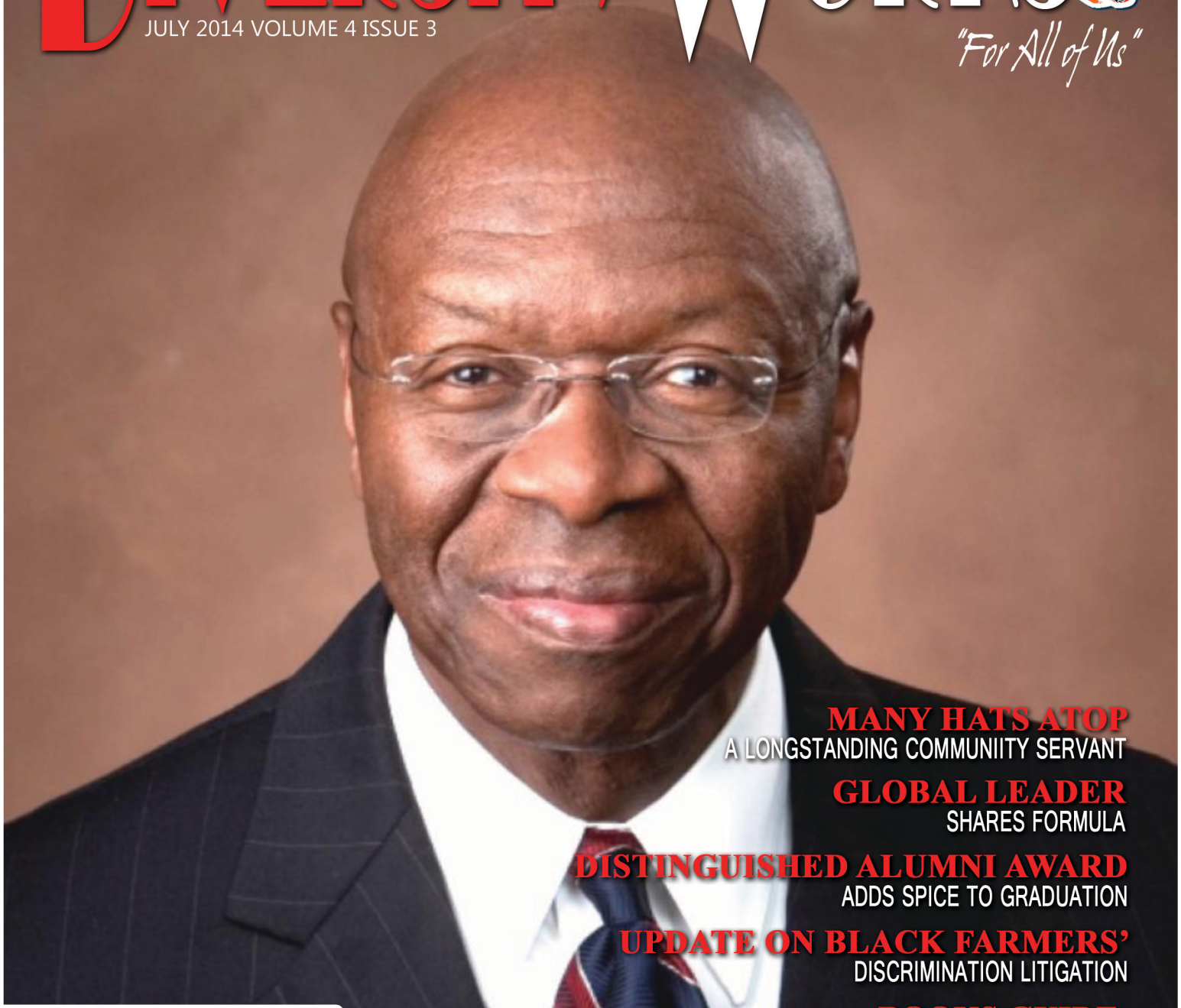


DIVERSITYWORKS

JULY 2014 VOLUME 4 ISSUE 3

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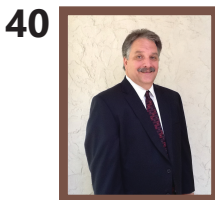
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MISSION AND VISION

OUR MISSION

Diversity Works© is a magazine for the socially conscious and responsible worker at any level. The magazine has a commitment to be a showcase for organizations and their individuals that represent best practices in diversity of the workforce and supplier choices. We feature articles on those displaying inclusionary vision in and for the marketplace and who can both encourage and provide role models to others. Diversity Works©, via its editorial content and other signature promotions, will be a vessel to inform the world about appreciating and accepting the physical, social, cultural and other differences in one another and promote better outcomes through interacting with those unlike ourselves. Our mission is to promote the concept "community" in the workplace, to stimulate literacy and save the planet via recycling printed matter.

OUR VISION

To create a more collaborative world wherein we practice diversity on a more balanced basis, to experience a return to reading and to reuse the ink and paper products that our reading materials are printed with.

Spanish Version

Translated by: Yadira Santiago, MA

NUESTRA MISIÓN

Diversity Works© es una revista dirigida a trabajadores, de cualquier nivel, socialmente conscientes y responsables. La revista tiene el compromiso de ser una vitrina para las organizaciones y sus individuos que representan las mejores prácticas en cuanto a diversidad de las opciones de plantilla laboral y proveedores.

Nuestros artículos muestran una visión inclusiva en y para el mercado; que a su vez estimulen y promuevan un modelo de conducta para los demás. Diversity Works©, a través de su contenido editorial y sus promociones de firma, será una fuente que informará al mundo sobre la apreciación y aceptación de diferencias físicas, sociales, culturales que promuevan mejores resultados a través de la interacción con los que son distintos a nosotros. Nuestra misión es promover el concepto de "comunidad" en el lugar de trabajo para estimular el conocimiento y salvar al planeta a través del reciclaje de material impreso.

NUESTRA VISIÓN

Crear un mundo más colaborativo en el que se practique la diversidad de una manera más equilibrada; experimentar un regreso a la lectura, así como la reutilización de los productos de tinta y papel con los que se imprimen nuestros materiales.

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From the Editor's Desk

It would take a really large measuring stick to gauge the growth of this magazine and the communities it serves and if interested in who is counting, take a look around in this edition and size up small businesses like Bare Wax studio, Cold Storm Productions, MINGLE of the Pee Dee and Addie's Baby and the big businesses like historic Sonoco, award-winning Johnson Controls and all else between.

Adding even more sizzle to summer, city and county governments are really pouring it on with Florence's new gymnasium and Marion County's Diversity & Inclusion model and newcomers can get a jumpstart from the Gould Business Incubator as well as and the Innovation emphasis of Carolinas-Virginia MSDC.

Much is to be learned from Santee Electric's Floyd Keels and Christian warrior/leader Dr. E.B. Burroughs, honorees of the SC Baptist E&M Convention Music Legends, Florence Career Center's Cyber team and Mayo alumni, while school children get a hand up from the District One School Foundation Start SMART Program and Florence Collaborative Council's classroom supply drive.

A walk down memory lane is enhanced through an article contributed by local Delta Sigma Theta President about the suffragette movement and the entertainment/civil rights activism census has been forever changed by the deaths of Ruby Dee and Maya Angelou, to whom we must all pay tribute.

Spotlights on National Hispanic Heritage Month and local businesswoman Diva Cameron, along with features on local craftsmen Lynda English, Alex Palkovich, B.J. Coughlin add depth to the flavor and arts in the community. Financial health can be alive and well if retirement advice is adhered to and getting to know SC Thrive adds momentum as does physical health when met with culturally competent medical care and awareness grows from participating in Hope Health's National Health Center Week. Carolinas Hospital continues to rake in kudos for top performers in various departments.

Lifestyles are so diverse and there is something for everyone, ranging from food at 1031 American Grill, stage entertainment at Florence Little Theater, senior living at the Carolinian, recovery and prevention at area help sites

and vacation spots work their charm when carefully planned, whether river paddling along the trail, attending the Brittani All-Stars basketball competition or any parks and leisure centers in every county.

Staycationing at home or traveling abroad is a personal choice, so is reading this magazine, enjoying it and sharing. So do it!!! See you next time.



Rennie Lunn-McAllister
Editor -In-Chief

SEEDING DIVERSITY AND INCLUSION THROUGHOUT A GLOBAL ORGANIZATION

By: Rita Mitjans, Chief Diversity & Corporate Social Responsibility Officer, ADP



Rita Mitjans, Chief Diversity & Corporate Social Responsibility Officer, ADP

At ADP®, diversity and inclusion is fundamental to our business. As a company that provides human resources, payroll, benefits administration and HCM-related compliance

solutions, we couldn't offer the products or services we do today without leveraging talented employees from a variety of backgrounds. With operations in more than 125 countries worldwide, ADP has a strong sense of what diversity means philosophically, and what it looks like in practice. For us, diversity is much more than ensuring equal employment opportunity. It is our goal to have an inclusive workplace that values each of our employees while helping them reach their full potential.

This approach and commitment haven't gone unnoticed: This year marks the fifth consecutive year that ADP was listed as one of DiversityInc's Top 50 diverse companies, receiving a top 10 ranking for companies supporting veterans. In 2014, ADP also was recognized by Working Mother as a Top 25 Company for Multicultural Women and by the Human Rights Campaign, receiving a 100 percent rating on its Corporate Equality Index for the fifth year running. ADP focuses on linking diversity and corporate social responsibility (CSR) by providing opportunities for employees to volunteer and support nonprofit organizations that make an impact in the communities in which we work and live. Many of these organizations provide much needed services to under-served segments of our population. Various ADP locations across the globe are actively engaging employees in integrating diversity and CSR strategies into their daily work life. Associates across these locations are continually seeking ways to get involved with local programs aligned with ADP's CSR focus of employability, ethics, environmental

sustainability and community engagement.

Expanding Our Reach

To facilitate employee involvement in activities that promote diversity and community engagement, we've implemented a new structure that integrates these focus areas at the field level. This new approach will help enable our resource groups to focus more attention on professional development and market engagement while streamlining opportunities for all employees to participate in local activities through our new Local Engagement and Diversity (LEAD) committees. These committees will help employees make a real impact in their local communities while furthering their understanding of diversity both within and outside of ADP. These LEAD committees are responsible for coordinating local engagement and diversity activities that align with our CSR pillars and build on our core values of "Social Responsibility" and "Each Person Counts". Some examples of these activities include working through Junior Achievement to teach financial literacy in the classroom and building homes with Habitat for Humanity.

Building our Workforce

Our Business Resource Groups (BRGs), formerly known as Associate Resource Groups, have been rebranded to demonstrate an increased focus on professional development, networking and market development activities. These groups help strengthen our workforce by leveraging our associates' outside networks and offer leadership development opportunities. These BRGs provide our employees a great opportunity to have a real business impact while learning about different cultures and backgrounds. These groups are meant to create an inclusive culture that supports and develops ADP's workforce. We are developing BRGs throughout ADP that showcase the diverse backgrounds represented within our company.

Most recently, we launched iWIN (International Women's Inclusion Network), a BRG focused on developing our future women leaders. In addition, we

currently have five other BRGs that represent the diversity within our company, including Cultivate (African-Americans), Adelante! (Hispanics), Pride (lesbian, gay, bisexual and transgender colleagues), Virtual Connections (employees who work remotely) and Military Strong (veterans and allies). Furthermore, our commitment inclusion is highlighted by a variety of association partnerships we maintain, including the National Organization on Disability (NOD), Out & Equal Workplace Advocates, the Women's Business Enterprise National Council (WBENC) and the National Black MBA Association (NBMBA), to name a few.

Our workforce also continually looks for opportunities to give back to communities and has engaged in a number of local efforts over the past year. Last September, members of ADP participated in the United Way's Day of Caring by spending the day volunteering at community businesses and facilities, such as the Mercy Medicine Medical Clinic and the Florence County Disabilities and Special Needs Board (FCDSNB). ADP also is dedicated to hunger relief and health organizations. Over the last year, we partnered with Harvest Hope to distribute food to those in dire need across the country. ADP donated shirts and baked goods and raised more than \$3,000 for the 2014 Relay for Life campaign this April. Getting involved in these efforts helps bring our workforce closer together and closer to our communities.

Achieving Diversity and Inclusion

As ADP continues to grow, we will continue to ensure we have a diverse workforce and a culture of inclusion. Our employees' wide range of experiences, perspectives, ideas and backgrounds help us deliver great service to our clients and, more importantly, helps us to be our best. By continually challenging ourselves to look for new opportunities to enrich our organization through diversity and inclusion initiatives, we're creating a rich and meaningful work environment that allows us to make an impact both within and beyond our company's walls.



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Diversity at ADP. Inclusion is a core value that's helped us become a \$10 billion global leader in workforce solutions. It's a mindset that creates a workplace in which you feel good about yourself and the people around you.

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CITY GYM BACK ON TRACK

By Amanda P. Pope, CMO, Administrator



The City of Florence's first multi-court gymnasium is slated to begin construction in early 2015. The City has long anticipated such a facility and discussions about the need for a gymnasium began in the late 1980's. Initially, the City planned for gymnasium construction to be part of the Phase II Master Plan at the Freedom Florence Recreational Complex. Rather than construct and maintain a building, the City decided on a more cost-effective route by partnering with Florence School

District 1 to use area school gymnasiums. The Master Plan was then amended to add softball fields on the site originally planned for the gymnasium. The City's need for a gymnasium diminished a bit in the early 2000's. During 2002-2006, the City transferred many of its youth and adult athletic programs to Florence County under the auspices of a consolidation agreement. The City focused on neighborhood youth programming during this period and interest in a gymnasium was re-directed toward construction of a combination facility for teens. When the City's recreation and athletic administration offices relocated in 2008, they moved from Timrod Park into a renovated warehouse located at 512 Barnes Street. Renovations at the new location also included a small gymnasium and teen activity center designed to support neighborhood recreational programming and provide alternative activities with a wholesome atmosphere. The renovated space, called The Barnes Street Recreational Facility, includes a large, open activity area, a fitness area, television and game room, computer room, restrooms, and administrative offices for recreation staff. The facility has allowed for the expansion of existing community-based athletic programs and is now used for such activities as cheerleading, double-dutch rope jumping, basketball and volleyball. The gym's fitness and exercise area houses a variety of fitness activities/classes designed for participants of all ages. Other areas of the activity center promote life-skill development and provide recreational socialization opportunities through an array of classes/activities such as cosmetology, barbering, introduction to computers, nutrition, karate and the like.

The consolidation agreement with Florence County ended in 2007 and the youth athletic programs (including youth and adult basketball) returned to the City of Florence. Although the City was initially able to meet the demand for gym space using school facilities, the youth basketball league soon saw a surge in growth. At the same time, traveling basketball became popular and these traveling teams, which operate as independent organizations, were also in search of places to practice and play. Florence School District 1 also expanded its athletic school programs during these years creating middle school athletic teams which required more gymnasium time than in the past. Since 2009, the

growing demands of the City's basketball program, local travel teams, and the expansion of the school district's programs, have left the school facilities unable to meet the space needs for practice and play. The City embraced the idea of constructing a gymnasium with renewed interest in 2010. The goal was two-fold; to fulfill the growing needs in the City's recreational program and to provide a location for travel basketball teams to practice and host local tournaments. Although funding was unavailable at that time, the City has met with a variety of parties during the past year who are interested in the construction of a community gymnasium. The City's intent is to design and construct a gymnasium that will provide space for youth basketball and support recreational and educational programming for community youth.

The Florence Youth Basketball Association (City), Florence Adult Basketball League (City), and the Travel Basketball program (non-city) will all benefit from the construction of a new gymnasium. The Florence Youth Basketball League plays two seasons: a winter season (December – March) and a summer season (June – July). The League had 70 teams totaling 678 participants of boys and girls, ages 5-17. The Florence Adult Basketball League for the city had a total of 10 teams made up of ages 18 and over, and had approximately 170 participants from December – March. Travel basketball currently has 7 organized groups that participate with approximately 15 teams totaling 200 participants. League games are currently played at Barnes Street Activity Center, Williams Middle School and Rush Academy. Clearly, there is significant community demand. On May 12, 2014, City Council approved \$4,500,000 in funding for the gymnasium project. City staff publicly advertised for architectural design services through a Request for Proposals and, of the 12 proposals received, selected Collins & Almers Architecture, along with McMillan, Pazdan, & Smith Architecture for the project's design. The construction site for the new facility will be adjacent to the Barnes Street Recreational Facility. It is anticipated that the total project, from design conception to construction completion, will take approximately 18 months.

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WHITE HELPS STEER COMMITTEE & COMMUNITY

By Anna Bowman



Ogleretta Davis White

The Marion County Council, during its annual strategic planning session two years ago, identified the need to have a county plan of strategies and goals that directly and indirectly affect the economic development of the county's citizens and businesses. Council deemed vital to the success of the approach was the method of the plan implementation and its integration into our County. Additionally, one of the council's primary goals is to ensure that all future strategic plans will support its mission to increase economic growth.

The mission of Marion County government is to provide quality public services while creating an environment that is conducive to enhancing the quality of life and job creation for all citizens. The single indicator word, which guides the county's initiatives and approaches, is the keen awareness of knowing who comprises all in our County and ensuring that they are adequately represented in the county's plans, policies and procedures, as well as the committees and commissions composition. Council researched two diversity and/or human relations models.

The first approach reviewed was the Human Relations model, previously used by the Council as a proven and respected program established

by South Carolina Human Affairs Commission. However, council decided upon the Diversity and Inclusion model. This process uses the "Evolving Leader" concept, which focuses on both the social and economic aspects of Diversity and Inclusion as a way of life as well as a way of conducting business. This recognizes the committee members as "agents of change" who help move themselves and others through the "cycle of change", all for the betterment of the greater body or community. Council voted to use the Diversity and Inclusion program as the framework and to select committee members who were citizens, stakeholders, religious leaders, youth and public/private organizations who share the mission to advance Marion County's economic growth. This steering committee, known as the Marion County Diversity and Inclusion Leadership Committee was tasked with identifying the gaps, goals, and strategies for advancing economic growth within their professional, personal and general welfare in an effort to achieve Diversity and Inclusion in the County's economic development plan.

The committee's composition was comprised of farmers, bankers, high school students, school district administrators, mayors, everyday citizens, business leaders, county council members and county employees. Council held the first Diversity and Inclusion Leadership Summit meeting last fall and the sessions, facilitated by Ms. Tan Kirby Davis, led to the development of

its strategies. Along with the strategic plan, the committee would determine the D&I Leadership Structure and Engagement Model. Currently, the committee has in final draft, a Marion County Diversity and Inclusion Leadership Advisory Plan for review before submission to county council. The committee now has two roles: D&I Ambassadors and the Marion County D&I Leadership Advisory Committee. The Ambassadors, appointed by Council, continue to provide input and aid in county-sponsored events. Individuals on this committee may be asked to serve on other committees and commissions; further, they work in partnership with the D&I Leadership Advisory Committee and the community. They assist in the continuing of education and building of credibility and the cultivation of trust with the public at large on the mission and vision of the county.

In the committee's second role, it works in a direct advisory capacity to council on the developing and recommendation of its D&I Strategic Plan. They take action within the authority granted by council to support and advise in the achievement of the county's mission and vision. The committee elected officers last month at its first meeting. Officers are as follows: Chair, Nancy Etman, Vice Chair, Barbara Hopkins, Secretary, Tina Swinton and Chaplain, Bishop Simon Jenkins. The facilitator assigned to the committee is the newly hired Human Resource Director, Katherine Bell.

What do peanuts, light bulbs, and sailboats have in common?

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JOHNSON CONTROLS HONORED FOR COMMITMENT TO DIVERSITY



Diversity is part of the fabric of Johnson Controls, a global multi-industrial company that is proud to employ hundreds of people in South Carolina. That corporate commitment to diversity extends from the hiring process to the supplier selection process. Since the 1990s, Johnson Controls has operated an innovative program to recruit and develop diverse suppliers. In Johnson Controls' 2013 fiscal year, the company spent \$1.9 billion with minority-owned suppliers.

Locally in North and South Carolina, Johnson Controls spent more than \$22 million with six diverse-owned firms in the company's 2013 fiscal year. For Johnson Controls, it is important that supplier diversity commitments extend to the communities where the company operates. It was therefore a great source of pride for Johnson Controls when one of those communities honored the company for its commitment to diversity at a ceremony in April. Johnson Controls was named 2014 Corporation

of the Year by the Chicago Minority Supplier Development Council, a regional affiliate of the National Minority Supplier Development Council.

The company was awarded for its achievement in developing and working with diverse supplier companies. Specifically, Johnson Controls actively included minority suppliers in its procurement process, assisted in building the capacity of minority suppliers, and promoted supplier diversity across the company's locations, including branch offices. Previous recipients of the Chicago Minority Supplier Development Council's award include: Allstate, AT&T, BP, Kraft, PepsiCo, Navistar and United Airlines. Reginald Layton, vice president of supplier diversity and supply chain sustainability, said that Johnson Controls' commitment to diversity is good for both the communities where the company operates and for business. "Johnson Controls is committed to being a leader in supplier diversity," Layton said. "By incorporating certified women and minority-owned suppliers as well as small or disadvantaged businesses into our customer solutions, we economically equip entire communities and gain a competitive advantage."

Chicago is just one example of the many locations where Johnson Controls has partnered with the community to promote

diversity. In South Carolina, and throughout the 150 countries worldwide where Johnson Controls operates, diversity is a driving force. The company believes that focusing on diversity is a way to better serve customers. "Johnson Controls has been able to grow from a U.S. company to a global company with the help of a commitment to workforce diversity," said Jeff Vine, plant manager at Johnson Controls' Florence distribution center. "Our Florence distribution facility exemplifies that diversity. We are proud to have a diverse workforce of people with various backgrounds, cultures and experiences."

In all of Johnson Controls' locations, including South Carolina, maintaining a diverse employee base is a top priority. "The Florence Distribution Center works with local organizations to build bridges that help us recruit a diverse workforce," said Athenia Edwards, the plant's human resources manager. "We have partnered with organizations such as the NAACP and Florence-Darlington Technical College to recruit a diverse employee base. Our community involvement in groups including the American Cancer Society and the American Heart Association help us further reach a range of potential applicants with diverse interests and experiences," Edwards said.



A Deep Commitment to Diversity.

At Johnson Controls, diversity is a necessity for doing business the right way. We provide customers with products and services reflecting the preferences of a diverse global marketplace—and this requires a workforce with the thoughts, ideas and experiences needed to serve all markets.

This focus on diversity providing a competitive advantage has led to measurable results. Female representation overall and at the officer and board exceeds U.S. manufacturing benchmarks. The number of minority executives at Johnson Controls continues to grow and the number of our minority employees in the United States mirrors the population.

We nurture an environment in which everyone understands and values the similarities and differences among our employees, customers and communities.

For more information, please visit www.johnsoncontrols.com.



UPDATE ON BLACK FARMERS DISCRIMINATION LITIGATION

By Attorney Charlie Blake

In the late 1990s, two class-action lawsuits were filed on behalf of African-American farmers against the U.S. Department of Agriculture (U.S.D.A.). These actions alleged that the USDA discriminated against African-American farmers on the basis of race. The claimants' primary allegation detailed systematic denial of African-American farmers of access to certain farm loans and benefits. Through the work of the judicial system and the federal government, the class-action lawsuits were ultimately resolved and a fully funded settlement agreement was

reached after over a decade of work. From November 2011 until May 2012, claims were submitted by farmers or their heirs for a portion of the settlement proceeds which exceeded one billion dollars.

Due to the age of some of the claimants and the extended period of the litigation, many of the farmers died before the payment of their claims. This issue has left the heirs of many of the claimants having to deal with the process of probating their parents' estate in order to have access to the payment of those funds. For example, settlement checks are payable to a deceased farmer's estate and the settlement money will not be mailed until proof is provided that an approved legal representative of the estate is available. If a claimant died within the past ten years, the process is very simple. The claimants' proper heir can go to the appropriate Probate Court and open an estate to get appointed as Personal Representative. The settlement fund has

been willing to pay the proceeds upon receipt of a Certificate of Appointment from the Personal Representative. However, if the claimant died outside of the ten-year time frame, it would be necessary to have a hearing in front of the Probate Court of that jurisdiction. At such hearing, the Probate Court would determine the appropriate heirs to receive a portion of the settlement proceeds and would also appoint the proper party to receive and disburse the settlement proceeds on behalf of the farmer's estate. This process is called a Petition to Determine Heirs.

It is always advisable to discuss the important probate issues related to receiving settlement proceeds as an heir to a claimant. An attorney can provide advice as to the probate process and potentially file the necessary petition to secure the money in a timely manner. Please do not hesitate to contact my office to discuss your specific needs in greater detail.



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GLOBAL LEADER SHARES FORMULA

By Alicia C. Phillips



Jack Sanders,
President and CEO

Sonoco President and CEO Jack Sanders recently spoke with Alicia C. Phillips writer from DiversityWorks magazine, on the importance of diversity at Sonoco and the importance it plays in the global workplace.

Question: Why is diversity so important to the success of a global company like

Sonoco?

Sanders: “I believe that diversity makes good companies great because it is a collective decision to better yourself. When diversity is embedded in your culture, like it is at Sonoco, it truly becomes foundational to your success. At Sonoco, our culture is pretty simple when you get down to it – treat others as you want to be treated and do the right thing. Diversity is critical to both of those rules. Almost every successful company in the world shares several key characteristics:

- Unwavering business ethics
- Honesty and integrity
- Employee engagement
- A “continuous improvement” mindset
- A focus on innovation and growth
- A relentless pursuit of excellence
- A passion to satisfy the customer
- And a commitment to sustainability

I know that those characteristics are part of our

foundational values. But there are three additional characteristics that are pertinent in today’s global economy:

- Cultural openness
- Geographical partnerships
- The pursuit of global-minded talent

Diversity is the cornerstone of these last three points. It is reflective of our customers. They are diverse – be it by gender, ethnicity, culture, thought, generational, creatively – and we, as a global company, must also reflect these characteristics. It is not limited to one business or product mix, but across all spectrums of our company.”

Question: How has Sonoco been able to be so successful?

Sanders: “Back to our very beginnings in the late 1800s, we have had a diverse workforce. Regardless of your sex, color or creed, the people of Hartsville and the mill were connected. Times were tough for everyone. The collective need drove everyone forward together. It remains that way today, 115 years later.”

Question: A lot has changed since Sonoco began in 1899?

Sanders: “Yes and no. The world has certainly changed, and we have innovated, but Sonoco’s values haven’t changed in 115 years. Our cultural motto is still, “People Build Businesses.” What that means is that it is up to everyone, through everything we do, to decide whether our business succeeds or fails. All of us are responsible and we are in it together. We are linked. But we understand that culture must be

dynamic. It is up to us to reinforce, nurture, adapt, and modify our culture if we are going to remain successful. Diversity is critical to that.”

Question: Why?

Sanders: “We live in the most diverse time the world has ever known. In 2013, the Earth’s population surpassed the 7 billion mark. We are expected to surpass 8 billion by 2025. Our world isn’t necessarily more diverse than before, but our customers and those we live and work with are, because they are all being brought together at lightning speed. It’s easy to travel anywhere on the globe. The Internet brings cultures and travels to our computer screen at the touch of a button.”

Question: Any final thoughts?

Sanders: “Companies will face many challenges in the years ahead. As you become more diverse, one’s ability to deal with these challenges will increase. We will be able to exercise more leadership in the global economy if we can successfully reinforce our values with our expanding global population. But we all own it, not just me as CEO. As CEO it is up to me to ensure that it is more than just words; that it must be engrained in each and every employee. Our employees know that at every performance review, they are evaluated not only on their numbers, but also on their values. If companies are to continue to grow and be successful, they must be interdependent on each other and truly connected. In my opinion, a more diverse workforce is the only way to become a great company.”



Diversity is smart business



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SALON OWNER BRINGS CARING, SAVY TO THE TABLE

By: Les Echols



Keisa Hudson, Owner

Bare Wax Studio and Salon has become a highly visible salon in a short period of time. So it comes as no surprise that its owner, Keisa Hudson, is well educated in the fields of marketing and public relations.

Keisa decided to open her own waxing studio and salon after continuously being frustrated with not being able to find a clean, serene place to get the services rendered. Keisa explained how personal experience helped her decide on her direction. “When I would travel with my husband to different cities across the US, for example Chicago, I always found places that resembled a spa but only did waxing. As we all know, waxing is not the most comfortable service, but being in a serene environment makes all the difference. Many waxing services in this area occur in nail salons, where the sticks are double-dipped, which contaminates them”.



To change this unhealthy trend, Bare aims for every client to be comfortable and confident that they are getting serviced in sanitary conditions. As the owner, Keisa feels the personal experience of being a client gives her insight on how a client is to be treated. Keisa, a native of Atlanta, decided to bring her new spin in the waxing realm to Florence by bringing a salon portion with it. To add to her already successful niche Keisa made the decision to bring Aveda into Bare as the exclusive hair, skin and massage care line.



Another aspect that separates Bare is their eagerness to serve clients of all ethnicities. According to Keisa, “there is a stigma that certain products are for one race and others are for another race. We are all God’s creations, so we should all be able to be serviced in one place by any service provider. Bare is the place for diversity”.

Keisa also acknowledges that it is hard to have a relationship with your employees and be the owner all at the same time. “It’s hard, but I love having an open relationship with my employees because we are all one team serving the same purpose and that’s satisfying the client”. Bare is an active member of The Greater Florence Chamber of Commerce, and recently partnered with Aveda for Earth Month, raising several hundred dollars to help bring clean water to families who are in places with unsanitary conditions.

Bare is definitely a force to be reckoned with in the waxing and hair care industry. Ever ambitious, Kesia made it clear that their goal is to be a go-to salon in Florence where their clients feel the most love and comfort and know that they will not walk out the way they came in. Keisa attended the University of Tennessee where she received her Bachelor’s Degree in Broadcast Communications and her Masters of Science Degree in Public Relations.



At Bare we have a team of diverse stylists, massage therapists and waxing professionals whom specialize in comfort and beauty. We want your experience at Bare to be like no other. Each of our services include an Aveda ritual, which if you don’t know, is a hand or shoulder massage using lotions and fragrances that carry an aroma to relieve stress. We know that your life can be hectic, but when you step into Bare we want all of your stresses to be a thing of the past.

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NEW STORM BREWING IN MEDIA SERVICES

By Les Echols

Originally from the small town of Ridgeland, SC, Katrina Garnes' hard work and determination is elevating her business and reputation to superstar levels. Katrina is Director of Communications for Central United Methodist Church and is the CEO of Cold Storm Productions, the latter of which offers video services such as commercials, promotional videos and live event coverage, as well as integrated media services like web marketing and advertising. A graduate of Francis Marion University with a Bachelor of Arts degree in Mass Communications, Katrina completed several internships in both radio and television while establishing a web based talk show on YouTube entitled What's Going On. Serving as the show host, editor, and producer, Katrina



Katrina Garnes

initially started What's Going On because she wanted to take initiative and practice being in front of the camera. "Being that I also wanted to practice editing videos, I began editing and producing my own videos as well", says Garnes.

Katrina made a point of how she had to work extra hard to overcome stigmas in her field. "Because video production in this area consists of mostly men, it was hard for me to be taken seriously. But I quickly learned that if no one believes in you, you have to believe in yourself". And In 2013, Katrina believed in herself and her ability enough to officially launch Cold Storm Productions as a video production company. Katrina is also active in the community; stating that "I've always been one to think that the only way you'll get what you want out of life is giving just as much". She is a member of the Board of Directors for Family Promise of Florence, a non-profit organization that exists to help local homeless and low-income families achieve sustainable independence. Her main role with the organization is assisting with online content such as the website and social media awareness among other things.

Katrina serves as one of the founders and is board member of MINGLE of the Pee Dee (Minorities Involved in Networking, Growth, Leadership and Empowerment.) The mission of MINGLE of the Pee Dee is to engage and enhance the role of diverse professionals and entrepreneurs in professional development, social networking, and civic engagement. In addition to her volunteer efforts, Katrina has been working to assist youth and individuals interested in learning more or getting into the broadcasting media field. "When I first started, Outside of my traditional schooling, I wasn't privileged to have a mentor to turn to for guidance and direction", says Katrina.

She enjoys the freedom of Cold Storm being a home-based business and being able to work projects at her own pace while still effectively meeting deadlines. However, she also makes it clear that the long-term goal for Cold Storm Productions is to become a large scale integrated media company. Katrina concluded "I just don't like limiting myself and my capabilities. It'd be wonderful if I can continue to grow and learn to run a larger scale company that combines all of my strengths and interests".

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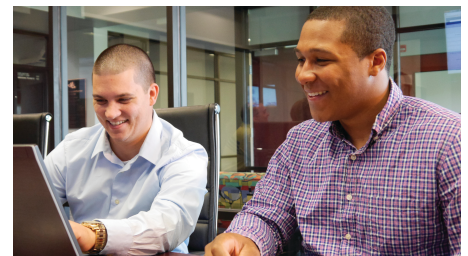
Launching a venture from a business incubator can significantly increase the chances of success. Small businesses comprise 64% of new private-sector jobs and the businesses that take advantage of the benefits of a business incubator survive 80% of the time. The survival rate of new businesses that go it alone is just 44%. Business incubators contribute to the long-term viability of the local economy and real estate market. Incubation programs graduate strong and self-supporting companies into their communities.



Moving into The Gould Incubator facility means a modern and comfortable base of operations, and access to services and shared resources at little or no additional cost. Clients are able to take advantage of our network of partnerships within the business

community, within Florence-Darlington Technical College, and the amazing capabilities of the Southeastern Institute of Manufacturing and Technology (SiMT). Other benefits include: connecting with the Small Business Development Center for planning your start-up; high-tech conference rooms with large screen AV presentations that make it easy to present a professional image; and, engineering design and CAD services, and rapid prototyping capabilities to reduce the time to market. With spaces available from co-working single desks, full offices and open spaces that are perfect for small manufacturing or distribution firms, the Incubator can meet the need for flexibility in growing a business. All of the spaces are expandable as the venture's needs grow. "I'm accustomed to the Massachusetts Institute of Technology (MIT) and Harvard," said Elliott Fight Dynamics Vice President of Engineering, Marcel Meacham who came from the Boston area. "They are more like think tanks. This place blows them away. I can't even describe the difference. Here they have the facilities that others don't."

If you are starting a new business, the steps for entry into the Gould Business Incubator are easy. First, inquire - by calling, emailing or stopping by the facility. Take a tour to learn more about how the



incubator can partner with you for a successful beginning to your business. Second, request entry into the program - meet the staff and tell them about your business. Talk about your business startup needs, your time table and any other assistance your business may require. Lastly, accept - sign a lease, move in and you're in business in one of the premier business incubators in the Southeast. Visit the web site at www.gouldincubator.com, call us at 843-413.2755 or stop by for a tour of the facility. The Gould Business Incubator is located on the campus of the Southeastern Institute of Manufacturing and Technology (SiMT) at 1951 Pisgah Road, Florence, SC, adjacent to Florence-Darlington Technical College.

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BULLYING CAN BE ELIMINATED OR AVOIDED ALTOGETHER

By Deb Fortin



ZERO Tolerance

When I am asked about bullying in the workplace, the first thing I say is that it is not just a playground issue or just a cyber-issue. It touches lives, changes lives, causes pain and it is really a power issue. Those who bully are often in positions of influence, if not power in organizations. They get what they want, results, or any variety of things through bullying. According to Forbes in the United States, an estimated 37% of workers or about 54 million workers have been bullied at the office. This number increases to 49% when you include witnesses to the bullying event. So what should a company do if they suspect bullying? How can a company's culture actually contribute to a bullying culture? How does an organization create a zero tolerance policy around bullying? And the most basic of questions, what is bullying?

Let's start with the definition of bullying. According to the Workplace Bullying Institute it is repeated, health-harming mistreatment of one or more persons by one or more perpetrators. It is abusive conduct that is threatening, humiliating or intimidating. It causes work interference-sabotage-which prevents work from getting done, or it is verbal abuse. It is driven by the need of the perpetrator to control the targeted individual. This goes back to the issue of power mentioned before. So how does an organization contribute to bullying? According to StudyMode, companies can manifest bullying through placing unreasonable expectations on employees, where failure to meet the expectations actually create anxiety and help to create situations where bullying can manifest itself. Corporate/institution bullying also occurs when bullying becomes entrenched in an organization and becomes accepted as part of the workplace culture.

So how does a company stop or address bullying once it starts? First, establish clearly and early through training, live or recorded, mission /vision values or other corporate communication that bullying is not tolerated. Clearly state that there is a zero tolerance policy and the individuals involved will be dealt with severely. Then create an open communication policy where concerns are heard and issues addressed, without retribution to the individuals bringing the issues forward. If these suggestions are followed, bullying can be eliminated or avoided altogether.



Deb Fortin, President/COO
The Genesis Group LLC

Deb Fortin is with The Genesis Group, a consulting company that works with companies to eliminate bullying, lack of engagement, retention, or other issues contributing to companies not being fully productive.



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CAROLINAS-VIRGINIA COUNCIL PROMOTES 'INNOVATION' TO ADVANCE DIVERSITY

By Eric Watson



Eric Watson is president and CEO of Carolinas-Virginia MSDC

“Innovation” will take center stage as the theme for our 2014 Business Opportunity Conference, hosted by Carolinas-Virginia Minority Supplier Development Council Aug. 4-5 at the Hilton Columbia Center in Columbia, SC. The BOC theme is: Innovation: The Key to Our Future. Innovation in supplier diversity also reinforces economic inclusion, which is an imperative to our business world.

Extreme challenges facing businesses economically, politically and on a societal level, demand new thinking. At CVMSDC, we recognize that we have reached a tipping point that requires new and innovative thinking to advance corporate supplier diversity and minority business development. Corporate purchasing executives and Minority Business Enterprises are invited to attend the BOC, a two-day supplier diversity conference, that also includes a golf tournament, awards banquet, business matchmaking sessions, a business opportunity tradeshow, and theatrical depiction titled “Reality That Drives Innovation Through Our Lenses.” Tuesday morning’s general session speaker will be business professor and author of “Winning With Customers,” D. Keith Pignes, who will present on the topic, “Creating a New Model for Supplier Diversity.”

A significant aspect of our business paradigm includes community outreach and community relations. In addition to the conference, corporate members, community partners and Minority Business Enterprises will join with CVMSDC to collect 500 children’s books for a community outreach effort to benefit elementary school students as part of the Council’s “Ready to Read” campaign. CVMSDC selected three schools to receive the books during the annual BOC: Hyatt Park

Elementary; Watkins-Nance Elementary; and L.W. Conder Elementary. The collection period is May 1st thru August 4th and book donations may be shipped in advance to the CVMSDC corporate office or delivered in-person during the BOC scheduled for August 4-5 at the Hilton Columbia Center.

In our daily operation, CVMSDC supports minority business development and corporate supplier diversity by 1) helping expand business opportunities for Minority Business Enterprises and 2) creating mutually beneficial links between corporate CVMSDC members and MBEs; adding value to the supply chain while increasing economic opportunities within the minority business community. Each year, the Business Opportunity Conference offers another opportunity to collectively Innovate our work, Elevate our brand and Transform our model to support economic development in Virginia and the Carolinas.

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ANOTHER REASON TO MINGLE

By Les Echols



MINGLE OF THE PEE DEE
MINORITIES INVOLVED IN NETWORKING, GROWTH, LEADERSHIP AND EMPOWERMENT

Friday May 30th marked a new era of networking for diverse professionals in the Pee Dee area, the first social event held by MINGLE of the Pee Dee. The event was held in conjunction with Florence after Five at the Downtown Florence Cultural Gardens. MINGLE is a new organization to the Pee Dee

area looking to expand its horizons. The acronym MINGLE stands for Minorities Involved in Networking, Growth, Leadership and Empowerment. The mission of MINGLE of the Pee Dee is to engage and enhance diverse professionals and entrepreneurs in professional development, social networking, and civic engagement. MINGLE is an exciting endeavor that requires the best and brightest diverse professionals from the private, public and community sectors. MINGLE started as the result of feedback from minority professionals who felt that they were limited local platforms for them to engage one another in a professional setting. Founding members of the organization began to structure MINGLE based on social events and community service. MINGLE looks to support minority businesses by having social events at their locations to bring customers to their business while simultaneously creating a comfortable and inclusive setting for business networking. MINGLE also has community service projects scheduled down the pipeline as they move forward and grow in membership. To contact the MINGLE Board of Directors, email: peedeemingle@gmail.com

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HELPING OTHERS TO WALK IN THE NEWNESS OF LIFE THROUGH GENUINE SPIRITUALITY

By Rennie Lunn-McAllister



Dr. E.B. Burroughs
Faith & Values Advisor

Not that the other top two organized religions of the world (Islam and Hinduism) are not important, it's just that the largest -- Christianity -- represents followers of Christ, who is mankind's ticket to eternal life. And focusing on that dynamic Dr. E.B. Burroughs has some

profess Christianity to actually live it. "Our directions today in lifestyles and conduct deviate too much away from Christ. Now the old time religion has much good for the times, however, whatever modernisms in our culture have arisen -- be it Facebook or Instagram or what have you -- still need to be Christ-centered," he said.

Asked about the possibility of an ideal Christianity, Burroughs scoffed and said: "Ideal indicates a perfect situation and we just don't live in that kind of world; hence, we can't have an ideal state of Christianity... we are all allowed to fall and rise up again, not stay down."

Being accepting of people and not judgemental or critical is really quite simple and it starts with a genuine smile. "Honesty, compassion, caring and giving is what we would want in return so Christians must be the first to give it; it's endearing. Too many people who label themselves Christians pretend to be what they are not following. Religion is not fun and games as prosperity preaching often proclaims; you will deny yourself and sacrifice sometimes, again reflecting Christ in your living. Sometimes we have to suffer together because in order for some to get, others must give," he lectured.

input for today's Christians to be more effective as such, which he regularly will be sharing through a local newspaper section (among other media) to ignite a more vigorous movement in that direction.

"Christians need to stay in and with the Bible and its teachings while following applicable laws therefrom; stay in touch with Christ and represent Him by being genuine," said the 48-year veteran pastor of Cherry Grove Baptist Church in Darlington and educator of 33 years and counting.

As society seems to continuously move away from the Bible, it is imperative for those who

Since it is commonly human to measure success in terms of satisfaction, Burroughs wants to add a Christian dimension to that assessment. Citing a Mother Theresa quote, he said "when told by an observer that she was doing well by giving her money to the poor and fulfilling many of the needy peoples' deficiencies but that she was not being successful in her overall quest to change the world, she replied 'you are right, but God does not require of me to be successful; He requires me to be faithful.'"

"Christians need not be so concerned about success but opportunity. I direct an extension for Morris College where many students express appreciation for me moreso than they do their own pastors. I have former high school students from 30 plus years ago who in different ways still today validate my services from back then. Growing any society is challenging, sometimes you have to regroup but come what may we must be true to the faith and stay in the word of God. Christians (must) have a different makeup about them. We must feel and live like representatives of Jesus Christ and the fakers need to regroup and take off their masks," he concluded.

WOMEN OF WISDOM MINISTRY:
HELPS WOMEN LEAP INTO THEIR UNIQUENESS AND LEARN TO FLY PART II



Rev., Cynthia James Walters,
Ed.D.-Founder

In order to live the "LEAP" way, women must realize that they need to be spiritually whole no matter the season of life. Each woman is unique with a different game plan and there is no "one size fits all" solution. Each woman must invest time in herself to become spiritually whole as each season of life appears. Being spiritually whole comes from knowing God and living on purpose during each season. Women must stop looking outside of themselves and using other women as the criteria for individual success. Allow Jesus to determine your measuring rod. Who has God called you to be? What has God called

you to do? How do you build spiritual muscles while building your career, being a wife, raising children, working (home, job and church) and maintaining a sense of self. Women need stop focusing mainly on the physical needs as many of us do, but give greater attention to the soul/spirit parts of our makeup.

The seasons of a woman's life are labeled in several ways depending where you look: spring, summer, fall, winter; growing, grown, giving and grand finale; early years, middle years, seasoned years and final years; young adult, wife/mother, empty nest and late adult... However, no matter the season you are in, we must remember that God is ultimately in control and always can use you. Jeremiah 29:11-13 (KJV) states.... For I know the thoughts that I think toward you, saith the LORD, thoughts of peace, and not of evil, to give you an

expected end. Then shall ye call upon me, and ye shall go and pray unto me, and I will hearken unto you. And ye shall seek me, and find me, when ye shall search for me with all your heart.

Women of Wisdom ministry is committed to helping women grow and stay focused on spiritual wholeness while enjoying each season of life. Through a series of workshops, seminars and articles, women are encouraged to (1) become intimate with God by studying His word and being obedient to it; (2) know your purpose and walk with self confidence; and (3) live at peace no matter what the season, challenges or triumphs. For more information on Women of Wisdom Ministry conferences or to book speaking engagements, please contact Rev. Dr. Cynthia Walters at (803) 351-2053 or visit www.wowleap.com.



SOUTH CAROLINA'S GATEWAY TO RECORD HEIGHTS

By Rennie Lunn-McAllister

Songstresses Lena D. Jackson, Dorothea Muldrow and Verneda Brown just got a jolt of fresh inspiring gratification and now more clearly realize in depth the benefits of allying with the South Carolina Baptist E&M Convention Music Ministry. Jackson and Brown were awarded as 2014 Music Legends in May before a host of pastors, churches, fellow musicians, all surrounded by a battery of reporters and recording studio equipment and Muldrow was exhilarated by her song "This Is Your Day" being selected for the recording.

These three published songwriters are among a dozen honorees to earn the distinction this year, however have been preceded by dozens more in past years, the award being a brainchild of State Music Ministry President Josiellia R. Williams. "We are all pregnant with the responsibility to do more works that please God," Williams said.

And the legends agree. Jackson's single "We'll Understand It" is based in Proverbs 3:5 which admonishes to not lean to one's own understanding. "In this life, things happen – good and bad – and sometimes we just don't get it," said Jackson who has buried two sons and knows the unspeakable pain from those experiences but even better she knows the calming assurance in waiting on God to move. Director of Music at Mt. Pisgah Baptist Church and retired pianist after 30 years there, she has worked with many choirs and ensembles, Jackson said she can really sing her song just recorded at the state choir's session. "People assume you can count your blessings by keeping on counting but God has been so good to me, I just cannot count that high, she laughed.

To aspiring songwriters she simply advises that they should "allow God's spirit to fall on you and He will direct your paths. We cannot do it on our own through our diverse talents; it requires acknowledgement of His anointing."

Muldrow, too, relies on Divine motivation and while following up on a dream, she awoke to grab a pen and paper and a bit later "That's Love God's Love" emerged. "My husband was paying no attention but in just a few minutes I had written five stanzas!" told.

To songwriters of the future she said in order to be successful "you should have a yearning to reach someone and take heed to the Word of God. He speaks to me by turning His Word into music and if He can reach me on my level, he can reach anyone on any level," said the favored vocalist at Cherry Grove Baptist Church in Darlington.

In writing "Why My Gifts Lord" Muldrow said she was desiring to give back to God and has learned over the years that you really need

the right footing.

"Heal The Land", the title cut to the upcoming state choir's CD (to be released in late summer) and theme for the annual state convention, came to Brown in 2009. "I counted myself as being blessed because God has brought me and kept me with Him. And when I speak of land, I don't mean physical cropland but my heartland. Not length or breadth but beyond all physicalities and any boundaries but in the land of our hearts, God comes in and heals it all," said the retired educator of 45 years in South Carolina's public schools.

To songwriters on the rise, Brown says your ascent is pretty much guaranteed when you know who you are in Christ Jesus. "Know that it is nothing that we have in and of ourselves. Empowerment comes from Him," she emphasized.

Williams has had to do some heavy lifting over her years as State President and looks forward to more as she was re-elected to another term. Not afraid of work or challenges, the Minister of Music and Fine Arts at Savannah Grove Baptist Church said she embraces any and every labor of love out of concern that the future of sacred music will be ensured. "We don't want to lose what we have... we see the endangerment of traditional hymns and commercialism's appeal to the masses is trying to take over, but we are working to retain and restore what our forefathers had, gave and built for us to build upon further. See, God speaks to me too and through those conversations I learn that it is time for South Carolina to take another stand. For example, we are intimidated about abstinence but we gotta do more to get more and to get from this glory to the next glory. We deal with and through our musical gifts and we gotta reach the masses however we can. We have some upcoming and ongoing projects that seek to cure societal ills and we don't want the adults to be intimidated because that puts a freeze on the next generation of kingdom heirs. We cannot stand still and get somewhere. It's all about pleasing God."

The president and her legends agree that it is primarily the mission of women to nurture and teach (1 Cor. 7) so we are about the kingdom building work from all angles and stations of life and invite others to come forth.

About Williams, Muldrow said "this project is so touching, so long-suffering; she always calls on choir members to write and submit; she's patient...", to which Williams replied "South Carolina has a lot of talent and America has been exposed to us through American Idol and Sunday Best but we in the state convention are pushing to make this the

artists' home right here in the Bible Belt. God is looking for newness in the Gospel industry and there is no denomination or deadline governing this ongoing effort to expose talent," she said, inviting song submissions to the SCBaptistConventionChoir@gmail.com or mail to 700 S. Parker Drive in Florence 29501.

Other 2014 Music Legends are



Pastor Carrie F. Simmons,



Mrs. Ella R. Ham and her son Joe Ham, all of Florence;



Kelvin Lowery and Ms. Wygelia Palmer, both of Sumter;



Ms. Rogina J. Deas and the Lucas Sisters, all of North Charleston;



Timothy McNeil of Dillon.

**Rennie Lunn-McAllister is a 2012 State Music Legend, having served as Minister of Music at Antioch Baptist Church for nearly 30 years*

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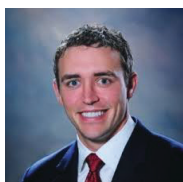
DISTINGUISHED ALUMNI AWARD CEREMONY AND SPICE TO GRADUATION

By Arlene B. Wallace



Arlene B. Wallace, Principal

Mayo High School for Math, Science & Technology, a National Blue Ribbon School, is dedicated to continually improving the quality of education and extra-curricular programs offered to its students. To accomplish that goal, we must dedicate ourselves to constantly improving our knowledge of our profession and must establish and maintain continuous contact with parents. Recently the school presented two of their former graduates with the Distinguished Alumni Award. Award recipients are graduates of Mayo at least ten years ago who have demonstrated a strong interest in supporting their alma mater throughout their lifetime and their character, distinguished service, and stature draw wholesome comparison to the qualities that Mayo strives for.



The two recipients for 2014 are William Fleming Jr., and Ronnie Rashon Carraway. William Fleming, Jr., class of 2001, earned his bachelor degrees in marketing and management from the University of South Carolina, and his executive

graduate degree in management from Harvard University and the Harvard Business School. His career began in high school when he worked on a line crew for Delta Electrical Construction and then as a staking technician at Marlboro Electric Cooperative, where he is now President & CEO. Upon graduation from college, William began working at the Pee Dee Electric Cooperative as Economic Development Representative and Manager Trainee, later becoming Vice President of Marketing and Business Development. He served as a project manager on numerous economic development efforts resulting in over \$1 billion of investments and 4,000 jobs to the Pee Dee area, including the recruitment of Fortune 500 companies such as Johnson Controls, QVC, HJ Heinz, ITW, Monster.com., and more.

He has also received awards including "Future Business Leader of the Year" by the Darlington Chamber of Commerce, and an award for being the youngest president of Darlington Kiwanis, one of South Carolina's oldest civic organizations. A deacon at Darlington Presbyterian Church and volunteer with community non-profits throughout the Pee Dee area. He serves as a Board member of many economic development organizations, and is on the board of Central Electric Power Cooperative, a \$1.5 Billion organization that generates and transmits electricity throughout South Carolina. He is married to the former Leah Rank of Seattle, WA and they have a son, Liam who is



two and another child on the way.

Ronnie Rashon Carraway, is the son of Ronnie and Lillie Carraway. He is a 2002 graduate Mayo and later of Winthrop University. While at Winthrop, Ronnie found employment in the city of Rock Hill. After his last job reduced their staff, Ronnie decided to take the creative route and start a blog, later finding a way to create amazing style on a modest budget. Since he started his blog, he was a regular on air design expert for The Nate Berkus Show. This is where he received widespread international press.

Ronnie has been featured in Ebony Magazine twice, named one of Southern Living's 75 Most Stylish Southerners, and voted twice as one of the top 15 Most Stylish People in Charlotte, NC. As a style expert, Ronnie offers tips and suggestions to a number of his celebrity clients. Founder of The Carraway Concept, a boutique lifestyle firm and also Lapel Flowers dot com, he currently splits his time between Rock Hill and Washington, DC. He attributes all of his success to God and his mother, his number one cheerleader. "God will always do something great in you and for you!" "There are so many things to do in this world. I believe everyone is good at something. When you find what you are good at. Do it. Then do it well."

BOOKS GUIDE PRE-SCHOOLERS TO BE READY

By Anna Bowman



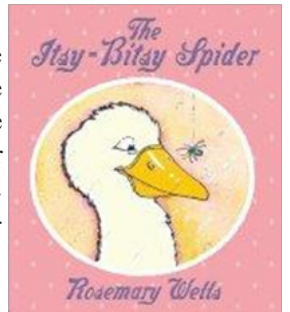
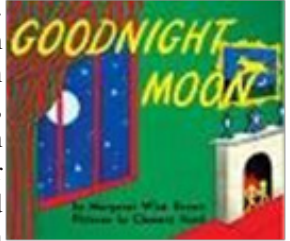
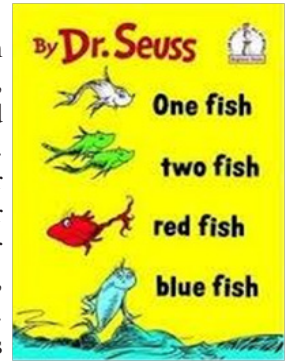
Debbie Hyler

The Start SMART program, which launched in September 2013, is a conjoined effort between The School Foundation and Florence School District 1. The newly formed program ensures that educational resources are available for families and educators so that all children in the Florence area are developmentally ready to start school by the time they enter kindergarten, regardless of their socio-economic background. In an effort to prepare the future educational success of its students in FSD1, the members of the Start SMART committee took an inclusive look at the family as a unit. They focused on important resources including psychological services, health and nutrition, early childhood professional development to assist childcare centers, and the availability of parent workshops. Realizing how important this program is to the children in FSD1, Senator Hugh Leatherman, Chairman of the Senate Finance Committee, was instrumental in obtaining the \$590,000 grant from the state for the program.

One very important and successful component of the Start SMART program is the Start 2 Read program that began the first of this year. Internet research about when to teach a child to read, will lead to numerous sites telling how to “recognize” when the child is ready to learn. But the Start SMART program offers a different approach to teaching children to read because they believe, “Education doesn’t just begin when a child reaches kindergarten - it begins at birth.” The Start 2 Read program partners with local businesses to send a certified early childhood teacher to area businesses to distribute

books to parents and/or guardians of children ages 1-3. The teacher will share the books, give tips for effective reading aloud and distribute a take-home “reading tips” sheet. “The goal of the Start 2 Read program is for parents to become a significant part of their child’s reading readiness prior to their attending kindergarten,” said Debbie Hyler, Executive Director of The School Foundation. “Currently we have several area businesses whose employees participate in this program. We have developed partnerships with Assurant, the City of Florence, Johnson Controls and Blue Cross Blue Shield. Hyler, who has been with The School Foundation for 8 years, is looking to partner with other local businesses so that the Start 2 Read program will help every child in our area read prior to attending kindergarten.

For additional information about the Start 2 Read program or to begin the process, contact Debbie Hyler at The School Foundation at (843) 662-9996 or visit the website at: <http://www.theschoolfoundation.org/start-smart/start-2-read>.



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FLORENCE COUNTY COLLABORATIVE COUNCIL ANNOUNCES SCHOOL SUPPLY DRIVE

By Tiffany Straus



The Florence County Collaborative Council (FC3) proudly announces the official kick-off of the FC3 School Supply Drive, formerly known as the United Way of Florence County's STUFF the Bus campaign. Led by State Representative Terry Alexander and supported by Florence County organizations such as Pee Dee Mental Health, South Carolina Vocational Rehabilitation, HopeHealth, United Way of Florence County, and Social Security Administration, FC3 is requesting the support of all churches, businesses, nonprofits, and individuals in the collection of much-needed school supplies for children of all ages in the public schools.

Two Specific Requests from FC3:

- Local churches and businesses are needed to serve as collection sites for the school supplies.

Willing businesses may contact the FC3 through Tiffany Straus for more information.

- Individual donors are needed to shop for school supplies from recommended supply list and take their donations to one of the participating businesses.

Important Facts and Dates:

- Collections will take place Monday, June 30th – Friday, July 25th
- Final collection and celebration will take place at Florence After 5 on Friday, July 25th
- Donation boxes will be delivered to participating businesses on Friday, June 27th
- All school supply donations will be distributed to students in need by Florence County School administration.

School Supply List

Copy paper • Dry erase markers • Construction paper • Erasers • Disinfecting wipes • Flash drives Colored pencils • Lined paper • Kleenex • Pencils Composition notebooks • Crayons

Due to the numerous and sometimes overlapping school supply collection events in the county, FC3 and United Way saw the need for one organization to serve as the “umbrella”

organization for collecting school supplies in order to assist the Florence County School System in a fair way to spread resources further among families in need. The school administration carefully selects recipients for the supplies by reviewing confidential financial information of the students and their families.

The Florence County Collaborative Council was founded in the Fall 2012 to bridge gaps in services provided to underserved families in Florence County. FC3 consists of numerous human-service nonprofit organizations such as Pee Dee Mental Health, United Way of Florence County, HopeHealth, McLeod Health, Lighthouse Ministries, Benefit Bank of South Carolina, etc., and encourages other Florence County agencies to join the Council, which meets at 11:00 am on the fourth Friday of every month at Pee Dee Mental Health in Florence.

PSLEOA 53RD ANNUAL TRAINING CONFERENCE



Inspire...Excel

The Palmetto State Law Enforcement Officers Association held its 53rd Annual Training Conference in Florence. Training and networking sessions was held following the theme of “Staying Connected and Committed.” Guest speakers include The Honorable Kaymani D. West, U.S. Magistrate Judge, City Councilman Glynn Willis and County Councilman Waymon Mumford. “The Palmetto Law Enforcement Officers Association prides itself in providing South Carolina Criminal Justice certified training to our members from across the state,” said Palmetto State Law Enforcement Officers Association treasurer Denise D. Stanley. Friendly competition was engaged through a volleyball tournament and pistol match at the City of Florence Police firing range. The Sonny Ray Ford Spades Tournament was held throughout the evenings at the Hilton Garden Inn. The tournament is held annually in memory of former Aiken County Sheriff Corporal Sonny Ray Ford. “Florence County Sheriff’s Office welcomed the Palmetto State Law Enforcement Officers Association to Florence for its 53rd Annual Training Conference,” states Florence County Sheriff Kenney Boone. “We share the mission of the Palmetto State Law Enforcement Officers Association to promote fair and impartial enforcement of law and order; to improve the individual proficiency of members in the performance of duties, to encourage social and educational activities among members and to increase the efficiency of the law enforcement/criminal justice system. We are all in this mission together.” Sessions held throughout the conference provided Criminal Justice certified training to the Palmetto State Law Enforcement Officer Association members. The Copeland Robinson Awards Banquet and Annual Ball was held at the Florence Civic Center on the evening of July 10th, where two \$1,000 scholarships was awarded to graduates planning to attend college in South Carolina. “It was a great honor to have the members of the Palmetto State Law Enforcement Officers Association convene their 53rd Annual Training Conference in the City of Florence. On behalf of the City they welcomed the officers and thank them for the difficult and dangerous job they do each day,” stated Mayor Stephen Wukela. The Palmetto State Law Enforcement Officers Association was organized on October 4, 1961 in Columbia as a non-profit organization devoted to promote interest, encourage responsibility, enhance visibility and establish a positive framework of loyalty with fellow officers. More information may be found at www.palmettolawenforcement.org



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CYBER DEFENSE TEAM RANKS BEST AMONG SC HIGH SCHOOLS

By Les Echols

Once again Florence Career Center has earned a high accolade on a state level as students of the Palmetto Cyber Defense Team earned the championship among South Carolina High Schools in the Palmetto Cyber Defense Competition (PCDC). The goal of the PCDC is to energize South Carolina colleges and high schools and their students to focus on the development of technical skills in the areas of networking and cyber security in preparation for exciting careers in Science, Technology, Engineering, and Mathematics (STEM). The 2014 competition was conducted April 12-13, in the College Center at the Complex for Economic Development at Trident Technical College in North Charleston.

"I think it's a terrific competition and a great learning experience" said Dale Cook, computer networking instructor with the Florence Career Center. Although Cook was instrumental in preparing the students, he thanked the event sponsors, Florence Career Center, FSD1, and especially Director Al Bradley, for their support. During the competition, students from each school formed "Blue Teams" of up to six competitors that were responsible for operating a small business network. Each of the teams was provided with a faulty business network at the start of the competition. They were challenged to properly reconfigure the network, add new services, and respond to additional requirements; all the while defending against a team of Space and Naval

Warfare volunteers attempting to disrupt and penetrate their network.

The Blue Teams were scored for accomplishing administrative and business tasks while maintaining network/service availability, such as mail, database and web servers, as well as their ability to detect and respond to cyber threats. Teams were challenged to respond to business requests such as the addition or removal of services, and balance security needs against business needs. The teams were awarded trophies as well as a \$1000 Technology grant from the Armed Forces Communications and Electronic Association (AFCEA). The Space and Naval Warfare (SPAWAR) Systems Center Atlantic, and the South Carolina Lowcountry Chapter of the Armed Forces Communications and Electronics Association jointly organized the event. When asked about the work ethic of the students, Cook states "It was a tiring all day competition. I saw them running around and preparing. But the students enjoyed it and are thankful. We were fortunate to win, and look

forward to defending the championship next year".

For next year's high school competition, the top three high schools from the PCDC 2014 competition will be invited back for the PCDC 2015 event. Five other qualifiers from a cross-section of South Carolina will be selected from among the top CyberPatriot VII teams in the state. The Air Force Association's CyberPatriot is a national youth cyber defense competition. To learn more about the program and register for CyberPatriot VII please visit www.uscyberpatriot.org.



From left to right in the photo: Jeff Sweeney, PCDC Co-Chairman, from SPAWAR Systems Center Atlantic, Atri Amin, PCDC Blue Team Lead, from SPAWAR Systems Center Atlantic, Dale Cook, School Mentor, Dale Hargrove, Co-Captain (West Florence High), Matthew Townsend, Captain (South Florence High), Timothy Bell, Pro2Serve Challenge Cup Sponsor, from Pro2Serve, Dominique Baxley (Wilson High), Richard Smalls (South Florence High), Tony Orlando, PCDC Co-Chairman, President of the SC Lowcountry Chapter of the Armed Forces Communications and Electronics Association (AFCEA)

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MANY HATS ATOP THIS LONGSTANDING COMMUNITY SERVANT

By Rennie Lunn-McAllister

Santee Electric Cooperative President/CEO Floyd L. Keels is not a magician, however he has some powerful strategies under his hat that he leads the company in practicing daily to the end that employees and customers know that they are appreciated. “At Santee Electric Cooperative, our goal is to have a workforce that favorably reflects the community we serve. Moreover, we are engaged and committed to building a 21st century performance-driven organization, and our management team understands clearly the value of diversity in the workplace. It is our belief that diversity is important because it enables SEC to maximize the potential of its workforce while duly representing its customer base. We believe that organizations are increasingly better prepared to deliver products and services at a much higher capacity by capitalizing on all skill sets and demographic groups within the workforce.” Keels said he realizes the importance of his professional and moral duties to introduce and set the tone for diversity management. He cited “diversity management as the bridge for productive dialogue and employment opportunities. “Professional leaders must foster the development of a larger vision to help clarify differing viewpoints about workplace diversity in relation to the organization’s mission,” he shared.

For him and his SEC team, a successful, diversified workplace has to do more than simply meet quotas. “A successful, diversified workplace brings in the most qualified through careful analyses of candidates’ strengths and skills, and it places those selected in areas where their skill sets best serve the company. You see, diversity in the workplace can potentially establish a framework for safe and open dialogue on controversial or polarizing issues that need to be addressed for the betterment of the organization. For example, assigning a female to a fact-finding committee to help evaluate a complex policy issue that might adversely affect female employees should invoke a better framework and point of reference to analyze and formally address the issue,” he explained. Building a 16-year tenure at SEC, Keels said there is a formula for the success they enjoy there. “At Santee Electric Cooperative, we have experienced

unwavering support from our Board of Trustees pursuant to workforce development. We have recruited and hired a highly skilled workforce that represents a dynamic group of people who are both engaged and committed to progress for the company,” he said. Extracted from SEC’s Strategic Plan are two top and immediate goals: 1) Measurably reducing costs while emphasizing high levels of performance, safety and concern for community and 2) measurably emphasize a performance-oriented culture based on results.

Although the electric utility industry is challenged by the rising cost of power and proposed greenhouse gas (GHG) regulations for existing power



Floyd L. Keels

plants, Keels chooses to focus on and motivate others by focusing on the silver lining. “We believe that we keep a competitive advantage by continuing to place our emphasis on the creation of a customer-centric culture to drive how the organization performs. We believe that our investment in advanced technology and employee engagement will deliver best-in-class customer service,” he said. For the man with the best job in the world, Keels says he concentrates on the best part of that job: its people. “I like the people. We have employees who show up to work every day who care deeply about delivering exceptional customer service. This is truly an experience that consistently exceeds my expectation as the president and chief executive officer of Santee Electric Cooperative,” said the leader of a leader in social responsibility. Floyd Keels serves as president and chief executive officer for Santee Electric Cooperative, Inc., headquartered in Kingstree, South Carolina.



As an established veteran with more than 40 years in the electric utilities industry, he oversees planning, organizing and directing the day-to-day operations of the cooperative. Santee Electric provides power to nearly 45,000 accounts in Clarendon, Florence, Georgetown and Williamsburg Counties. Keels joined Santee Electric in April 1998 as the assistant general manager bringing 25 years of responsible experience in operations, management and leadership positions from Progress Energy’s predecessor, Carolina Power & Light. He assumed responsibilities as president and chief executive officer for Santee Electric in May 1999.

Keels is a board member of First Citizens Bancorporation of South Carolina, Central Electric Power Cooperative, the Electric Cooperatives of South Carolina, Rotary Club of Lake City, the North Eastern Strategic Alliance, Francis Marion University, and Jehovah Missionary Baptist Church of Sumter, SC. He is past board member of the Coker College Board of Trustees, Exchange Bank of South Carolina, Francis Marion University Foundation, and Lower Florence County Hospital. In 2003, Keels was appointed by Governor Mark Sanford to serve on his Commission on Management, Accountability and Performance. A native of South Carolina, Keels attended the University of Wisconsin, Sumter Area Technical College, the University of South Carolina and earned Bachelor of Business Management and Master of Business Administration degrees with honors from Golden Gate University. He received an honorary doctorate of humanities degree from Francis Marion University in 2012 and Central Carolina Technical College’s Distinguished Alumni Award in 2013. Keels is also a decorated military veteran. Floyd and his wife, Bessie, have one son and a granddaughter.

WOMEN'S SUFFRAGE MARCH REVISITED

By Alicia C. Phillip

The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any state on account of sex..... - The 19th Amendment to the United States Constitution.



Yulandra F. Heyward,
Local DST President

The late and great Dr. Maya Angelou once shared some profound words: "Each time a woman stands up for herself, without knowing it possibly, without claiming it, she stands up for all women."

And as we reflect on the Women's Suffrage March of 1913, which led to the ratification of the 19th Amendment to the U.S Constitution, we see the truth and wisdom in her words. Today women are blessed to enjoy the right to vote, but that privilege did not always exist. Throughout the years, many women stood up to fight for suffrage, and their efforts climaxed on March 3, 1913. It was on that day that thousands of women from all walks of life, gathered in Washington, District of Columbia to demand the right to vote. It was a three-hour parade organized by the National American Woman Suffrage Association, and participants marched along Pennsylvania Avenue, from the U.S Capitol to the Treasury Building. But the march was not an easy one. Anti-suffragists lined the street, hurling insults and cigarette butts, and committing violence against the marchers, several of whom had to be hospitalized as a result. Reverend Anna Howard Shaw, President

of the National American Woman Suffrage Association (NAWSA) at the time, expressed her pride in the strength demonstrated by the marchers: "I have never seen greater dignity under trying conditions; greater coolness under insult and oppression than was displayed by the marchers for suffrage today." And their perseverance amidst adverse circumstances did indeed pay off. The ensuing media coverage helped the suffragists' cause and paved the way for the ratification of the 19th Amendment on August 18th, 1920, which was drafted and first introduced by Susan B. Anthony and Elizabeth Cady Stanton forty two years earlier in 1878. Its ratification effectively overruled the Supreme Court of the United States' decision in *Minor v. Happersett*, 88 U.S. 162 (1875), which ruled that the Fourteenth Amendment did not give women the right to vote.

Last year on March 3, 2013, to commemorate the 100th Anniversary of the Women's Suffrage March, the Delta Sigma Theta Sorority, Inc., along with a number of other women's organizations, organized a parade in Washington, DC. It was an incredible event, made even more monumental by the fact that the 100th Anniversary of the March coincided with the 100th Anniversary of the Delta Sigma Theta Sorority, Inc. (DST). According to Yulaundra Heyward, President of DST's Florence Alumnae Chapter, the 1913 March was very significant and reflected "the founders of Delta Sigma Theta Sorority, Inc.'s wisdom and

foresight to know that there was, and would always be, a need for Black women to be politically aware and involved." Heyward recalls that for last year's celebration, Florence Alumnae Chapter members participated in the reenactment of the 1913 Women's Suffrage March, sponsored by DST in Columbia, South Carolina and Washington, DC. The Florence Alumnae Chapter is invested in making an impact in the local community in the area of voting rights. One program they sponsor is Delta Day in Florence – which hosts a forum to educate and inform the community of issues as they relate to Voter Registration and Education (i.e. Voter ID issues).

It is now 101 years since that significant March in 1913. When asked whether there still exists challenges that affect women's right to vote, Heyward expressed that there are. According to her: "Yes, the Voter ID laws seem to affect the underrepresented and minorities, and women fall into both categories." Under South Carolina's new Voter ID law, all voters are now required to show photo identification at the polls. Valid photo identification includes a state driver's license, state identification card, voter registration card that contains a photo, federal military ID, or a U.S. passport. Voters can get a free photo ID from their county voter registration office by providing their name, date of birth and the last four digits of their social security number. Many people fought very long and hard for our right to vote. Let us never take that privilege for granted.

~~~~ FINAL CURTAIN FOR... ~~~~~



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

1928-2014 **Dr. Maya Angelou** the American poet, author and civil rights activist passed quietly in her home before 8:00 a.m. EST on May 28, 2014. Her family is extremely grateful that her ascension was not belabored by a loss of acuity or comprehension. She lived a life as a teacher, activist, artist and human being. She was a warrior for equality, tolerance and peace. The family is extremely appreciative of the time we had with her and we know that she is looking down upon us

with love. She was known for her inspiring words that shed light onto the beauty and injustices of the world.



Ruby Dee (née Wallace; October 27, 1922 – June 11, 2014)[1] was an American actress, poet, playwright, screenwriter, journalist and activist. She is perhaps best known for co-starring in the films *A Raisin in the Sun* (1961), *Do the Right Thing* (1989), and *American Gangster* (2007) for which she was nominated for an Academy Award for Best Supporting Actress. She was the recipient of Grammy, Emmy, Obie, Drama Desk, Screen Actors Guild Award, and Screen Actors Guild Lifetime

Achievement Awards as well as the National Medal of Arts and the Kennedy Center Honors. She was married to actor Ossie Davis until his death in 2005. A well-known civil rights activist,[19] Dee was a member of the Congress of Racial Equality (CORE), the NAACP, the Student Nonviolent Coordinating Committee, Delta Sigma Theta sorority and the Southern Christian Leadership Conference. In 1963, Dee emceed the March on Washington for Jobs and Freedom and was a personal friend of both Martin Luther King, Jr. and Malcolm X. In 1970, she won the Frederick Douglass Award from the New York Urban League.[7] In 1999, Dee was arrested at 1 Police Plaza, the headquarters of the New York Police Department, protesting the police shooting of Amadou Diallo.[22] She leaves unparalleled legacy.

HISPANICS: A LEGACY OF HISTORY, A PRESENT OF ACTION AND A FUTURE OF SUCCESS.

During **National Hispanic Heritage Month** (September 15 to October 15) countrymen everywhere recognize the contributions made and the important presence of Hispanic and Latino Americans to the United States and celebrate the group's heritage and culture. Hispanics have had a profound and positive influence on America through their strong commitment to family, faith, hard work, and service. They have enhanced and shaped America's character with centuries-old traditions that reflect the multiethnic and multicultural customs of their community. **Hispanic Heritage Month**, the roots of which date back in 1968, begins each year on September 15, the anniversary of independence of five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Mexico, Chile and Belize also celebrate their independence days during this period and Columbus Day (Día de la Raza) is October 12. The term Hispanic or Latino, refers to Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race. On the 2010 Census form, people of Spanish, Hispanic and/or Latino origin could identify themselves as Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or "another Hispanic, Latino, or Spanish origin." According to the most recent US Census, 50.5 million people or 16% of the population are of Hispanic or Latino origin. This represents a significant increase from 2000, which registered the Hispanic population at 35.3 million or 13% of the total U.S. population.



DREAMING AND PLANNING GO TOGETHER FOR THIS KIND OF SWEET LIFE

By Jenifer Wenteler



Divina Cameron, or Doña Diva, was born in Colombia, South America. Her mother came to the United States as a housekeeper with a one-year contract. When that year was over, Cameron and her sister were brought to the U.S. legally to be reunited with their mother. As a child, Cameron dreamed of coming to America. She would read books about this country to learn more about its history and laws. She came here prepared for a better life as in Colombia, she was only able to attend school up to the fourth grade. Education was very poor and the cost was extremely high. Cameron grew up with her grandparents in the city of Armero, but an active volcano caused her to lose her home and grandparents—along with 25,000 more casualties.

Cameron was 14 years old when she was brought to the United States and she became a citizen five years after and she proudly says that she has voted in every election since then. What fascinates her about America is the freedom of religion. She grew up practicing Catholicism because it was the primary religion in her country. Here in the United States, many different religions are practiced freely without judgment. She became a Christian ten years ago and attends Agape Church in Myrtle Beach every Sunday since 2010. Her primary residence is in Myrtle Beach, but she also has a home in Florence to be able to run her business, Diva's Tax Service. She previously lived in New York with her husband for 25 years until his occupation caused him to transfer to another area. Cameron's business is a way of saying that here in America, there are so many ways to better yourself and create a better life for you and your family. She claims, "If you work hard, you can get it. Whatever it is."

~~~~ APPRECIATING THE WORK OF OUR ARTISTS ~~~~

NATIVE DAUGHTER GIVES BACK

By Laura Hoxworth, Content Manager & Writer Coker College

BJ Coughlin, Atlanta-based artist and Coker College alumna, recently returned to her hometown of Hartsville to unveil an original sculpture. The fox figure, located in Burry Park, was created for "Tales on the Town," a downtown scavenger hunt celebrating Hartsville's art, history, education and economic development. We sat down with BJ to talk about her journey as an artist and her ties to Hartsville and Coker. For more information on her work, visit www.bjcoughlin.com.

Q. What was it like growing up in Hartsville?

A. "It was just a lovely place to grow up as a child. It was roller skating on the weekends and riding your bike anywhere you wanted to go. I remember coming back when I was in my 30s or 40s and walking into what was the Hartsville Retail Store (where the YMCA is now), and one of the clerks said, 'Isn't that little Betty Robinson?' That just kind of epitomizes the type of environment we grew up in."

Q. What was your experience at Coker?

A. "When I went to Coker I was an art major. There were only about seven or eight art majors. Coker was sort of an extension of this town at the time—it was almost like not leaving home. It was a 'one for all and all for one' kind of environment. Things have changed, and certainly Coker has changed with the times, too—but I think it has retained that nucleus of support and camaraderie among the students."

Q. How did you create a career as an artist?

A. "After graduating from Coker, I went to work for the government for 30 years. I kept my interest in art but didn't have the time to practice. When I retired, I started painting again—then I took a workshop in sculpting and never picked up another paint brush. I loved getting my hands in the clay; I like doing the research for these projects like the fox. I love it. It is just a passion that I have, and I am so glad that I am able to do it. I feel very honored to have a piece in my hometown."

Q. How you would describe yourself as an artist?

A. "I observe a lot as an artist, and I really try to capture the grace of a human figure in daily activity such as work or athletics. Something that people can identify or relate a story to. I feel very strongly about figurative work because there is a grace to the human figure, and it is in everyone you see. Just watching people is very interesting for me, because in my mind I'm figuring out how that can be portrayed. I am a traditionalist and my work is pretty traditional, but I'm recently trying to loosen up my work, because that's a lot of fun. You have to branch out every now and then and try something new."

Q. How did your experience at Coker influence you as an artist?

A. "It helped me grow as a person who appreciates art. It helped me so much at evaluating art. I have a

lot of friends who are looking to buy, and they don't feel confident—so they'll ask me to go gallery hopping with them. My art education emphasized the basics of composition and form, making sure that we understood what good art was."

Q. How do you feel that Coker and the city of Hartsville work together to create a community here?

A. "There is a vibrancy about Hartsville now that was not here when I was growing up. I think Coker is a major factor in that. All the new buildings, and the number of students, and the competitive teams that are doing quite well—I think it definitely is a huge factor in that feeling of vibrancy that I feel coming back to Hartsville. It really makes me feel good to come back and participate in something like this."



BJ Coughlin, The statue is titled "Red Fox Tales on the Town"

WINTER MOORE FOLLOWING HER DREAMS

By Jenafer Wenteler



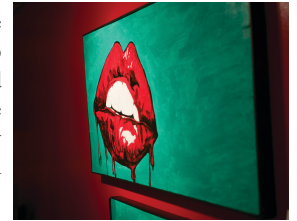
Winter Moore

Winter Moore owns Addie's Baby Art and Design Studio which was named after her mother, Addie J. Moore, who passed away from pancreatic cancer in February of 2012. Growing up in Florence, Moore began drawing in the first grade. She likes to create things the way she sees them. This makes her more serious with creating still-life art. She knew early on that she wanted to be an artist for the rest of her life. Moore graduated from Wilson High School in 2003 and four years later from SC State University in 2007. Originally an electrical engineering major, she changed her focus onto a

major in graphic design with a minor in the fine arts. She aims to go back to college to obtain a masters degree in art through a graduate program once she fills her studio with more artists whom are able to teach classes.

While striving toward her goals, Moore always keeps her late mother in mind, chiefly by donating a percentage of her studio's monthly income to the American Cancer Society. She hopes to host a massive painting class at the Florence Civic Center within the next two years, the proceeds of this interactive session being donated to ACS as well. In the meantime, Moore works in her studio with customers and aspiring artists, teaching them step-by-step how to create a particular painting. Children and adults are free to create their own art however they see fit. In some

adult classes, Moore offers wine to help lower inhibitions and enhance fun time while they learn how to paint the chosen model of the evening. When asked to judge a painting, Moore will always respond, "How do you think it looks? What do you want to see?" Her main purpose is to assist her students with their artwork while also inspiring individual creativity. She describes herself as a free-spirited artist who rose above tragedy and took a risk to open the studio she has dreamed about her entire life.



WORLD TRAVELER CHOOSES FLORENCE

By Jenafer Wenteler



Alex Palkovich

With no formal art training, Alex Palkovich creates hundreds of sculptures in his studio. Palkovich was born in the Trans-Carpathian Mountains, which is now part of the Ukraine. He grew up in the Soviet Union and at age six, his family and friends noticed his artistic talents when he made his first sculpture—a small rabbit. The next year, he enrolled in an after-school art program called the Palace of Children where he chose many of the diverse classes. Seizing the opportunity to enter an annual competition with the program for several years, Palkovich was able to work in the Soviet Union, Israel, Mexico, England, and eventually the United States. Sculpture has always been his passion. The oldest sculpture he brought to the U.S. is one of his instructor who is weaving a large basket. This was

created at the age of 15. When asked of his judgment on his older pieces he replied, "I would do it differently today, but I cannot fail it when it was done."

When sculpting, one begins making a model in clay, which is cast in plaster to be copied into stone. Being a figurative sculptor, he focuses on the form of the human body and especially the faces of the figures he is portraying. "Faces fascinate me", Palkovich claims, "No two faces are the same." Inspired by people, Palkovich aims to tell a complete story within one sculpture, using no words at all. He says he ponders on each piece for days, weeks, months, and even years. Because he is waiting for the perfect story, he keeps many unfinished sculptures with him in his studio until the day his idea becomes complete and clear in his mind. Palkovich states, "Everything in the world is a sculpture": meaning that everything that has or takes a shape is a work of art, just like a sculpture.

Palkovich is happily married to Aggie and has

two children. He creates art in Florence at his downtown studio. As a citizen, Palkovich has endeared himself to the local community with his outstanding artistic work. Some of his works can be seen at Francis Marion University and Brookgreen Gardens and he said he eagerly accepted the challenge to create another inspiring bronze piece in the Florence Veterans Park to compliment his eagle atop the park's welcome monument. He completed his production of 'Home Safe,' a few years ago. As with all of his work, the focus of this new monument is on creating an original, dynamic and emotive composition. His feels that his style is perfectly suited to capture the feelings of the young soldier in the monument.



On The Way to the Park

THIS ARTIST WORKS TO LIVE FOREVER

By Jenafer Wenteler



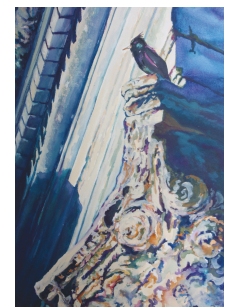
Lynda English

Lynda English is an extraordinary crafter who co-owns a studio in Florence. With her partner, Jackie Wukela, they operate the Lynda English Studio-Gallery, the premier source for fine art in Florence. Lynda English Studio Gallery is here to meet the needs of the art community, offering handmade jewelry, commissioned artwork, art supplies and art classes. It also showcases a unique collection of furniture for sale, some of which have been custom painted by affiliated artists. Lynda English Studio-Gallery and Art Supplies offers a full service art supply store. They carry well-known company products to include but is not limited to: Royal, Liquitex, Winsor Newton, Canson, Holbein, Grumbacher, Scharff, MaimeriBlu, Prismacolor, Jacquard, Arches, Higgins, Strathmore,

Fabriano, Rising, Rembrand, Brush Lush, and Fredrix. Lynda English Studio offers art classes to students age 6 and up and the classes are taught by various teachers with wide ranges of expertise. English started drawing in high school when she was inspired by the great art teachers her school had to offer. The Francis Marion University art major did not have a love for painting until after college. After graduating, English drew pen-and-ink houses and tried watercolor due to the increasing demand of colored works. She mainly did commission work by drawing and painting houses and animals for people. English began to enter art shows and had the chance to be in the South Carolina Watercolor Society Show. After doing the show for three years, she became a Member of Excellence. She also became a Signature Member of the Southern Watercolor Society. By this time, she loved working in watercolor because of the transparency and the ability to work the medium to create different pictures. When

she met her partner, she was inspired to branch out to new mediums: oils and acrylics. English loves mixed mediums, which led her to create jewelry and other artworks out of metals, rubber netting, and other materials to produce texture—which was another thing she loved to work with. English states, "I am inspired by anything that can create a picture in my mind: a smell, a color, a feeling."

English creates the things she sees in her mind. She claims that the painting is not about the money—it is about the pressure that is released from the inside once a piece is done. English states, "You may end up retiring from a business, but art will always be a part of my life. There will always be something creative that I will be doing."



"Blackbird All Alone", Watercolor Painting
It has just been juried into the South Carolina Watermedia Society's annual 2014 Juried show. It will be leaving foe Anderson, SC



WHAT IS A MUTUAL FUND?

Looking for an easier way to build your investment portfolio? Consider a mutual fund. Whether you're saving for retirement, college expense or other important financial goals, a mutual fund may be the right investment vehicle for you. Mutual funds offer five advantages that make them appealing to the typical investor:

- Professional management
- Diversification
- Affordability
- Liquidity
- Growth opportunities
- Flexibility

Essentially, a mutual fund is a collection of stocks, bonds or other securities purchased by a pool of individual investors and managed by a professional investment company. When investing in a mutual fund, your dollars are pooled with the money of other investors, and the sum is then used to build or expand the fund's investment portfolio. Mutual funds offer a convenient way to achieve financial diversification. Consider making mutual funds a part of your investment plan today. Diversification does not assure a profit and is not a guarantee against loss. Consider the investment objectives, risks, and charges and expenses of the investment company carefully before investing. Investments in mutual funds are subject to market risks, including the potential loss of principal. For this and other information about the investment company, obtain a prospectus from your Modern Woodmen representative. Read it carefully before you invest or pay money.

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Discover the benefits of Modern Woodmen membership for your little loves

Damon Miller, Goshen, Ind., is 4 years old. He likes trucks, football and running, running, running. And – like any kid – he loves unwrapping presents. But Damon is unaware of just how many presents he received when he became a Modern Woodmen member. When his parents purchased his life insurance certificate, they did so much more than protect against the unimaginable. They gave him a host of living benefits – some that could last a lifetime. Go ahead ... sneak a peek!

Members Ryan and Crystal Miller, Goshen, Ind., protect themselves and their son, Damon, with Modern Woodmen life insurance coverage.

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GET TO KNOW SC THRIVE

By Melanie Colclough



Melanie Colclough,
Deputy Director of SC Thrive
(SCT)

This year The Benefit Bank of South Carolina (TBB-SC) got a facelift and a new home. TBB-SC is now a program of a new non-profit, SC Thrive. SC Thrive (SCT) leads South Carolinians to stability by providing innovative and efficient access to quality of life resources.

SCT still offers the web-based TBB-SC service which helps

people access and apply for several different benefit applications, at one time, during one interview. We also offer trainings about the Affordable Care Act (ACA), Medicaid, Mental Health First Aid, and Financial Wellness. We encourage SC communities to collaborate through another online tool: CharityTracker. In addition, we are partnering with technical colleges to improve the lives of students and increase persistence rates through our Assets for Education (A4E) program. With several online services, trainings and strong partners throughout South Carolina, SCT helps simplify complex processes and offers alternative access opportunities to needed resources to help people move from crisis situations to self-sustainable lives.

That's what we do, but the following story from one

of our counselors sums up why we are so dedicated to our work.

"As I was moving through the waiting room of the rural food pantry where I work, I recognized an older gentleman. He stopped me, grabbed my hand, a huge smile on his face! I helped him complete his Medicaid application some time ago and I recall that he had several health issues. He had no one to help him complete paperwork, which he could not do on his own, and I suspected that was why he had never received Medicaid before. The qualifications were easily satisfied by income and age. He broke my heart then. Today was different. He told me that everything had come through some time ago. I was thrilled! Here was the amazing news: since being approved for Medicaid, he had stints put in his heart and had been treated for prostate cancer. As he got up to get his food, he threw his arms around my neck and thanked me again. All I could think is that this work we do is so beyond forms and applications. For some, it is life or death. I wanted you to know about this dear man. This work is sacred. We are all honored to touch it."

How can you get involved?

1. Help More People. Your organization can partner with us to use TBB-SC web-based services. After a short process and a day of training, your staff and

volunteers can help people complete several benefit applications, at one time, in one place and during one interview. This saves them time, possible confusion and money.

2. Support Veterans. We are looking for organizations that serve veterans and want to learn how to help them connect to educational resources. Interested organizations can learn how to assist SC military members and veterans in completing forms to obtain benefits for college and other post-secondary education.

3. Attend the SCT Annual Training. Come hear national and state known speakers share capacity building information to strengthen your organization.

4. Educate Seniors and Caregivers. Do you serve seniors or support their caregivers? Learn more about how the upcoming Healthy Connections Prime program will help simplify and offer more advantages to seniors enrolled in Medicaid and Medicare.

5. Get Connected! Invite us to your next event or meeting to learn more about SCT. Search for us on Facebook or Twitter and get connected to learn about the latest information like when we add Veterans' Benefits to TBB-SC.

To learn more about SC Thrive (SCT), visit us at www.scthrive.org or call us at 1.800.726.8774.

 **Stabilized, Healthy Communities**

sc Thrive
Innovation. Inspiration. Education.

SC Thrive leads South Carolinians to stability by providing innovative and efficient access to quality of life resources.

Our Programs:

The Benefit Bank of SC online service helps people complete several applications like Veterans' Education, Medicaid, FAFSA, TANF and SNAP all at one time and during one interview.

Assets4Education connects current and potential college students to resources so they are more likely to graduate.

SC Thrive Trainings offer education about topics like Mental Health First Aid, Financial Wellness, Military and Veterans' Programs, Medicaid and the Affordable Care Act.

CharityTracker gives communities an online shared case management tool.

THE BENEFIT BANK
of South Carolina
A Program of sc Thrive

www.scthrive.org 1.800.726.8774

THE SMALL BUSINESS OWNER'S RETIREMENT DILEMMA.

You've poured a lifetime of sweat, time, and capital into building your business. You've begun thinking about retirement, and your strategy is to sell your company for a good price, settle back, and enjoy a financially secure retirement. But, like many business owners, you've made the mistake of assuming this scenario will happen, and you haven't bothered to make any other retirement plans.

You need to be realistic.

What are the odds of a person showing up at the right time with cash in hand to buy the company for a fair price? For thousands of small business owners each year, no one steps forward. Perhaps the business is too specialized or is tied too closely to the owner's unique personality and skills. Or maybe possible buyers equate retirement sale with a distress sale and make only low-ball offers. Whatever the reason, many owners find that their company has suddenly become a white elephant that nobody wants.

Select and develop a successor.

That's why it's so important to prime a replacement—someone who will buy your company when you're ready to retire. Maybe this is a current co-owner (but be careful if he or she is about the same age as you, and planning to retire around the same time.) Or it's your son or daughter active in the business, or a younger key employee. Business owners who successfully groom their own replacements leave nothing to

chance. They realize that there's no room for error at the point of retirement.

Here are some steps you should take:

- Be cautious. Make sure your heir apparent is the right person in terms of temperament, personality, competence, and personal goals.
- Set up a probation period so you can terminate the relationship if you find that this person will not work out. During that period, keep everything informal, strictly verbal. Even when you go to a formal agreement, make sure it contains a termination provision.
- Offer incentives to ensure that your replacement stays until the baton is passed. An ambitious successor needs and deserves gradually increasing authority and benefits. Options include deferred compensation or the opportunity to acquire partial ownership prior to your retirement. This provides both parties with something to win by sticking to the agreement, and something to lose if it falls apart.
- Create a buy-sell agreement. With the help of your attorney, lock in who does and gets what, spelling out all details and caveats, including how to establish the final valuation of the business. This formal agreement protects everybody.
- Build in a funding mechanism. This is crucial. No matter how good the terms of the buy/sell agreement, it will be worthless if the money is not there when needed to carry out the plan. Under one option, the successor may be able to purchase

the company from ongoing profits. Other options include setting up a sinking fund or allowing the successor to simply borrow the money. These options may work but they leave much to chance. Instead, consider a funding vehicle that protects your family in the event of your disability or premature death, such as life and disability income insurance.*

• Have a Plan B. As a business owner, you know that very few things go exactly as planned. What if your business hits tough times or your successor dies, becomes disabled, or leaves because of a personality conflict? Or what if there simply is no heir apparent waiting in the wings? Sometimes, it's simply best to dismantle the business.

Whether or not you have a possible successor for your company, you should begin mapping out your retirement strategy today. Your insurance professional or your independent professional advisors can work with you to help you develop a sound business strategy. This educational third-party article is provided as a courtesy by Julie A. Cord, Agent, New York Life Insurance Company. To learn more about the information or topics discussed, please contact Julie A. Cord at 317.289.3010 or jacord@ft.newyorklife.com.

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THE IMPORTANCE OF PROVIDING CULTURALLY COMPETENT CARE

By Dr. Cynthia J. Walters, Corporate Director of Inclusion Palmetto Health System, Columbia, SC

As the diversity within South Carolina communities' changes, providing health care that is culturally competent MUST be at the heart of the mission of hospitals and other healthcare organizations. Cultural competence is defined as the ability of systems to provide care to patients with diverse values, beliefs and behaviors, including tailoring delivery to meet patients' social, cultural and linguistic needs. The goal of cultural competence is to develop a system and workforce that delivers the highest quality care to every patient regardless of race, ethnicity, cultural background, education, socio-economic status or English proficiency.

According to information from the United States Census Bureau, SC population for 2012 was 4,732,417 to include 68.4% white, 28% black or African-American, 5.3% Hispanic or Latino, 1.4% Asian, 0.5% American Indian/Alaska Native and 1.6% identified with two or more races. The communities that we serve are not just racially/ethnically diverse but vary in terms of country of origin, preferred language for discussing health care, culture, religion, special needs, and socio-economic status. National statistics also tell us that an estimated 75% Baby Boomers are retiring, family structure is

becoming more diverse, there are four generations in the workplace, one in five Americans have a disability, minorities are currently 30% of population with an expected 50% by 2050 and immigrants start one of our four new venture-backed public companies. In addition, some local populations exhibit different health beliefs, practices and health seeking behaviors that are different from our Western medical practice.

Changing demographics are one of the root causes of the need for heightened awareness of cultural competent care and training. Meeting the needs of a culturally diverse population enhances the quality care and services provided to our citizens. Taking patients' cultural beliefs, values, practices, socio-economic status as well as other differences into account while delivering healthcare can result in:

- Better communication and understanding of a person's cultural background, health beliefs, and values.
- Better care that is in keeping with their cultural beliefs.
- Better adherence to recommended treatments.
- Better trust of healthcare workers and higher satisfaction among patients.
- Better health outcomes for all patients.
- Reduction of health disparities.

- Compliance with federal regulations and medical accreditation requirements.

Although the demographics discussed of patients cannot be changed, provider's behaviors might change if they and their patients become more aware of how these characteristics impact the healing and wellness process. As Stephanie Pace Marshall suggests, "Adding wings to caterpillars doesn't create butterflies – it creates awkward and dysfunctional caterpillars. Butterflies are created through transformation." (Marshall, SP. Chaos, complexity, and flocking behavior: metaphors for learning. Wingspread Journal, Summer 1996).

The healthcare system needs transformation: we must open our eyes, ears and hearts to the needs of the changing patient population and need for change in the workforce that this generates. We must embrace cultural competence in order to provide quality care!



Dr. Cynthia J. Walters, Corporate Director of Inclusion Palmetto Health System, Columbia, SC

Women at Heart

Free Heart Health Forum and Exhibition

Make plans to attend Palmetto Health's **Women at Heart**, **Saturday, Sept. 20, 8 a.m.-1:30 p.m.** at the Columbia Metropolitan Convention Center, 1101 Lincoln St., Columbia. Register today at WomenAtHeart2014.eventbrite.com or call **803-296-CARE (2273)**.

The keynote speaker is **Valorie Burton**, a bestselling author, speaker and life coach dedicated to helping people get unstuck and unstoppable in every area of life. Other speakers include cardiologists, wellness experts, exercise trainers and health advocates.

Free health screenings also are available:

- July 12, 26
- Aug. 6, 13, 20
- Sept. 3, 4, 5, 9, 12, 17, *20, 24

* The Sept. 20 screening will be held 7-10 a.m. at the Columbia Metropolitan Convention Center. All other screenings will be held 7-10 a.m. at Palmetto Health Baptist, 1501 Sumter St., ground floor, Classrooms D and E. **Registration and a 12-hour fast required for all screenings.** Register at **803-296-CARE (2273)**.



Valorie Burton | 2014 Women at Heart Keynote Speaker
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CAROLINAS HOSPITAL SYSTEM HONORED WITH MISSION: LIFELINE BRONZE RECEIVING ACHIEVEMENT AWARD

By Kim Harrington, Director of Marketing/Media

Carolinas Hospital System has received the Mission: Lifeline® Bronze Receiving Quality Achievement Award for implementing specific quality improvement measures outlined by the American Heart Association for the treatment of patients who suffer severe heart attacks. Each year in the United States, approximately 300,000 people have a STEMI, or ST-segment elevation myocardial infarction, caused by a complete blockage of blood flow to the heart that requires timely treatment. To prevent death, it's critical to immediately restore blood flow, either by surgically opening the blocked vessel or by giving clot-dissolving medication. The American Heart Association's Mission: Lifeline program helps hospitals, emergency medical services and communities improve response times so people who suffer from a STEMI get prompt, appropriate treatment. The program's goal is to streamline systems of care to quickly get heart attack patients from the first 9-1-1 call to hospital treatment.

"We are pleased to receive this award which recognizes our cardiac care team's outstanding performance and dedication to providing quality care for our patients who suffer a heart attack. We are committed to the American Heart Association's Mission: Lifeline program, and through its clinical guidelines, our heart attack patients will continue to receive high quality, safe and effective care," said Darcy Craven, CEO of Carolinas Hospital System. "We are proud of this accomplishment and the cardiac care we provide our community." "We commend Carolinas Hospital System for this achievement

award, which reflects a significant institutional commitment to improve the quality of care for their heart attack patients," said A. Gray Ellrodt, MD, Chair of the Mission: Lifeline committee and Chief of Medicine at the Berkshire Medical Center in Pittsfield, Mass. "All too many heart attack patients in the United States still fail to receive appropriate treatment for their life-threatening condition within the recommended timeframes. We must all continue this important work to streamline and coordinate regional systems of care to save lives and prevent complications." Carolinas Hospital System earned the award by meeting specific criteria and standards of performance for the quick and appropriate treatment of STEMI patients to open the blocked artery. Before patients are discharged, they are started on aggressive risk reduction therapies such as cholesterol-lowering drugs, aspirin, ACE inhibitors and beta-blockers, and they receive smoking cessation counseling if needed. Eligible hospitals must adhere to these measures at a set level for a designated period to receive the awards.

Carolinas Hospital System:

Carolinas Hospital System is a leading regional acute care facility, comprised of 420 beds, more than 1,800 employees and nearly 300 physicians representing all major specialties dedicated to serving the healthcare needs of the citizens of Northeastern South Carolina. Carolinas' offers acute care, diagnostic services, women's health, cancer care, cardiac services, general and laparoscopic surgery, rehabilitation, emergency/trauma care,

community health services and more. The hospital's Chest Pain Center is first in the region to be accredited and one of only 15 in the state to achieve this distinction.

Carolinas Hospital System prides itself on exceeding the expectations of its patients while delivering compassionate, quality care. For more information, please visit CarolinasHospital.com.

About Mission: Lifeline

The American Heart Association's Mission: Lifeline program helps hospitals and emergency medical services develop systems of care that follow proven standards and procedures for STEMI patients. The program works by mobilizing teams across the continuum of care to implement American Heart Association/American College of Cardiology Foundation clinical treatment guidelines. For more information, visit heart.org/missionlifeline and heart.org/quality.



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*Clinical provider is defined as a physician, physician assistant, or nurse practitioner.
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WHAT ABOUT THE FUTURE OF YOUR HEALTH?

By Dr. David Gittens



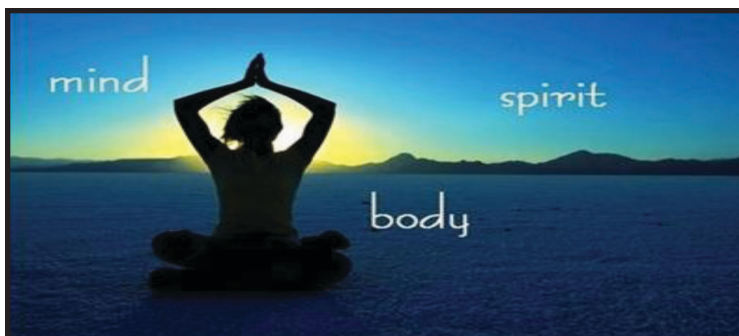
The doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease. Thomas Edison

What Thomas Edison was anticipating was a better healthcare system. What we have, however, is an explosion in technology (medical devices) and drug production when the actual approach of treating patients, as far as prevention of disease or infirmity is concerned, has not changed or may have even gotten worse since Edison's day. How do we prevent disease? By restoring health to the body. Disease and health cannot occupy the same space no more than light and darkness can. So what is health? Tabor's Medical Dictionary defines health as the state of complete physical and social

well-mental-being and not merely the absence of disease or infirmity. So if the focus of your health care is on disease and/or infirmity, you need to change to a health-oriented focus, one that places the emphasis on prevention. The health-oriented doctor is not preoccupied with symptoms but with the cause(s) of the malfunctioning body.

When a malfunction is discovered, steps are taken to 1) restore normal function, 2) prevent a recurrence, and 3) use methods to build up the body (i.e. means which have no adverse side effects). This method takes time. It takes time for the body to break down so it is going to take time to rebuild it. Be patient - the process of restoring and/or maintaining health can be varied. Factors include genetics, stress levels (which can be physical, chemical or

emotional), diet, exercise, age, etc. Your healthcare provider should be willing to think outside the box, exploring all available methods to see which one best fits your need and not be "stuck" on a problem that dictates, in all cases, "Crisis A" can only be resolved by "Solution D" solely because that is what s/he was taught in school. If you are looking for a different approach to wellness or your problems and/or concerns are not being addressed to your satisfaction, call us to today to schedule a complimentary 15-minute consultation. Let's sit and talk to see if our method(s) could be of benefit to you and/or your family members. We can be reached at 843-678-9394 or www.GittensHealthClinic.com. 333 West Palmetto Street, Florence, South Carolina 29501



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CAROLINAS HOSPITAL SYSTEM HONORS VOLUNTEERS

By Dr. David Gittens



Pictured (l-r): Delilah Dixon, Sheree Meadows, Volunteer Coordinator and Lucius Dixon.

Carolinas Hospital System recently hosted its annual Volunteer Awards Luncheon at the Floyd Conference Center. The event was in recognition of National Volunteer Week and celebrated the numerous contributions made by volunteers at the hospital.

In 2013, the volunteers donated 12,007 hours of service and eleven volunteers donated more than 300 hours during the year. Volunteers dedicated their time to many projects such as greeting and escorting patients and visitors, assisting with discharges, serving as resources at information desks, assisting staff with clerical duties, volunteering at the Senior Life Expo and much more.

This year's recipients of the Service Excellence Award were Dan Allen, Margaret Altman, Linda McKay and Joan Ratchko. The Service Excellence Award is presented to a volunteer who consistently demonstrates a passion of volunteering with a positive and compassionate manner. The Service Excellence and Most Hours of Service Award were presented to Pinkney Speights. The Volunteer of the Year Awards were presented to Delilah Dixon and Lucius Dixon. The Volunteer of the Year Award is presented to a volunteer who demonstrates extraordinary efforts in his/her performance, attitude and commitment to the mission of Carolinas Hospital System. We are extremely proud of our volunteers and appreciate their dedication and time to the day-to-day operations of the hospital said Sheree Meadows Volunteer Coordinator.

BIGGEST LOSER ACTUAL WINS

By Kim Harrington, Director of Marketing/Media

In early January, many of us made resolutions to lose weight, be more active or just get healthy. Florence's BIGGEST LOSER gave that opportunity to sixty local residents as they learned about nutrition, fitness and a healthy lifestyle in a 10-week, competition style program that ended in April. Two women from Florence, Modestine Brody, a local pastor, and Linda Strauss, a small-business owner, both joined Florence's BIGGEST LOSER in an effort to fulfill a very personal commitment to become healthy in 2014.

"I promised my son who died two years ago that I would get healthy," says Linda Strauss. "I was hoping that this program would be the thing that would really help me make a long-term change." Seven weeks since the BIGGEST LOSER competition ended, Linda is still working out regularly, has joined a gym and has maintained her 7.4% weight loss. "The program definitely built a fire in me to do more," says Linda. "McLeod is so dedicated to a healthy lifestyle that I feel good here." By the end of the competition on April 24, Linda had earned the title of "The Main Ingredient" by raising the most money for United Way of Florence County through the purchase of "low-fat brownie points." Linda wanted to encourage her whole family to get healthier and used the Main Ingredient contest to her advantage. "They were all excited for me. I sent them pictures and updates so they could see the impact of the changes I was making in my life," explains Linda. "I then asked them to give to United Way so that they could change more people's lives." For her efforts, Linda

won a \$250 shopping spree from Academy Sports. Together, the Main Ingredient supporters raised \$2,386 for the United Way of Florence County.

When Modestine Brody joined Florence's BIGGEST LOSER, her expectations were to see some results, to have accountability to someone else and to have fun. What she received was much more than that. "Since my husband passed, I have been in a rut," explains Modestine. "This program really pulled me out of the house and got me going." Modestine was able to lose 9.5% body weight during the BIGGEST LOSER competition and has kept it all off. Modestine attributes her success to lessons learned during the program. "I kept looking for a full hour to give to exercise and that's hard to find," says Modestine. "Now, I know you can break up that hour and still see results." Modestine says she is sharing the lessons she learned during BIGGEST LOSER with others.

"There are simple things that people are not aware of like the importance of protein. I talk about the program a lot," explains Modestine. For being an inspiration to others and for her dedication during Florence's BIGGEST LOSER, Modestine was chosen as the True Grits Award recipient by the McLeod Health & Fitness Center trainers as well as her fellow

contestants. Modestine received a shopping spree and make-over from Belk of Florence valued at \$400.

Sixty contestants began this journey sponsored by the Burn & Learn initiative created by United Way of Florence County, McLeod Health & Fitness Center, HillSouth, the Morning News and Miller Communications. After ten weeks, thirty-three contestants remained, on average losing 9% of their body weight. Altogether, the contestants of Florence's BIGGEST LOSER lost 1,065 lbs.! BIGGEST LOSER 2015 will begin registration in December. Do you have what it takes to be a loser?



Main Ingredient Award Top 10 are recognized at the Florence's BIGGEST LOSER finale on April 24, 2014 at Victor's Bistro. From L-R: Launa Brown, Nadine Conyers, Linda Strauss, Academy Sports Operations Manager, Kirhsten Haydel, John McElwee, Windy Sittin, Mary Ervin, Modestine Brody and Steve Powers

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NHCW RAISES AWARENESS ABOUT HEALTHIER COMMUNITIES

By Diane Davis, Marketing Coordinator

In August, more than 1,200 community health centers (CHCs) across the nation and in a few other countries will be celebrating National Health Center Week (NHCW). Observed annually, this year's theme, "Celebrating America's Health Centers: Local Engines for Healthier Communities," will allow health centers to raise public awareness about the value of community health centers and their mission to provide affordable and accessible health care to the medically vulnerable and underserved populations. Also known as a Federally Qualified Health Center (FQHC), a community health center is a community-based medical center that provides comprehensive, primary and preventive care services to persons of all ages, regardless of their ability to pay or health insurance status. CHCs are located in medically-underserved areas, offer sliding-fee scales, have quality assurance plans and are governed by a board of directors. It is also important to know that CHCs serve uninsured and insured patients. In fact, the mission of CHCs relies heavily on the billing income from patients with insurance to better care for patients who lack adequate health insurance coverage. To learn more about community health centers, visit nachc.org. HopeHealth, a community health center serving the Pee Dee and Williamsburg and Clarendon counties, will celebrate National Health Center Week during the week of August 11th by hosting free health screening events in the communities of Timmonsville, Lake City, Manning, and Kingstree. Specific times and locations of these events can be found at hope-health.org or by calling Diane Davis at 803-433-4124 or didavis@hope-health.org.

HopeHealth's finale event will be the annual Health & Harmony Festival in downtown Florence on Saturday, August 23rd on the grounds of St. John's Episcopal Church. The festival will kick off with the MoveIT Family Fun Run 5k and include the HopeHealth Pediatrics Kids Zone, health screenings, free food, live music, exercise and food demonstrations, and information from more than 20 health-focused organizations from the Pee Dee area. More information about the Health & Harmony Festival can be found at hope-health.org or by contacting Alyssa Ingoglia at (843) 664-3628 or aingoglia@hope-health.org. While there are many reasons to celebrate National Health Center Week, it is most important to remember that community health centers like HopeHealth offer affordable access to high quality health care. To make HopeHealth your health care home, call HopeHealth at (843) 667-9414.

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CAROLINAS HOSPITAL SYSTEM RECOGNIZED FOR PATIENT SAFETY RECORD

The South Carolina Hospital Association (SCHA) is proud to announce that Carolinas Hospital System has received the South Carolina “Certified Zero Harm Award” to recognize excellent performance in patient safety. Certified Zero Harm Awards are given when a hospital records no preventable hospital-acquired infections of a specific nature during a certain period of time. The data is then independently verified by the South Carolina Department of Health and Environmental Control (DHEC). The awards are presented at statewide SCHA meetings twice each year.

“We are so pleased to receive this award which recognizes our staff’s excellent performance in patient safety. We have a culture of safety at Carolinas Hospital System where we encourage the physicians, clinical and support staff to deliver highly reliable care for every patient, every time. Our staff works tirelessly to ensure care is consistently safe, and for that we are very appreciative, said Darcy Craven, CEO, Carolinas Hospital System. “We are very pleased to accept this award because it represents our ongoing commitment to patient safety, and it also substantiates all the hard work undertaken by so many people at Carolinas Hospital System on behalf of our patients,” said Kevin W. Shea, MD, Chief Medical Officer, Carolinas Hospital System.

“Getting to ‘Zero Harm’ is always the goal we strive for, as we try to provide the highest quality and safest care for everyone. Being able

to sustain ‘Zero’ is a huge accomplishment, made possible only by tremendous dedication and teamwork. We are very proud of our SICU staff and physicians who have, in fact, sustained zero bloodstream infections related to IV catheters for more than 2 years (27 months and counting) Shea continued!”

“We are committed to patient safety. Infection prevention is a goal that we continuously work on to achieve ‘Zero Harm,’” said Ann North, Director of Infection Prevention and Control at Carolinas Hospital System. The award is part of the association’s efforts to guide and support the state’s hospitals in creating and sustaining highly reliable health care – meaning patient care that is dependable, high quality and safe over a long period of time, similar to the consistent results achieved by other high-consequence industries such as aviation and nuclear power. “We feel that publicly celebrating hospitals that have reached the milestone of zero infections within a given time frame is a crucial part of our collective journey to highly reliable health care,” said Rick Foster, MD, senior vice president for Quality and Patient Safety, South Carolina Hospital Association.

“Zero patient harm can be accomplished only through purposeful, ongoing collaborative work among physicians, clinical and support staff. Carolinas Hospital System’s team has effectively demonstrated their strong shared commitment to patient safety.”

“We are very proud of Carolinas Hospital System’s exemplary performance in quality improvement”, said Thornton Kirby, president and CEO, South Carolina Hospital Association. “We hope their success will serve as an inspiration to all South Carolina hospitals striving to provide measurably safer care for every patient, every time.” For more information on the SCHA Certified Zero Harm Award please contact Rick Foster, MD, senior vice president for quality and patient safety, South Carolina Hospital Association, at 803.744.3538 or rfoster@scha.org. For media inquiries please contact Kim Harrington, Director of Marketing at 843-674-2613 or kharrington@carolinashospital.com.



Carolinas Hospital System’s Surgical Intensive Care Unit staff was recognized by Darcy Craven, Chief Executive Officer; Costa Cockfield, Chief Nursing Officer; Patricia McLeod, Assistant Chief Nursing Officer and Donna Sullivan, Chief Quality Officer for their excellent performance in patient safety. Pictured (l-r): Patricia McLeod, ACNO; Brian Greig, Director of Critical Care Services; Melanie Floyd, RN; Donna Sullivan, CQO; Tricia Robinson, RN; Bruce McLeod, LPN; Craig Trefny, RN; Kathy Marschel, RPh; Mellany King, RN; Costa Cockfield, CNO and Darcy Craven, CEO



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EARLY EXPOSURE SHAPES CAREER

By Alicia C. Phillip

Any connoisseur of gourmet American grill cuisine will agree that 1031 American Grill is a restaurant that they would definitely want to visit. Located at 160 South Dargan Street in Florence, 1031 American Grill specializes in gourmet burgers, hotdogs, sandwiches, handcut fries, salads, vintage floats, and many other items. At its helm is Jason Hovan, the restaurant's Chef and General Manager, who orders and prepares the food, writes the menus and recipe cards, controls the costs to operate the restaurant, and also manages safety, sanitation control, quality control, and restaurant efficiency.

Chef Hovan's impressive career path in the culinary arts began at the age of 15 when his parents took him to a Ritz-Carlton Hotel for a holiday brunch and it was there that he saw amazing elaborate food presentations that sparked his passion for the food industry. From that point on, he started working at restaurants, initially just washing dishes and peeling potatoes. A few years later, Hovan acted on his love for food and made the decision to attend culinary school, when a hip injury dashed his soccer dreams and his love of music turned out to be more of a hobby than a career path. Because his family was from Chicago, Chef



Hovan chose to attend Kendall College for his bachelor's degree in Culinary Arts. Upon graduation, he worked for Hyatt Hotels for five years, where he learned a great deal about management and corporate operations. Subsequently, Chef Hovan wanted to try something new so he accepted an exciting position with a catering company that traveled with touring musicians. For Hovan, it was a dream job to cook on tour and live the rock and roll lifestyle. Two years later, an old friend, Dr. Brian Hutcheson, asked Chef Hovan to come to Florence and help create a healthy fast food restaurant concept. Dr. Hutcheson quickly introduced him to Dr. John Keith, who was in the process of building a modern upscale burger concept. A few days after meeting Keith, Hovan did a small food tasting for the owners of 1031 and they offered him a position as the Chef and General Manager of the restaurant. And to date, Chef Hovan enjoys working and living in Florence. He encourages those contemplating a career path to follow in his footsteps and choose something that you truly love and can be passionate about.

When asked about his most significant accomplishment to date, Chef Hovan says that it is "making people happy through food." He is currently creating a healthy fast food concept with Dr. Hutcheson, which will source food locally and responsibly. The concept includes using only non-genetically modified organism (non-GMO) food that is minimally processed and cooked fresh, to create wraps, salads, and other menu items. Chef Hovan is also working with John Keith on his next cocktail/bar concept.



Quite an active guy, when he is not at the restaurant, he is likely to be playing guitar at a few open mics in the Florence community, including Southern Hops Hootenany on Monday nights. He also enjoys playing banjo, mandolin and bass guitar. Not only that, but he enjoys doing yard work and gardening at home, as well as playing vintage video games and watching hockey. 1031 American Grill is involved in the local Florence community in several ways, including participation in the Young Professionals Group events, and donations to many churches and fundraising projects. Some of the restaurant's signature dishes include the smokestack burger; turkey burger; portobello mushroom sandwich; pimento bacon cheese fries; and the 1031 salad, which consists of tomato, candied walnut, goat cheese, dried cranberries, and 1031 American vinaigrette.

Restaurant hours are: Monday through Thursday from 11 am-9pm, and Friday to Saturday from 11 am-Close. Find them on the internet at www.1031grill.com, on Facebook under 1031 American Grill Florence, and once a visitor tries them, they ask that patrons also post a review on Yelp.



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THE CAROLINIAN – “YOUR FRIENDS ARE WAITING!”

By Anna Bowman

Recently ‘Voted the Best Assisted Living Community in the Pee Dee’ The Carolinian is centrally located in the heart of downtown Florence, where residents and their family members can enjoy an abundance of cultural and entertainment activities, fine dining, colleges, and the best medical facilities locally. Established in 1987, The Carolinian has been an essential choice for people seeking independent retirement living and/or assisted living in Florence. The mission of The Carolinian is to provide various housing and service options that enhance the lives of its residents. Whether an individual is ready to enjoy the simple pleasures of worry-free apartment living or is in need of assistance for their daily activities, residents in independent living must be 55 years of age or older and assisted living individuals must be 18 years of age or older, ambulatory and mentally stable.



Administrator Kathryn Wilcox and Jay Pruitt from Agape Senior

For independent retirees who choose The Carolinian to continue and/or gain a healthy and social lifestyle, there are endless varieties of amenities available for them to enjoy their new home. Retirees can enjoy their retirement years among friends and family in their stylish apartments, even along with their family pet, if they desire. Residents can enjoy nutritional meals, social activities, beautician/barber onsite, as well as devotional services, just to name a few of the features that the residents love. The residential complex, which has a security staff on the premises, also features a 24 staff for emergencies.



Caroline Adams

Caroline Adams, who recently joined the staff at The Carolinian, is the Community Development Director and she is one of key personnel who is responsible for creating special events that is to be a resource for families by providing accurate and useful information regarding retirement living. “When families are looking into helping mom and dad move into a retirement community or an assisted living community there is a great deal of information they will need to be aware

of,” said Adams. She feels that more seniors and their families select The Carolinian because of the wonderful staff, services, and location. “Our proximity to leading cultural events, colleges and medical providers in our region are all an added bonus because driving can become an obstacle due to the aging process,” said Adams. Adams, recently relocated to Florence from Charlotte, NC, is a graduate of the University of South Carolina, and has an extensive background in marketing, public relations and event planning. She has served on the Board of Directors for the American Red Cross in Union and Anson Counties.

The Carolinian is located at 718 South Dargan St., Florence, SC. For additional information, call (843) 665-9314, or visit the website at www.rhf.org.



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CHRYSALIS CENTER OFFERS ADDICTION SERVICES TO MOTHERS

By Clyde Nance, Director of Community Services

One of the most critical needs to be addressed in our community and the Pee Dee Region is that of women suffering from substance addictions and the young children that they have in their care. In order to address this critical population, Circle Park Behavioral Health Services operates and manages the Chrysalis Center, a unique extended term residential treatment facility for chemically dependent women and their children. The Chrysalis Center is one of only four such programs in South Carolina.

Located at 1430 South Cashua Drive in Florence, South Carolina, the Chrysalis Center provides living quarters for 16 mothers and their children. The program allows a woman to bring up to 2 young children under the age of 10 while she receives treatment services for her addiction. The program is also available to women who are pregnant and they have an option of attending with or without their children. Many of the women entering the Chrysalis Center suffer from a wide range of negative social experiences such as domestic violence, child abuse and neglect, alcohol and drug abuse, poor education and lack of family bonding and support. As a result many are inevitably trapped in a cycle of addiction with little if any resources to break this cycle on their own. The Chrysalis Center focuses on

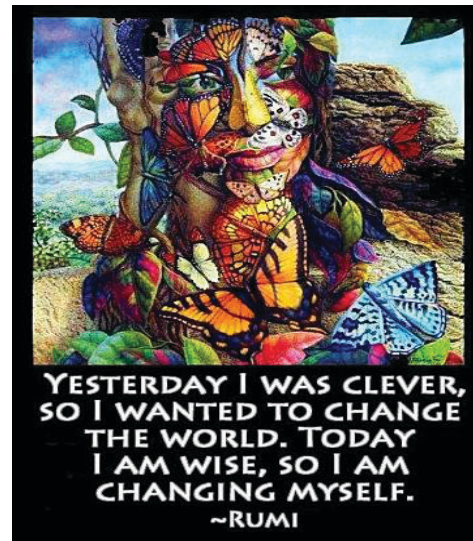
providing stabilization, life management, relapse prevention, parenting skills and personal growth. The average length of stay for program participants is 75 days. This length of time strengthens their skills to engage in a supportive environment that increases their ability to become a productive community member when they leave. The facility is centrally located to excellent medical, educational and recreational resources and services.

The Chrysalis Center provides a holistic approach to its services and has recently received support from community organizations such as the Women in Philanthropy, the Junior League of Florence and the Florence Rotary Club. Their donations have provided a fully equipped fitness room and the services of a certified nutritionist to assist with healthy meal planning and food purchases. This is just one example of how the Chrysalis Center approach allows for the women to develop their overall parenting skills and provide a healthy environment for their children and themselves as they re-enter the community.

The Chrysalis Center has been in existence for more than 20 years and has long standing collaborative partnerships including the Department of Social Services, Vocational Rehabilitation, Department of Mental health and

local judicial courts. Their efforts closely support the overall mission of its managing partner, Circle Park Behavioral Health Service and these agencies often provide and assist with referrals. Individual mothers can also directly contact the Chrysalis Center to seek services.

Those with a friend, family member or colleague that is in need of the addiction services offered at the Chrysalis Center, please have them contact (843) 673-0660 or visit Circle Park's website at www.circlepark.com.



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This public service announcement was prepared by Circle Park BHS under award number 1U79SP015586-01 from SAMHSA, U.S. Department of Health and Human Services. The Statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of SAMHSA or the U.S. Department of Health and Human Services.

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REVOLUTIONIZING RECOVERY PROCESS

By Alicia C. Phillip



Donny Brock

September is Recovery Month, a national observance focused on educating Americans about available addiction treatment and mental health services that can help those with addiction and mental health disorders to recover and live a better life. Recovery Month promotes the message that behavioral health is an important aspect of overall health, that prevention is ideal, that there are effective treatment options, and that people can recover from substance abuse and mental health disorders. Recovery Month began in 1989 as TreatmentWorks! Month, which focused on recognizing the contributions of

treatment and recovery professionals. In 1998 it developed into the National Alcohol and Drug Addiction Recovery Month and expanded to celebrate individuals who were successful in their recovery efforts. Finally, in 2011 Recovery Month again evolved to its current focus on all aspects of behavioral health.

Now in its 25th year, this year's theme, "Join the Voices for Recovery: Speak Up, Reach Out," encourages open dialogue about mental and substance use disorders and recovery, and informs the community of methods for recognizing issues and seeking help. One local center that provides recovery services is Trinity Behavioral Care, which has locations in Marion, Dillon, and Marlboro counties. Trinity provides many outpatient services, including alcohol and drug treatment and recovery programs for adults and adolescents, mandated Alcohol and Drug Safety Action Programs (ADSAP), women's services, as well as general and behavioral counseling for adults and adolescents. The Center offers liberal payment plans, thereby making it very affordable.

Donny Brock, a South Carolina Certified Addictions Counselor, and strong advocate for recovery services, is the Executive Director at Trinity Behavioral Care, a position which he has held for a little over three years. However, Brock is no stranger to the recovery services industry, as his experience in the field spans over 25 years. His career in treatment services began accidentally when he accepted a marketing position at a treatment center. While in that capacity, one day he was given the opportunity to lead a counseling group session, and after that counseling session experience, he knew then that that was his life's calling. He later returned to school to study counseling. According to Brock, there are many benefits to entering recovery services. He describes addiction as "a treatable illness; a chronic disease just like hypertension, heart disease and diabetes." Recovery services at Trinity will teach you about your disease; inform you about treatment options, including support services such as Alcoholics Anonymous and other faith-based support; help you heal physically if you enter recovery early enough; and help you make positive changes that can improve your life. Indeed, Brock has had first-hand personal experience with the benefits and effectiveness of recovery services. Like so many others, he once suffered from addiction for several years, but through recovery services and treatment, he has been sober since 1986. For that reason, Brock values Recovery Month. Says Brock: "It is important because it draws attention to treatment services, publicizes that there is a solution to addiction, and informs people that through treatment their lives can be changed." And he is definitely a living example of a life that can be changed through recovery services.

Trinity Behavioral Care is open from 9am to 5pm for basic intake. To make an appointment, contact the Marion location at 843.423.8292, the Dillon location at 843.774.6591, and the Bennettsville location at 843.479.5683.

STATE CHAMPS TO COMPETE NATIONALLY

By Anna Bowman



For the young girls who make up the 8th Grade Brittani All-Stars team, there must be a feeling of déjà vu as they celebrated their second-straight SC AAU State Championship in May. As winners of the State Championship, the young girls will compete in the AAU National Championship in Orlando in July. In 2010, Scott, created the Brittani Basketball Association, to give girls the opportunity to play travel basketball – but the organization would become so much more to the young girls who joined the team. Scott and his staff wanted their program to incorporate teaching basketball skills along with addressing the social and emotional needs of young girls. “The focus is to give the girls as much exposure as possible to influence their behavior and choices,” said Scott. Although, Scott governs the team, Wes Clark is the head coach. “From

the moment the girls set foot on the basketball court until that last second rolls off the clock, our job is to focus on and play basketball,” said Clark. Success has become a core value that runs throughout all the teams that compete within the organization. This year, the 11th grade team is the 2014 SC AAU State Runner-ups, coached by Jessica Gerald, who extends her guidance both on and off the court for her team. Boys are also a part of the Brittani Basketball Association, in fact the boys’ 5th Grade team, coached by Travis Merritt, won two championships in the 9-10 year old age category, in the Florence City Recreation League.

The Brittani Basketball Association is based out of Florence, SC, and has four teams, consisting of girls’ ages 10-17 years old and boys, ages 9-10, that come from surrounding cities: Florence, Darlington, Lancaster, Marion, Mullins, Johnsonville, and Hemingway. The organization has assisted in the development of its players and has seen several girls receive letters of interest from colleges, including past players signing with Laurinburg Community College, Bob Jones University, and recently, UNC Wilmington and Spartanburg Methodist College. Scott is proud of the success of The Brittani Basketball

Association and the lives the organization has touched throughout the years, but in his heart, he is always reminded of how the organization started. The tragic passing of his 8-year-old daughter, Brittani, in a car accident in 1998, left Scott and his wife overwhelmed with grief and sorrow. “She was my world!” Scott said. “Everything I did, I did with the intent to provide a better life for her, and when she left us, I had no idea how I would survive without her in my life,” he said.

With the help of his wife and family, Scott pulled it together, and in August 1999, he and his wife founded The Brittani Foundation in their daughter’s honor to assist at-risk children and families with health, safety, sports and their educational needs. “Our goal is to make young ladies successful on the court as well as off the court,” the proud father explained. Scott is extremely ecstatic about the growth and development of the foundation that humbly carries his daughter’s name, which has exceeded all expectations since its inception. Scott and his wife, Tracey, are the parents of Autumn, 16, Ayshia, 14, Spencer II, 10, and their special angel, Brittani Scott. For additional information about The Brittani Basketball Association, contact Spencer Scott at (843) 250-0234, or mail contributions to: PO Box 13933, Florence SC 29504.

HARTSVILLE PARKS AND LEISURE



Phil Gardner Parks & Leisure Services Director

HARTSVILLE -- Parks and Leisure Services exists to promote a wholesome, affordable and valuable recreation program for people of all ages and abilities. The benefits of recreation are designed to meet the physical, mental, cultural, and social needs of our community members and visitors, while enhancing the overall quality of life locally. Parks and Leisure also works in conjunction with Hartsville Area Recreation to provide well-rounded opportunities for athletic, non-athletic, and senior citizen programs. Funded by Darlington County and the City of Hartsville, Hartsville Area Recreation offers opportunities and special events throughout the entire year. Parks and Leisure Services is also responsible for the Hartsville Airport and city cemeteries and now adds “Garrison’s Place: A Handicapable Playground.”

Hartsville Mayor Mel Pennington, who spoke at the ribbon cutting of Garrison’s Place, had this say: “In the City of Hartsville, we’re committed to fun and recreation for every member of our community. Thanks to the leadership of an amazingly dedicated team, Garrison’s Place has made a major stride toward that goal. Angela Murph and Melissa Shumate identified the need for these children to be included in our playgrounds, then provided the energy and passion needed to make it happen, along with a generous grant from the Byerly Foundation and hard work from our City team.

“Garrison’s Place is now a place for smiles and memories for all families, and for breaking down barriers between children with disabilities and their peers. We’re not finished, though, and already we’re looking forward to Hartsville’s next ambitious projects, such as adding these facilities to our other parks, or adding handicapable equipment at our Piratesville Splash Pad.”



PLENTY TO DO THROUGH CITY’S PARKS & RECREATION

By Anna Bowman



It’s summer time! And for the residents of Florence County, and surrounding Pee Dee areas, nothing is better than being able to enjoy all of the activities provided by the City of Florence, which has one mission: to provide its residents with exciting leisure time activities all year-round.

The City of Florence has an experienced staff that plans, organizes and implements a variety of activities throughout the city for the citizens to enjoy. Whether interests are in arts and crafts or athletics, there are a variety of programs in place for all age groups. The City coordinates programs with community organizations to provide a wide range of programs and activities to better enhance the quality of life. Staff members work closely with local community organizations to ensure that the programs are not only exciting, but are well organized and safe for participants.

With a city the size of Florence that has a diverse population, its parks & recreation department offers a wide variety of athletic programs and opportunities for citizen participation. Some programs are directly sponsored by the Parks & Recreation Department, while other programs are offered in conjunction with co-sponsoring business or organization.

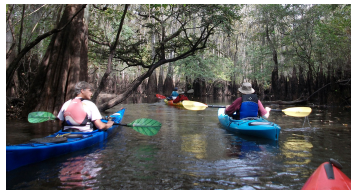
The City of Florence Parks and Recreation Department Administrative Offices are located at 513 Barnes Street, Florence, S.C. 29501. Call (843) 665-3253 or visit the office between the hours of 8:30am-5:30pm, Monday through Friday.

NEWLY DEVELOPED SC REVOLUTIONARY RIVERS PADDLING TRAIL NAMED DESIGNATED NATIONAL RECREATION TRAIL *By Holly Young Beaumier*

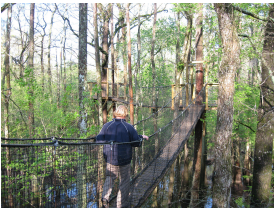


The newly developed SC Revolutionary Rivers Paddling Trail has officially been designated as a National Recreation Trail (NRT) by the National Recreation Trail Program, a program working to preserve and celebrate our nation's pathways. The South Carolina Revolutionary Rivers – created by the Florence Convention & Visitors Bureau (CVB) with the help of a grant provided by Duke Energy to SC Great Outdoors – is a paddling trail that follows scenic Lynches River from Lynches River County Park to the cypress and tupelo-laden stomping grounds of Revolutionary War hero General Francis Marion. The sixty mile trail offers paddlers a unique experience of floating through swampland that was once traversed by Patriots engaged in guerrilla warfare against the Loyalists. The trail also features a series of short excursions and overnight rustic camping opportunities. “The SC Revolutionary Rivers program has drawn attention of paddlers and Revolutionary War buffs, building a connection between nature and history,” notes Florence CVB Director, Holly Beaumier. “I’m excited that the paddling tour operators have also embraced this idea and have added historical information to their guided tours.”

New designations of National Recreation Trails are announced each year. The South Carolina Revolutionary Rivers Paddling Trail is one of 21 new National Recreation Trails, and was the only trail designated as a NRT in the state for 2014. Now a designated NRT, the South Carolina Revolutionary Rivers Paddling Trail will receive an array of benefits from the National Recreation Trail Program, including promotional, technical assistance, networking, and access to funding. For more information on the National Recreation Trail Program, please visit www.americantrails.org/ee/index.php/nationalrecreationtrails. To view a map of the SC Revolutionary Rivers paddling trail or to see a list of outfitters who can provide guided tours, please visit www.visitflo.com/screvrivers or contact the Florence Convention & Visitors Bureau at 843.664.0330.



LYNCHEs RIVER PARK AND SCENIC LYNCHEs RIVER EDC OFFERS MANY FEATURES *By Holly Young Beaumier*



Located on Lynches River in the Pee Dee region, this popular 676-acre park features three ecosystems: the river plain with towering cypress and oak trees, upland with hickory and sweet gum, and sand hills with turkey oak and pine. Popular activities at the park include canoeing, nature trails, picnicking, archery, and geocaching.

The Environmental Discovery Center (EDC) provides a learning experience that is ever-changing, leaving visitors with a desire to return to gain an understanding of the ecosystems in the park – from the view of the worm in the ground to the bird’s eye view in the top of the trees. The EDC provides learning opportunities through advanced weather analysis, nature swap, and getting up close and personal with several animals, such as an American alligator, eastern box turtle, red-eared slider turtle, and corn snake. There are also animal furs, animal prints and insect exhibits to entice one’s curiosity.

The butterfly garden features plants and flowers occupied by a variety of bees, wasps, beetles, bugs, butterflies and anoles which live in the garden. Toad abodes accommodate frogs, toads and lizards. The Stagecoach Trail begins its one-mile loop near the handicap-accessible canoe launch with a choice of following the Riverwalk or an interpretive nature trail. Hikers continue by following along the historic Stagecoach Road. This road was the most significant means of travel in the 1700s and 1800s, stretching from Winston-Salem, NC to Charleston, SC.



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FIVE SURE-FIRE STEPS FOR PLANNING THE MOST MEMORABLE FAMILY VACATION OF YOUR LIFE

By Alicia C. Phillip

It's no secret that families are busy these days. Between mom and dad's careers, the kids' school demands and extra-curricular activities, quality time together as a family is hard to come by. This busy lifestyle is inspiring a new travel movement, and 2014 is positioned for the grand rebirth of the family vacation. If you want to take an unforgettable family vacation this year, the idea of planning might seem overwhelming. But travel experts agree that planning ahead and researching your options are important steps to ensure your trip is stress-free and full of fun. Follow these five steps to plan a trip your entire family will love and remember for years to come:

Step 1: Make a travel wish list

Kick off your travel planning by talking to all family members about what they'd like to see and do on vacation. Keep it light-hearted and have some fun - chat with your 4-year-old over breakfast or text your teen after school. As you have these conversations, notice commonalities, such as location and experiences.

Step 2: Research, research, research

After your initial conversations with your family, it's time to do your research. The Internet has made selecting a travel destination that much

easier - or harder because there are so many options. Check out tourism organizations, such as a Chamber of Commerce or Convention and Visitor's Bureau (CVB). Look up online hotel and travel reviews - these sites can provide invaluable information for travelers. Many sites even have free online travel planners or visitor's guides.

Step 3: Choose a destination for everyone

Perhaps the most important consideration when planning a family vacation is to select a destination that has something for every person in your group. Myrtle Beach, S.C. is a great example of a location that is great for all ages. The 60 miles of pristine beaches are just one reason to visit - foodies can indulge on the best Southern and low-country cuisine; cultural enthusiasts can experience beautiful art museums and plantations; golfers tee off at one of the many championship courses in the area. From water parks to natural wonders, Myrtle Beach is a true gem for family vacations. Visit www.visitmyrtlebeach.com to learn more.

Step 4: Select your ideal accommodations

Whether you're vacationing for a long weekend or multiple weeks, it's important to choose the right accommodations for your family. For

example, if you know you'll be at the beach daily, stay at a shore-side resort. If you want to save on eating expenses, look into condos with kitchens. For big groups such as family reunions, consider a beach house that allows everyone to stay in their own room within one shared space.

Step 5: Create a fun-filled itinerary

This is a vacation, and while you shouldn't plan out every hour of every day, having a basic itinerary gives direction to your trip and will help your group build excitement prior to your departure. Plus, planning ahead allows you to seek out deep discounts on tickets to shows and theme parks like the Alabama Theatre or Wild Water & Wheels in Myrtle Beach. You can even explore free activities like festivals and celebrations in the area that would be worthwhile to attend.

If you feel like it's time for your family to take a break from the stress of everyday life, a family vacation might be just what everyone needs. Follow these steps to select a family friendly destination such as Myrtle Beach to ensure a vacation full of unforgettable memories.

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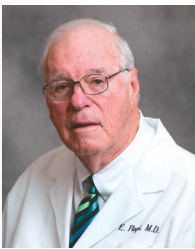
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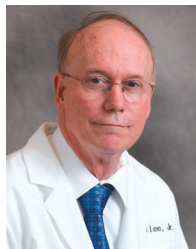
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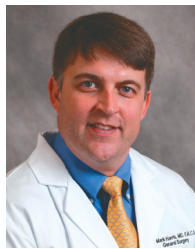
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