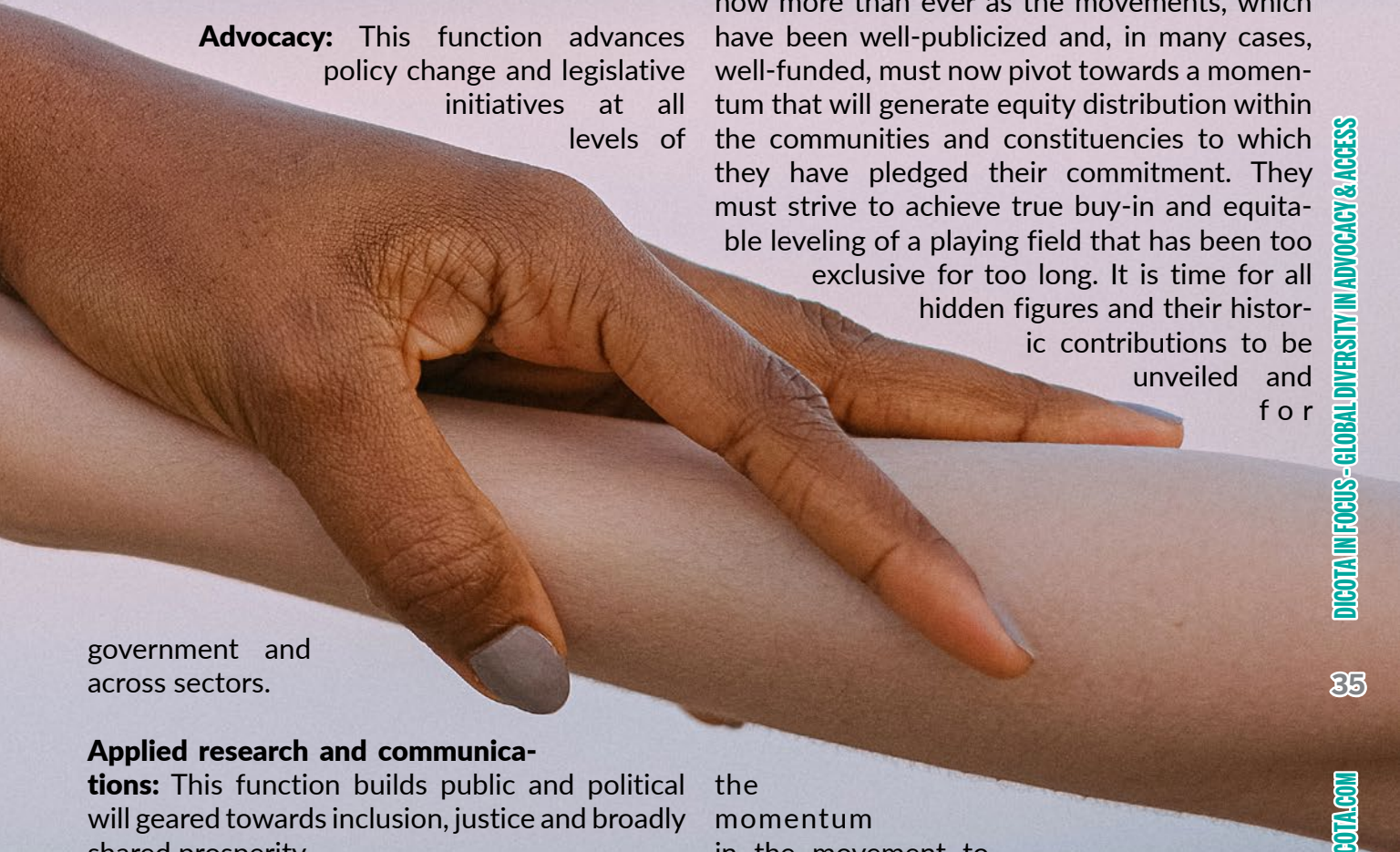
Constituency and network engagement: This function empowers leaders to collaborate and directly advance equity.

Implementation capacity: This function connects local innovations to policy and provides stakeholders with the data and tools necessary to be fully engaged in the details to advocate for long-term results.

Furthermore, PolicyLink’s groundbreaking [Equity Manifesto](#) was launched with the principal purpose to not only have a conversation and issue a press release, but also to outline key guideposts in the discussion. These include: how to aggregate capital, identify the types of results one is looking to achieve, and how to effectively deploy capital to achieve those results. The overall objective is to develop relationships between those on the frontline of the movements, and the funders and community partners that “make it possible to truly win on equity.”

Clearly, PolicyLink provides a game-changing, community-building model that is needed now more than ever as the movements, which have been well-publicized and, in many cases, well-funded, must now pivot towards a momentum that will generate equity distribution within the communities and constituencies to which they have pledged their commitment. They must strive to achieve true buy-in and equitable leveling of a playing field that has been too exclusive for too long. It is time for all hidden figures and their historic contributions to be unveiled and for

the momentum in the movement to take on the community development and economic empowerment format that will provide a return on the investment for all.



DIVERSITY & INCLUSION HIGHLIGHTS

SPOTLIGHT

on Proactive & Integrative Initiatives:
Multimedia Marketing & Community
Disability:IN Extending the Boundaries for Greater Disability Inclusion



The 2021 Disability Equality Index® (DEI), an initiative driven by Disability:IN and the American Association of People with Disabilities (AAPD), recently detailed results that have long been heralded by Diversity, Equity, and Inclusion experts – that inclusive practices and diverse models benefit the corporate bottom line. Couple these findings with equitable distribution of resources, both internally and externally, and the gains are long term and sustainable.

With offices in Alexandria, VA and Washington, D.C., Disability:IN is the global organization that drives disability inclusion and equality in business. Disability:IN partnered with AAPD to examine corporate operational trends as they pertained to providing flexible workplace accommodations, demanding cultural inclusion, and implementing enhanced benefits to attract the talents from the one billion people globally who are living with disabilities.

A national cross-disability rights organization, AAPD advocates for full civil rights and protections for the 50+ million Americans with disabilities. The Disability Equality Index® is a comprehensive benchmarking tool for

disability inclusion that is gaining attention and usage in the global arena. In the midst of the pandemic, the tool's measurement process was modified to ask specific questions geared towards identifying how corporate participants were investing resources and innovating practices to provide access and Technologies to their leaders, employees and partners with disabilities during this "new normal" – from caregiver and mental health support to revamping home offices for remote access and delivery supports.

The demand for an inclusive global culture crosses over so many socioeconomic areas that the emerging disability arena has several strong advocates leading the way for their voices to be heard. In three core areas – Leadership, Culture and Benefits – the DEI® has produced significant results that spotlight the importance of company-wide efforts for diverse and inclusive practices as a direct connection to generating equity and longevity.

Learn more at:
www.disabilityequalityindex.org

SPOTLIGHT

How Score Continues to Make Great Marks in Business Mentoring

The re-emergence of small, diverse businesses offers new opportunities for established organizations at the top of their game and provides an experience that is diverse, equitable and inclusive. Small businesses represent the backbone of the nation and are the leading indicator of the life of local communities. SCORE, the nation's largest network of volunteer expert business mentors, is at the forefront of helping small businesses to not only launch, but to achieve their goals and benefit the communities in which they operate.

SCORE's multifaceted program model has generated a success track that has provided mentoring and educational supports to over 11 million entrepreneurs since it was founded in 1964. SCORE is a 501 (c)(3) nonprofit organization and resource partner of the U.S. Small Business Administration, which, with its more than 10,000 committed volunteers, supports the implementation of SCORE's programming and allows SCORE to service a wide range of applicants at nearly no cost. With business barriers to entry for people of color or

those from lower income communities often involving lack of access to institutional knowledge or the inability to pay for expert advice, SCORE has effectively and demonstratively "leveled the playing field."

In addition to multifaceted mentoring options and current educational resources, SCORE's services for small business enterprises also include webinars and on-demand courses on a wide range of topics, and library and online resources to allow aspiring entrepreneurs the flexibility to select courses on their own schedule. SCORE provides workshops and interactive events so entrepreneurs can engage with other entrepreneurs and prospective clients.

Even during the pandemic, SCORE successfully represents the core of its mission - "to foster vibrant small business communities through mentoring and education" - so that diverse businesses can launch and thrive in their respective communities, which benefits us all.



OUR RECENT INFLUENCE-DICOTA PODCAST GUEST:

BOB LOMBARDI

ABSTRACT ARTIST

Brooklyn-born Bob Lombardi has established himself in the State of Texas, especially in the San Antonio area, as a master abstract painter who brings a wealth of creative expression and colorful titles to his works that evoke emotions and responses that create great joy for him.

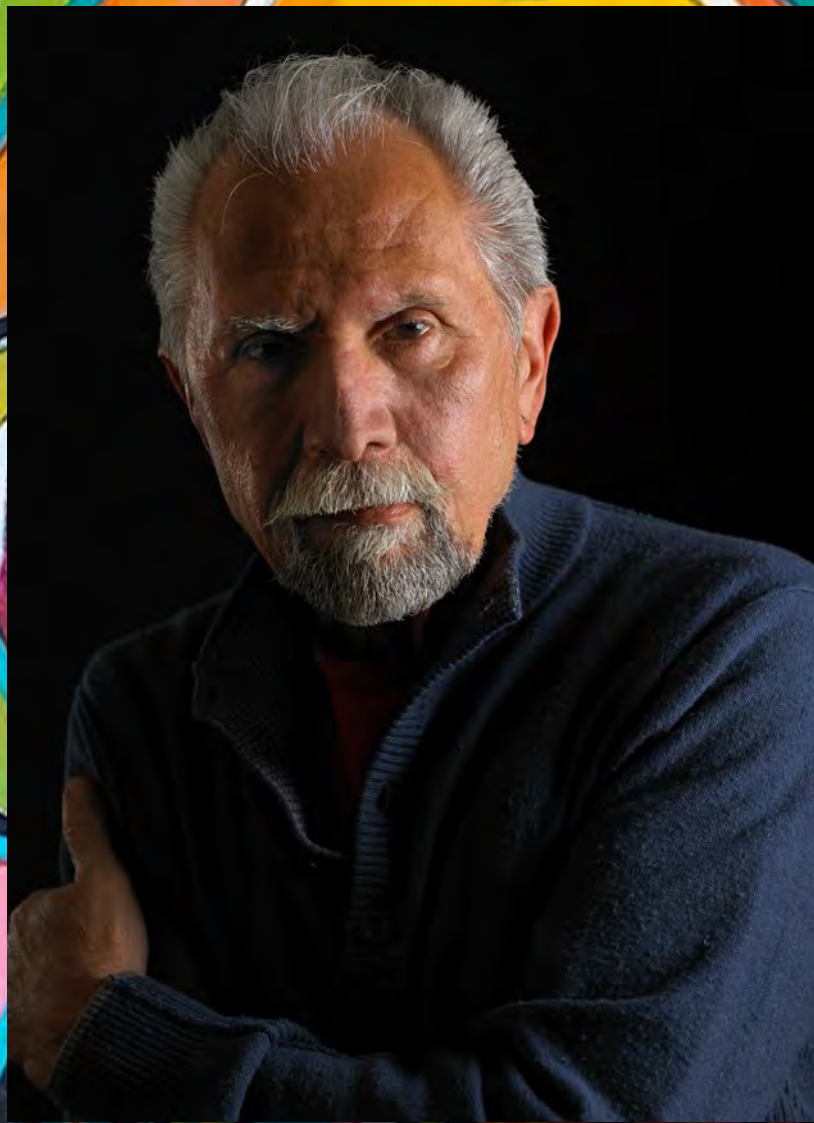
Lombardi's love of art and his career path were established early on as he used the cardboard to secure the laundry of his father, a bus driver in the Williamsburg section of New York's Brooklyn borough. "I knew what I wanted to do," stated Lombardi. "Although Williamsburg was not an art Mecca then, it is now." So, he studied, attended art school, and practiced his craft to do "what he had to do to pursue this field."

Beginning his career as a traditional painter as a means to generate income, Lombardi soon realized, as he was shifting into the abstract painting arena, that many of his traditional works had glimmers of abstract highlights. "The beauty of abstract painting is that it takes on different meanings for different people and you can look at the same picture at different times and get a new perspective or feeling." For Lombardi, it is those feelings of fluid expression that are the most important. "I paint

with a feeling of love and movement, and I use color because they can produce many types of emotions that can be moving or calming." He continued: "An abstract painting is created differently than a traditional painting because it isn't something that you see with your eyes, but with your mind. A traditional painting, such as a road, is the same each time you see it, but an abstract painting can change in many ways depending on how you are feeling when you look at it."

Lombardi explains that his style and interests are tied to one specific feature – color. "My world is color. It is what comes together on the painting to provide the movement, feeling and love to create the finished product. I never end up with the painting I originally envisioned because the process takes over and I just go with it." His love of color, feeling and movement are reflected in his artwork and the titles he assigns to them. "I get my titles while I am painting, and the feeling hits and the title evolves. It must come out natural and with a flow, as if it is coming from the soul."

This soulful artist has inspired a movement in the Southwest and his home state of New York, with an infusion of abstract artistry in local



galleries and business establishments. “When I first came to Texas, there was a basic color palette and traditional theme, and I was one of the few abstract artists in the area. Little by little, I have seen the change and the influx of others coming here have helped to influence the spark of life and color and I have helped to inspire artists to do more abstract work.”

When asked which artists inspired him, Lombardi mentions Vincent Van Gogh who, despite a troubled life, was a creative genius and visionary, and Jackson Pollock, whose revolutionary techniques sparked his own artistic movement. In addition to showings in New York and special “One Man Shows” in New Jersey, Lombardi has been showcased at the distinguished Lotus

Gallery in Austin, TX, and is preparing for a special showing to benefit Ballet San Antonio in November at the San Antonio Bernie Hilton’s Grand Ballroom.

Bob Lombardi’s book *The Love of Color* is a limited edition that highlights his feelings about color and movement, exploring how color moves people and how different colors evoke specific emotions.

For more information about Bob Lombardi visit www.lombarditheloveofcolor.com

To learn more about the November benefit go to www.masterartworkshow.com



ALL-IN RECRUITING
& TALENT BOUTIQUE

We Make Companies Better and Candidates Happy!

We help great companies across the United States of America to hire Top Talented and Diverse Professionals.

We specialize in Full-Cycle Recruitment and the Direct-Hire Placement of Executive Professionals, specifically, but not limited to, Technology fields or disciplines.

Our Innovative and Boutique Recruitment strategy enable the placement of Happy Professionals in most cases less than 30 days.

To Learn more please visit our website:
www.all-inrecruiting.com



MASTER ARTWORK SHOW

**EXHIBITING CUTTING EDGE WORKS
TODAY'S ART**

For Art Connoisseurs and Collectors

Large Breathtaking Original Art

Impressionism • Contemporary
• Abstract • Classical

“Enter the World of Fine Art”

A portion of all proceeds to benefit Ballet San Antonio.
Sonny Melendrez, Radio Personality will MC the event.

MASTERARTWORKSHOW.COM

Nov 19th, 4 pm - 9 pm

Nov 20th, Noon - 9 pm

the
Bevy

A DoubleTree by Hilton

Grand Ballroom

Boerne, Texas 830-816-5606

ARTHUR POORE

PODCAST GUEST
PREVIEW:

Arthur Poore, also known as A. V. King, was born and raised in San Antonio, TX, and following an impressive military career, worked his way through the ranks within local law enforcement to achieve supervisory ranks and became an instructor. For many, having made achievements in more than one career is enough, but Poore, who has both Apache and Hispanic ancestry, reached a crossroads in his life that inspired him to pursue another arena that he felt gave him an opportunity to serve the public at a higher level.

"I had joined the military at 18 because I knew my family would not be able to afford a college education and I served my country and ended up getting wounded during Operation Enduring Freedom," stated Poore. "Following my military service and only have soldiering as a profession, I turned to law enforcement because of its respect for my background. I was able to use my GI Bill benefits, get my degree and advance to my current position that is very fulfilling for me. However, a family crisis inspired me to use a talent that I took for granted to encourage others during times of trauma."

Poore's mother-in-law had been diagnosed with ovarian cancer and the prognosis was not good. In the later stages, his wife was pregnant and dealing with her mother's diagnosis. Poore provided comfort to his mother-in-law through the stories he wrote, and she made him promise to write a book. He had enjoyed writing throughout his life but to no great

extent. However, while dealing with the family crisis and pursuing a master's in divinity to gain a better understanding of religion, Poore made a major discovery.

"The loss of my mother-in-law and the impact that my stories had on encouraging her showed me that I could serve in the military and law enforcement, but how could I reach someone dealing with pain or despair? I knew then that I needed to fulfill my promise and write my book." The finished product was titled Adin Elijah and the Medallion of Destiny and published under the pen name A. V. King. "It is named for my youngest son who would not get to meet his maternal grandmother. I wanted him identified as the hero because of the guardian angel represented in the book that I view she is for my son. It is the symbolic spirit of a celestial entity that can protect and support us all during sad periods involving loss or other misfortunes and give much needed hope and purpose in the midst of the circumstances."

Poore addressed the importance of cultural symbols, especially in times of prayer and reflection as it pertains to parts of the book. "The aspect of the medallion is similar to the Rosary used by Catholics during their prayers and feathers used by Native Americans as part of their religious ceremonies." He also talked about the book's theme of triumph over adversity and how it speaks to young and old from many difference cultures and circumstances.



"Everyone's life is layered under traumas that can often weigh them down and keep them from achieving their full potential. The objective here is to remove the layers so that, as the Natives would say, 'the Warrior can come forth,' or the person you are supposed to be with the power and purpose you need to succeed. When I was injured during OEF, I was told that I would not be able to do some things, but I did not allow myself to be layered in the negative thoughts and diagnosis and used my military training to get in shape and be able to pursue my next career in law enforcement".

Teaching at a local police academy since 2008, Poore views his greatest asset as the cultural aspect of the job. "In the Native way, it is all about the community and the impact on the people, and that the community are your people no matter who they are, you have to take that into consideration.

"This involves not only being informed about the rules of law, but also knowing the societal and cultural dynamics of your operational arena. "We are living in a time that is changing so rapidly and involves so many moving pieces, it is hard to know what to do, but this is not the type of job to pursue if you do not have a true calling for it."

In light of the George Floyd tragedy, Poore touched on the important role of instructors, what officers learn and how they should conduct themselves, especially when they are on community beats.

"Instructors have a major role in determining how cadets conduct themselves within public engagement. Law enforcement is now trying to encompass the cultural norms and address increasing diverse representation, but community collaboration along with cultural diversity is crucial. I give cadets the broad view of their job as an officer and their responsibility as a public servant and I tell them that they are guardians of the state and her people."

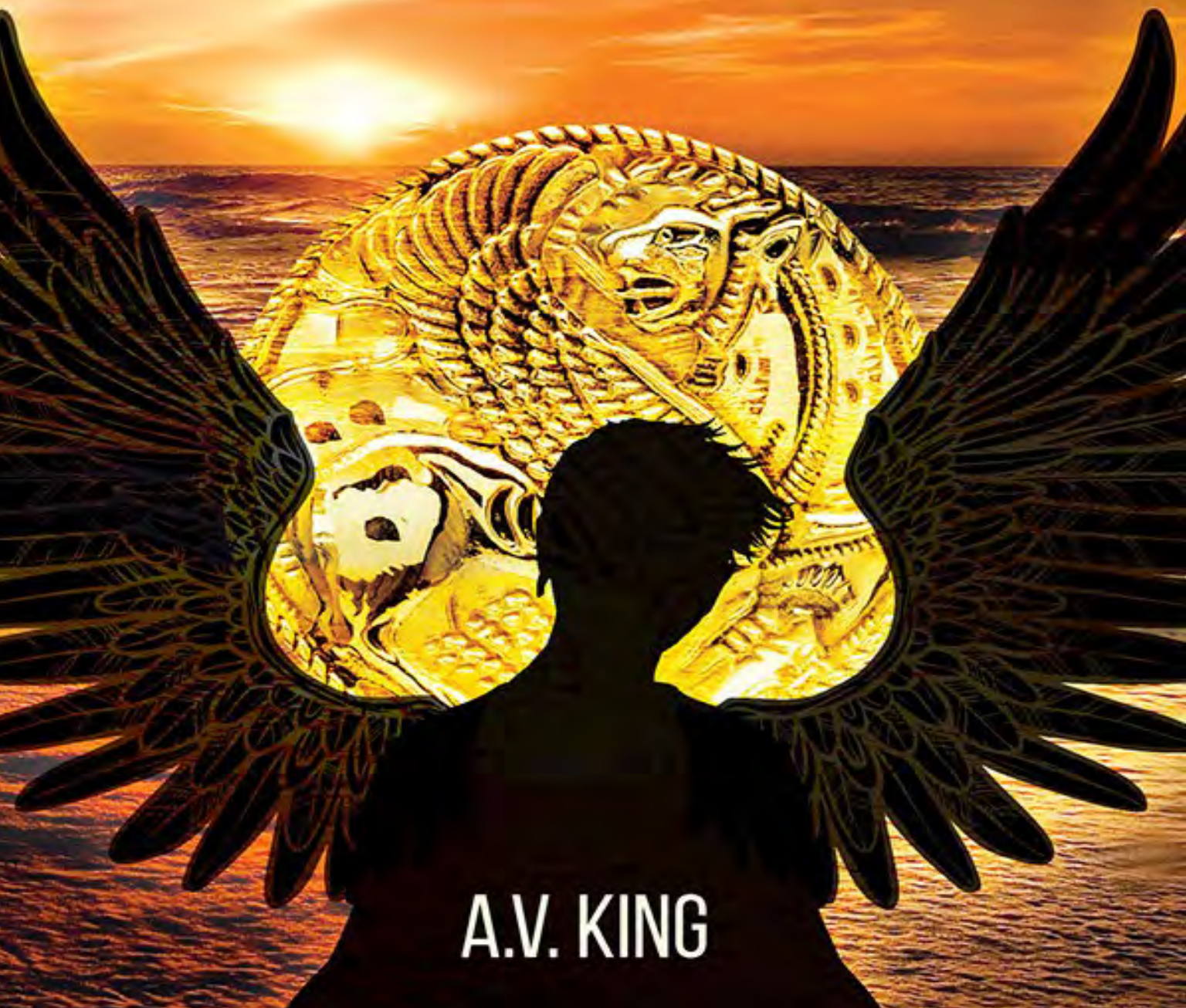
Poore, who continues to teach at the academy, is focused on growing the popularity of his book in hopes that it will have a global impact as a tool for healing and rediscovery, possibly as a movie.

"I am hoping for a widespread readership and appreciation for the core themes of the book, and possibly a movie that would help young people achieve their full purpose by removing the traumatic layers - such as bullying, loss and abuse - that too often impact and shorten their lives. My hope is also for adults to see how past mistakes need not be layered upon them in guilt and remorse, and that they live their purpose in forgiveness. The book is also a celebration of many cultures as I have benefited from my exposure to a number of cultures, and we should embrace what each brings and learn from them and respect them."

For more information, contact Arthur Poore at avkingauthor@yahoo.com

ADIN ELIJAH

And the Medallion of Destiny



A.V. KING

CORPORATE SHOWCASES

CONSUMER REPORTS SPOTLIGHTS DIVERSITY IN HIRES AND OUTREACH



With the mission “to advance a fair and just marketplace,” Consumer Reports (CR) has continued to spotlight trends within the corporate arena and provide a deeper dive into the business community’s effort to address equity and racial inclusion. In addition to the external view involving the Diversity Equity Inclusion (DEI) component, Consumer Reports conducted an internal assessment to track its own efforts and identify areas for improvement. Consumer Reports’ rationale in this regard is as follows.

“Understanding that this is a process and journey that many organizations are pursuing, we will be sharing our own learnings and renewed priorities in hopes that our journey may contribute to the broader effort to racial equity.”

Consumer Reports has internally incorporated a model that it has long-used externally to

provide relevant data that helps consumers make efficient, informed, and reliable buying decisions that are important to their livelihood. Their efforts help ensure that are geared towards ensuring that they are fully engaged in having a workforce that is the most representative of the consumers they serve.

GOOGLE’S MULTIMILLION DOLLAR COMMITMENT TO ADDRESSING RACIAL INJUSTICE

In 2020, tragic events that reminded many Americans that there is still much work to do for all groups to participate freely in the “pursuit of life and liberty” spurred major corporations to pledge funds to assist in the long-standing battle for racial justice.



Google's CEO Sundar Pichai pledged \$12 million to several groups whose purpose is to address racial inequities and INFLUENCE-DiCOTA will be featuring the efforts of those groups in later issues so that the impacted communities are aware of what is going on to create positive outcomes from tragic events. YouTube, which is owned by Google, also pledged \$1 million to similar initiatives.

Other tech giants have also stepped forward to provide vital resources to address this topic and to initiate a myriad of supports to elevate missions and heal wounds with the overall goal of creating an inclusive and supportive society.

The first grant distribution went to the Center for Policy Equality and the Equal Justice Initiative, which are both well-established organizations in the forefront of the issues at hand.

CR'S DIVERSITY SNAPSHOT

As an organization we have a mission to advance a fair and just marketplace. Last June, amid the protests and marches in the wake of

George Floyd's murder, CR determined that we must look closer at the conditions of equity and racial equity within CR.

Over the course of the year, we have been on a journey to examine the current state of diversity, equity, and inclusion, as well as our own systems of white privilege where they in CR's day-to-day workings. We have asked ourselves how we can evolve, acknowledge our faults, and build on our strengths in order to achieve a more welcoming, respectful and rewarding environment for all, and particularly BIPOC staff.

We will not succeed in our mission unless everyone at CR can bring their full self to work, and be respected, rewarded, recognized, and fulfilled. Understanding that this is a process that many organizations are pursuing, we will be sharing our own learnings and renewed priorities in hopes that our journey may contribute to the broader effort to racial equity.

We believe that transparency is key to holding ourselves accountable. We will continue to



share CR's enterprise-level diversity data and welcome input and questions about our DEI efforts. You may send them to diversity-equity-Inclusion@cr.consumer.org

2020 SNAPSHOT OF DIVERSITY

Last updated: February 28, 2021

GENDER

54% - Male
46% - Female

Data is based on information currently captured by CR.

RACE & ETHNICITY

14% - Asian
9% - Black or African American
6% - Hispanic or Latino
68% - White
2% - Two or more races

Data captured by CR indicates that no employees self-identified as American Indian or Alaskan Native. Future data capture will include additional options for gender, race and ethnic identities.

NEW HIRES

From June 1, 2018 to February 28, 2021

77 - Diverse
151 - New hires

Diverse represents staff who have self-identified as Asian, Black or African American, Latino or Hispanic, and two or more races.

We understand that we are still near the beginning of our journey in becoming a more diverse and inclusive organization. This data represents a baseline – a point of reference from which we can hold ourselves accountable for our actions as we pursue our strategic goals to increase diversity and inclusion throughout CR.

As an organization with a membership of 6 million and growing, it is essential that we continue to share the data that conveys the impact of the various efforts we are undertaking to be more responsive and effective for all consumers, and to transform the marketplace to one rooted in trust and fairness.

JOSEPH COLE

CULTURE
ARCHITECTURE
AND DESIGN

PLLC Provides Community Service and Brings a Diverse Voice to Compelling Spaces

Culture Architecture and Design, PLLC is a full-service architecture and interior design firm founded by a community leader and business advocate who brings a wealth of public and private sector expertise to the Nashville, Tennessee community, where the firm is located.

Company founder Joseph Cole brings a comprehensive background to the industry including architectural experience and contributions to his home base in the areas of government and health care. After graduating from the University of Tennessee, Knoxville College of Architecture and Design, Cole relocated his family to New York City to further his education and increase his business acumen via graduate school. He envisioned a business that incorporated “*Community advocacy, sustainability, economic development and thoughtful design.*”

As part of his efforts within the Nashville community, Cole received national recognition as an Allstate Giveback Day Hero, a prestigious award presented to four professionals who demonstrate an outstanding commitment to volunteering in their community and continuing the legacy of dedication and community service of Civil Rights Advocate, Rev. Dr. Martin Luther King Jr. Cole’s community service is ongoing.

The company name “Culture” reflects the business’s philosophy and mission, and emphasizes Cole’s focus on an integrative design produced by a diverse team of professionals that is both pleasing and compelling.

As detailed in the company profile, “*We intentionally curate each design team to fulfill our client’s values, goals and priorities. With our diverse background of working on prominent and significant projects, we take a hands-on approach to exceed our client’s needs and ensure a pleasurable experience.*”

TEN TOP

DIVERSITY, EQUITY, AND INCLUSION COMPANIES

THE INFLUENCE-DICOTA GLOBAL “TEN TOP COMPANIES” ARE:

Diversity Social's 2021 trendsetting tool “Diversity Equity Inclusion Workplace™” generated a list of companies that have been able to incorporate the broader initiatives that are needed to meet many long-held disparities within the corporate sector and fill in gaps within the community development arena. While diversity and inclusion have been watchwords in the business environment for many years, which helped generate some accomplishments and changes, more work needed to be done. It became clear during the height of COVID-19 that the role of equity, which has long been a barrier to success for many underserved communities, is now a major determining factor for businesses to effectively compete within the marketplace.

The companies featured here have made inroads in the emerging triad – Diversity, Equity and Inclusion – with the awareness that there is still work to be done, especially with the dearth of advertising revenue within diverse media platforms that has limited hiring opportunities for creatives of color and others who have been consistently left out of the advertising and marketing mix.

The “Top Ten Diversity Equity Inclusion Companies” list is based upon a number of factors including the analysis of corporate culture, progressive mission statements and commitment to inclusion. The companies represent entrants from the United States, the United Kingdom, Australia, Canada, New Zealand, and Ireland. Whether it involves awareness of Indigenous tribes and their cultural contributions or increasing diverse hires into C-Suite positions across multiple executive branches, these companies have shown that they are willing to blaze new trails and are actually doing the work to make it happen for the greater good of the company and the constituencies they represent.

We at INFLUENCE-DiCOTA are featuring these companies for their initial efforts to “do the right thing” within the emerging DEI space. We welcome the opportunity to work with them to expand the basis behind their ranking to “next level” DEI with the Advocacy and Access that will help underserved communities fully embrace the benefits of these enlightened agendas through diverse marketing and advertising vehicles that can create jobs and rebuild industries in the communities that have been consistently shut out of the distribution of resources.



THE WALT DISNEY COMPANY

AIR NEW ZEALAND

NOVARTIS

RBC ROYAL BANK OF CANADA

ULTIMATE SOFTWARE

AUSTRALIAN BUREAU OF STATISTICS

CAPGEMINI

UNIVERSITY OF LONDON, UNITED KINGDOM

JOHNSON & JOHNSON

UNIVERSITY OF MANITOBA, CANADA

Search



INFLUENCE DiCOTA MAGAZINE SHOW



INFLUENCE - DiCOTA Magazine Show

429 subscribers

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Tune in each week to the new talkshow

Each week we'll introduce you to influential leaders from diverse backgrounds, cultures and vocations. INFLUENCE-DICOTA Magazine is the premiere, global magazine and talk show celebrating diversity in business, leadership and innovation representing the four pillars – Communities, Opportunities, Technologies and Amenities.



Instagram



Facebook



YouTube



www.influencedicota.com

For sponsorship inquiries: info@influencedicota.com