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Phone: 512-476-0082

Email: vil3202@aol.com

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NNPA holds Mid Winter Conference in New Orleans



Crystal Washington, co-creator of the Social-tunities social media training brand, delivered the keynote, *Monetizing Social Media*, at the NNPA Conference.

The National Newspaper Publishers Association, a 69-year-old federation of more than 200 Black community newspapers from across the United States, presented Crystal Washington, social media marketing strategist and international speaker, who addressed how to monetize social media in the publishing industry at their Mid-Winter Conference January 18-21, 2012 at the Omni Royal Orleans Hotel in New Orleans, Louisiana.

This conference unites Black community newspaper publishers across the country to gain valuable knowledge from industry experts and thought leaders.

Crystal Washington is a recognized expert on strategic social media usage and her client list includes Google, Microsoft and MD Anderson Cancer Center.

"I count it an honor to have the opportunity to speak to NNPA. The member publications of this organization have been a driving force in American communities, educating and issuing calls to action, for generations. I'm excited to provide them with tools that will help them further their mission."

NNPA's Mid-Winter Conference featured an exciting mix of keynotes and breakouts addressing digital technology, revenue streams, small business issues and political action. Attendees had the unique opportunity to exchange ideas, network with peers as well as corporate and political figures.

TRS, TWC to present 12th Annual Purchasing and HUB Connection in February

Agencies Host Forum for Historically Underutilized Businesses

AUSTIN – The 12th Annual Purchasing and HUB Connection, a networking forum for Historically Underutilized Businesses (HUBs), will be presented by the Teacher Retirement System of Texas (TRS) and the Texas Workforce Commission (TWC) from 1:30 to 4:30 p.m. on Tuesday, Feb. 7, 2012. The free forum will be held at the TRS facility located at 1000 Red River St. in Austin.

A HUB is defined as:

a business which is at least 51 percent owned by one or more persons who are members of specific groups such as women of any ethnicity, and Texas vendors whose origins represent various minority ethnic populations;

a for-profit entity that has not exceeded the size standards prescribed by the Texas Administrative

Code and has its principal place of business in Texas; and

a business which has an owner residing in Texas with a proportionate interest that actively participates in the control, operations and management of the entity's affairs.

TRS and TWC will provide a panel discussion of their purchasing needs and contracting opportunities for HUBs for the rest of the fiscal year. Representatives from other state agencies also will be present to discuss their contracting opportunities. A networking session will allow vendors to meet with purchasing staff, key agency decision-makers, potential partners and subcontractors.

For registration information, email TWCHUB info@twc.state.tx.us

Program for the Unemployed and Underemployed

First United Methodist Church Austin, located at 1201 Lavaca Street in Austin presents a free program for the unemployed and/or underemployed. This project is for people who have lost their jobs and struggling to put

theri live back together.

These free, grant-funded sessions will be held January 31 and February 14 and 28, from 10-11:30 a.m. at the church.

For information about the program, call (512) 478-5684, EX 200.

MITCHIE'S GALLERY RENT PARTY: ON FEBRUARY 4TH, SAVE THE ART AND HEART OF AUSTIN



A view from inside Mitchie's Gallery shows the wide variety of art and gifts available.



A long-time friend, activist, and community supporter needs Central Texas' help. That neighbor is Mitchie's Gallery, and they need \$15,000 to offset their immediate financial pressures brought on by a bad economy and enduring health issues. The public is invited to donate funds through the Gallery's Indigogo campaign, buy art, and/or attend the Gallery's ticketed rent party from 1-8 pm on Saturday, February 4, which will feature: musical guests Jazz vocalist Pamela Hart, Funk and Jazz band "All U Need," NeoSoul & R&B vocalist Courtney Sanchez, Youth music group "Soul Tree Collective," special guest Jazz trumpeter Kyle Turner**, along with dance, spoken word, and community presentations at its location on 7801 North Lamar Boulevard, Building B Suite 148, and joyfully "put back in what has been taken out of the till."

Mitchie's story

In 1989, Mrs. Joyce Adejumo's three-year-old son Fred "Mitchie" Leon Mitchell was being driven home by her estranged husband. The husband was drunk and crashed the car, resulting in Mitchie being paralyzed from the waist down. Adejumo knew that there would be a long road to recovery, and that she would have to find a job that would afford her the time and



Mitchie Mitchell

finances to pay for the care of her ailing son. The inspiration for Mitchie's Gallery came after she noticed Mitchie's love of art while rehabilitating. Adejumo realized that she could run her own business, help others discover the world of art from the African Diaspora, and take care of her son; the idea for Mitchie's Gallery was born. Since then, for over 24 years, Adejumo has given her time, use of Mitchie's Gallery, and her heart to help the Austin community, while also becoming a strong messenger about the evils of drunk driving.

When Mitchie's Gallery isn't busy inviting the community to hold meetings/fundraisers in their store for free, or when they aren't hosting poetry readings, sign language classes, pizza reading Friday, or performing special Christmas programs, etc.,—even after Mitchie's death in 2007—Adejumo continues to speak about the devastating effects of drunk driving to

high schools, colleges, through The Mitchie Mitchell Foundation, and many other organizations. We cannot allow this good work to stop functioning. But without the public's support, Mitchie's doors will close, and an institution that has helped so many will be lost.

Again, donations in advance of the February 4th event are encouraged through the Gallery's Indigogo campaign <http://www.indigogo.com/Mitchies-Gallery>. In addition, if you have any art, custom framing, or afro-centric gift purchases you would like to make at the Gallery, please make a concerted effort to do so as soon as possible. The gallery has extended hours from 10:00 am-9:00 pm, Monday – Saturday, and will be open on Sundays from 1:30-6:00 pm until they have met their funding goals.

Mrs. Adejumo has unwavering faith in her chosen city: "I believe that my friends, my customers, my Austin will come through and that Mitchie's will be saved."

For more information on Mitchie's Gallery, go to www.mitchie.com/.

For more information about the "Rent Party," please contact Dewey Brooks, event coordinator, at 512-658-2766 or dewy_brooks@gmail.com.

Wells Fargo joins LucasFilm in Celebrating the Legacy of the Tuskegee Airmen

[CHARLOTTE, January 20, 2012] – Wells Fargo recently joined with LucasFilm (George Lucas) as the official financial institution sponsor of the motion picture "Red Tails". Releasing today, the film highlights the specific achievements of the unsung Tuskegee Airmen who were among the first African Americans to serve as fighter pilots in the U.S. Armed Forces.

"It's an untold story that will inspire and educate many, and hopefully remind us that we are more alike than different," says Anthony Hemingway, director of Red Tails. "We are thankful that Wells Fargo is taking part in getting this story told."

Wells Fargo is proud to honor the legacy of two former Tuskegee Airmen who joined the company following their exemplary military careers. Col. George S. Roberts and Lt. Col. James A. Walker worked as personal bankers for Wells Fargo, where they



continued their commitment to hard work, dedication and teamwork. As part of a special Black History Month celebration series, Wells Fargo will salute the legacies of both through radio, print and digital advertisements. Exhibits honoring Roberts and Walker will be unveiled at Wells Fargo History Museums across the U.S. The Red Tails sponsorship

created a unique opportunity for the company to support the telling of an important story in U.S. history. Beginning in December 2011, Wells Fargo sponsored several promotional screenings of the film across the country. During the San Francisco screening, community influencers and Wells Fargo team members were joined by members of the Roberts and Walker families.

"As we acknowledge the contributions of African Americans during Black History Month, it's exciting to celebrate these dynamic servicemen for their bravery in the face of many obstacles," said Michelle A. Thornhill, senior vice president and African American segment manager for Wells Fargo. "I am personally proud that Wells Fargo shares such a special connection to an extremely significant moment in African American history, and happy that we can work with LucasFilm to tell this story."