

MAR/2016
Vol 8-Issue 3

Urban TATTOOS

Tatted Croc

Brings

New Age

Prep

To the

Forefront

A Look at

Kiel Slayton

Tattoo Artist

Concept &
Creativity
Behind

The
Juke Joint

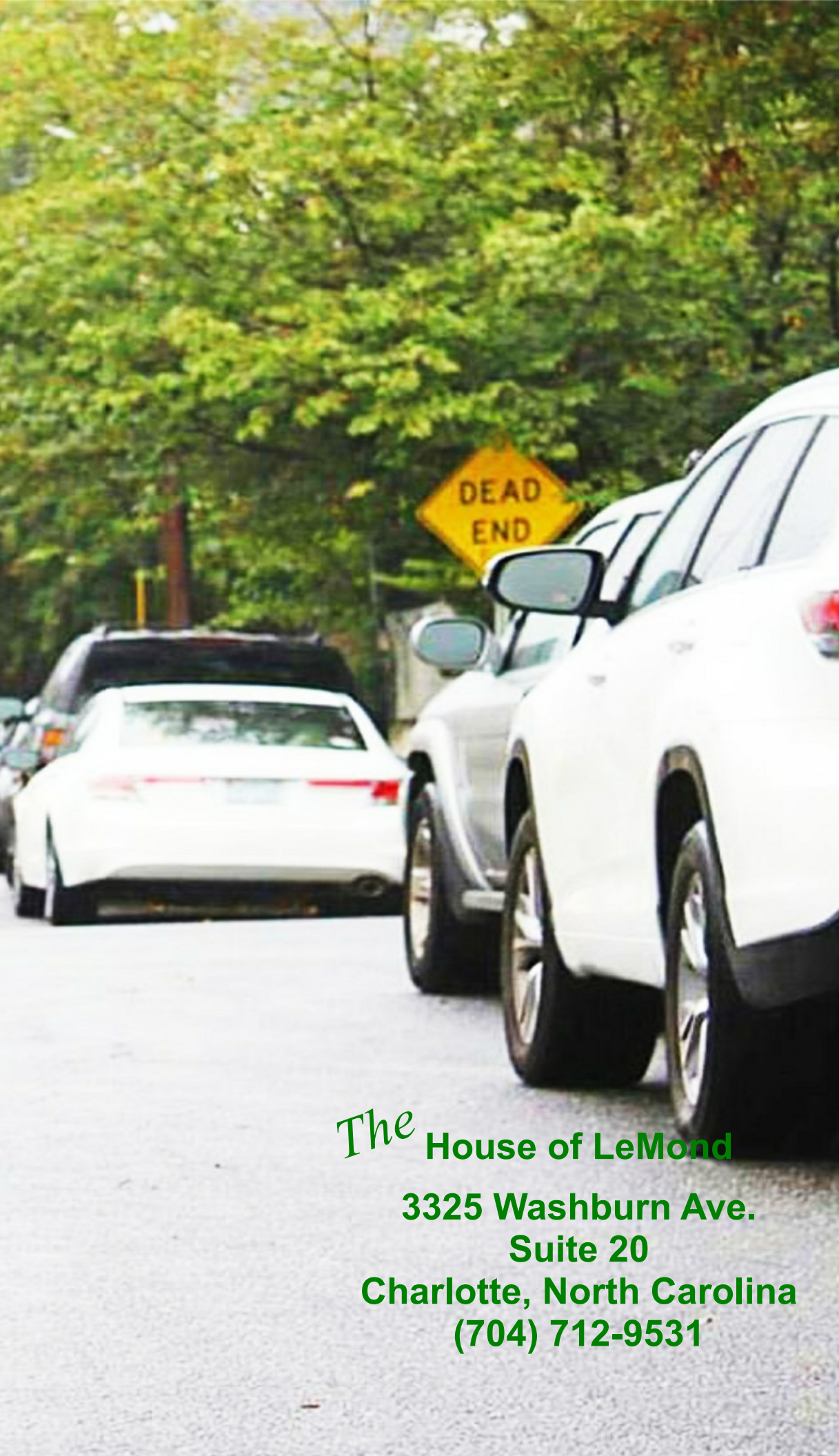
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*"Dear Good
Cops"*

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Real Estate
2016

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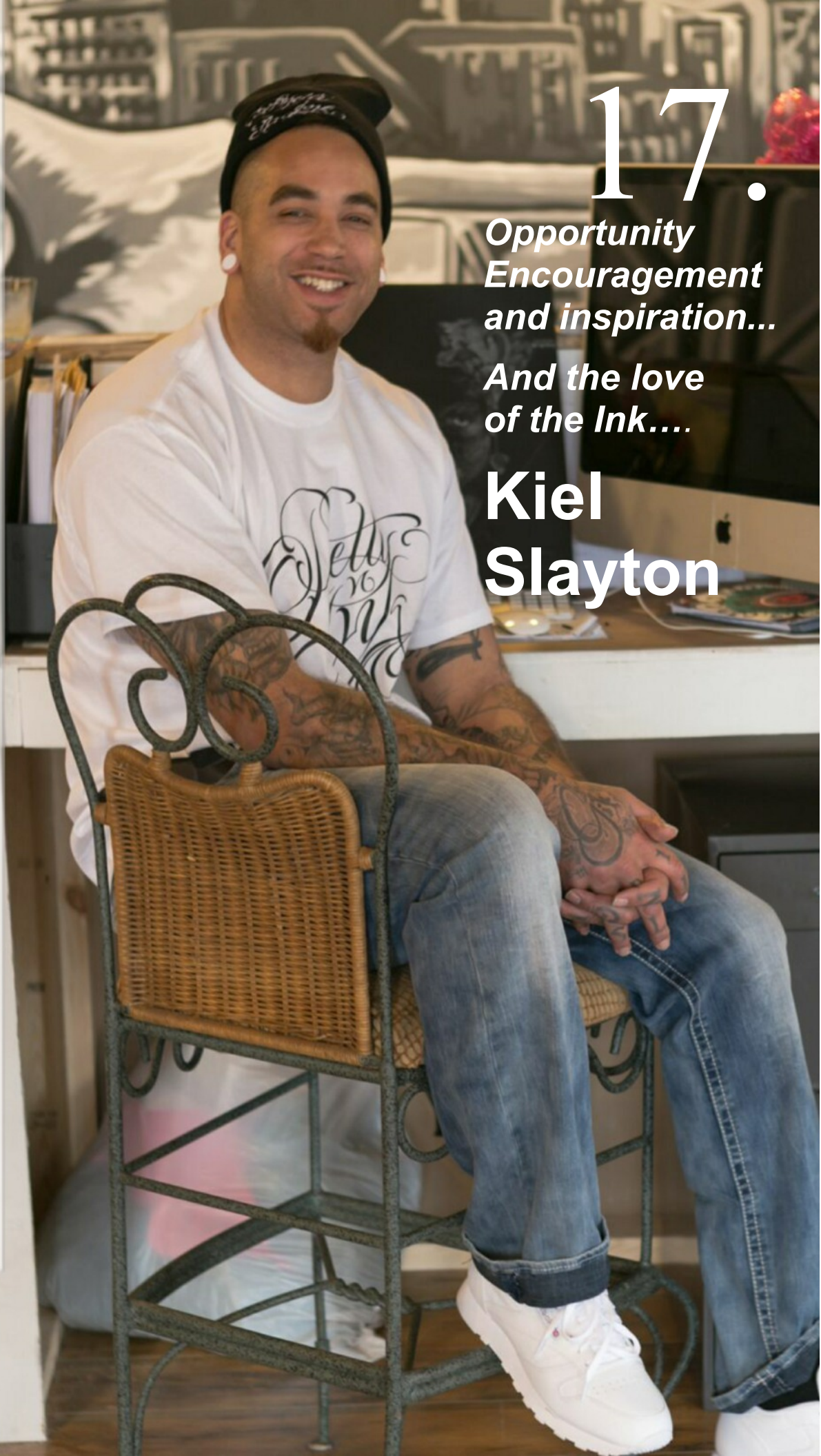
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*Opportunity
Encouragement
and inspiration...*

*And the love
of the Ink....*

**Kiel
Slayton**





“Tatted Croc is one of the vehicles that we are utilizing to start a revolution called the New Age Prep Movement...”

Paris Walker

Tatted Croc

pg 31

in this

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This is the Juke Joint!



Urban Tymes Magazine

is a publication that celebrates the diversity and talent that surrounds us daily from a positive perspective. Featuring the best of the best via the arts, entertainment, luxury, lifestyle of professionals and more. Reaching various consumers across the country and overseas, our editorial content, promotion, and brand extensions communicate this ideal to the masses.

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Add Activity to Your Office Workday!!!

It seems that we all strive for that corporate position or that office job that yields better pay, but do we sacrifice our health for such positioning today? It seems like everyone is working more hours the normal excuse is the "no-time-to-exercise" one...

Here are a few tips gleaned from research and application to help you get out of that rut and moving, well your butt..to a more healthier you!

No. 1: Start with your commute
Walk or bike to work. If you ride the bus or the subway, get off a few blocks early or at an earlier stop than usual and walk the rest of the way. If you drive to work, park at the far end of the parking lot — or park in the lot for a nearby building. In your building, how about taking the stairs rather than the elevator. Each of these gives you that

added activity for a healthy heart and stamina!

No. 2: Stand up and work
Standing burns more calories than sitting does. Look for ways to get out of your chair. Stand while talking on the phone. Skip instant messaging and email, and instead walk to a colleague's desk for a face-to-face chat (if it's not a really important email that is!)

No. 3: Take fitness breaks
Rather than hanging out in the lounge with coffee or a snack, take a brisk walk or do some stretching. Gotta go to the rest room? Take a lap around the hallway prior to the visit or after.

No. 4: Bring a fitness ball to work
Trade in that stiff chair for a fitness ball or stability ball, as long as you're able to safely balance on the ball. This will definitely improve your balance and work your core muscles while sitting at the desk.

Just a few examples of how being office bound does not mean you cannot work to become a healthier you!





OFFICE STRETCHES



Shoulder Stretch
FRONT: interlock fingers in front of body, turn palms away from body. Gently straighten elbows and reach forward.
Hold stretch for 15 seconds



Shoulder Stretch
BACK: interlock fingers behind your back, palms facing upwards. Gently straighten elbows while reaching up and back.
Hold stretch for 15 seconds

Shoulder Pull

Grab under your right upper arm and pull the arm at shoulder height across your chest. Repeat for other shoulder.
Hold stretch for 15 seconds



Triceps and Shoulder Stretch

Reach behind your head with elbow bent. Use opposite hand to push downwards on elbow so that your hand moves further down your back. Repeat for other arm.
Hold stretch for 15 seconds



Sitting at a desk all day can wreck havoc on a body...

Here are some helpful tips on how to stay flexible....

courtesy of Exercise for Life



Neck Stretch

Reach with right hand over your head and shrug your left shoulder. Slowly pull your head away from left shoulder then drop your left shoulder down. Repeat for other side.
Hold for 10 seconds



Neck Flexion

Interlock hands and place hands on back of head. Pull chin down towards chest.
Hold for 10 seconds

Knee to Chest

In a seated or standing position with back supported, slowly pull one knee up towards your chest. Repeat for other side.
Hold for 15 seconds



Back Rotation

Sitting on a chair with left leg crossed over your right leg. Place right hand on left thigh just above knee and pull leg towards right. At the same time turn your body towards the left looking over left shoulder. Repeat for other side.
Hold for 15 seconds



Side Stretch

While standing, slide right hand down right leg as far as possible, ensuring you are facing straight ahead. Repeat for opposite side.
Hold for 15 seconds

Chest Stretch

Bend elbows and place hands and forearms on each edge of a doorway at elbow height. With feet shoulder width apart, lean body forward through doorway.
Hold for 15 seconds



Quadriceps Stretch

Support yourself with left hand on a wall. Grasp left foot with right hand and gently pull heel towards buttocks. Repeat for right side.
Hold for 20 seconds



Hamstring Stretch

Place one foot on a stable chair or similar height surface. Whilst keeping leg and back straight and pelvis square, lean forwards towards your foot until you feel a stretch in the back of your thigh. Repeat for other leg
Hold for 15 seconds



Buttocks Stretch

Sitting on a chair, position right ankle on left knee. Place hands on right lower leg and slowly bend forwards towards legs. Keep back straight. Repeat for other side.
Hold for 15 seconds

Wrist/Forearm Stretch

With a straight elbow and palm facing upwards, pull hand downwards to stretch the front of your forearm and wrist. Then turn hand over so that your palm is facing downwards and pull hand downwards to stretch the back of your forearm and wrist. Repeat for other arm.
Hold both for 10 seconds



Biceps Stretch

Hold onto a door frame at arms length, thumb down. Turn the body away from arm and allow your shoulder to roll in. Repeat for other side.
Hold for 15 seconds





10

10 Mistakes New Business Owners Make

By Jon Reid

Almost everyone knows a successful small business owner, and there are plenty of stories of big corporations buying little startups for millions of dollars.

It sounds so easy, but running a small business takes time, hard work and commitment. To get your new business off on the right foot, avoid these common startup mistakes.

1. Not Having a Business Plan

A good business plan evaluates the market for your product or service and the competition you'll face. It looks at the amount of money you'll need to get started and run your business and the income you can expect to make.

Putting together a business plan takes some work, and there's a chance that you'll discover that your great business idea isn't so great after all. Because of this, a small business owner sometimes jumps right in without a plan—and then wonders why things didn't work out the way he imagined.

2. Not Having a Marketing Plan

Your marketing plan goes hand-in-hand with your business plan. After all, you can't expect to make any money if no one knows about your business. As part of your marketing plan, you'll identify your ideal customer and figure out the best way to appeal to that customer and differentiate yourself from your competition. And you'll establish ways to measure your success so you can change course if something isn't working.

Without a marketing plan, you're apt to waste time and money on a scattershot approach that doesn't do much to bring in business.

3. Impatience

Rome wasn't built in a day and your new business won't be either. Many small businesses don't earn any profit in the first year or two, and it's common to suffer setbacks after some initial success. Successful business owners are prepared for this and have the patience and financial reserves to keep pressing forward.

4. Overspending

Many small business owners get into trouble because they don't keep their costs under control.

It pays to be conservative in your spending until your business has a consistent track record of profits. Watch out for budget-busters such as office or retail space that's too large or expensive, nonessential employees, and more or fancier equipment than you need. Be wary of taking on debt. As a new business owner, you'll almost certainly have to sign a personal guarantee on the amounts you borrow, so you'll remain responsible for paying those debts even if your business fails.

5. Underpricing

One sure way to work hard and still lose money is to underprice your goods or services. New businesses commonly do this for two reasons: either they're trying to get more business by undercutting the competition, or they haven't done their homework and don't realize what they should be charging. When you don't charge enough, you may not even be able to cover your overhead.

6. Not Forming the Right Business Entity

In their rush to get up and running, new business owners sometimes decide to wait to set up a business entity. Or they hastily form a limited liability company because that's what their friend said they should do.

But choosing the wrong business entity—or not setting one up at all—can have serious consequences down the road. For example, if you operate as a general partnership, you may be surprised to find that you are personally responsible for all the business's debts—even the ones you never agreed to. If you set up a corporation, you may end up paying higher taxes because

you're taxed at both the corporate and the personal level.

Do your research and get some startup advice from legal or financial professionals, if necessary, to make sure you're structuring your business in a way that will save you money and help you avoid liability.

7. Thinking You Don't Need Insurance

Setting up a business entity limits your personal liability for business obligations, but it won't protect you if someone slips and falls on your premises, if you have an accident with a company car, or if you are sued for a defective product, malpractice or any other sort of personal wrongdoing.

These sorts of claims can be devastating to both your business and your personal finances. Consult an insurance agent and get enough insurance to cover you.

8. Not Having a Written Agreement With Your Business Partners

Whether it's a partnership agreement, an LLC operating agreement, corporate bylaws or a buy-sell agreement, every business needs a written document that explains each partner's rights and responsibilities and describes what will happen if one of them leaves the business. All too often, though, business partners fail to put anything in writing because they get along well with each other and think they'll always be able to resolve things informally. This is frequently untrue, and disputes between partners can be difficult, expensive and emotionally draining.

9. Failing to Protect Intellectual Property

If your business produces artwork, music, software or inventions, the things you create may be eligible for copyright or patent protection. In addition, your business name and logo are intellectual property that may be eligible for state and/or federal trademark protection. Your logo may also be protected by copyright. Smart business owners keep track of their intellectual property and take steps to protect it by registering it with governmental agencies and actively policing its use by competitors.

ESSENTIALS

10. Thinking You Can Do It All Yourself

Entrepreneurs tend to be self-reliant individuals, but knowing your limits and learning to delegate tasks are important skills if your startup is going to succeed. Try to focus on the things you're good at and enjoy doing, and find others who can handle tasks that you dislike or that require specialized knowledge.

Starting a business is exciting, but don't let yourself rush into things. If you want your business to succeed, take the time to plan and protect yourself. And then be patient and give your business time to grow.



Jon Reid, MBA, CIA, PMP

Jon Reid is a motivated, passionate, transformational leader with strong business processes in Real Estate, Accounting and Finance. With his MBA in Finance and having been a CPA and Finance Director with GE, GE Capital and KPMG he brings a strong business and finance acumen. He has been a Real Estate Investor and Coach of various Real Estate seminars and is one of the managing partners in Allen Reid Enterprises, LLC. With over 20 years of experience with firms such as GE, GE Capital, KPMG, Coca-Cola Enterprises, COX

Communication, Rayovak, Scottish Re, Ciba-Vision and more, Jon has a proven track record as a business leader. He has extensive experience providing business and process strategy including implementation services for all aspects of Finance, Accounting, IT, e-commerce on a global scale, global integrated supply chain, and ERP (SAP, PeopleSoft, Oracle) applications. Jon helps to develop the business strategy for Real Estate projects both commercial and residential, small businesses and large, build cross-functional global teams. He has lead teams, both globally and locally, in the development and deployment of mission critical, high quality business solutions and "best-practices" to any organization. Jon can deliver results supported with concrete financial metrics on budget and in a timely manner.

Currently with Allen Reid Enterprises, LLC and Housejerk LLC he specializes in project management, instruction, finance, accounting and business development. As managing partner for Allen Reid Enterprises he focuses on small business workshops, credit & money management, business coaching, project management, diversity training, and legal reviews. He works with a wide variety of industries: Commercial Credit, Real Estate, Manufacturing, Education, Food & Beverage, Services, Financial and Technology to name a few. Jon is also a workshop presenter at PCA and the Urban League for their Small Business Entrepreneur Training Program, focusing on Finance and Accounting for Small Business.

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*Photography by J aka Julio
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URBANITY

Kiel Slayton

Okay so I have to admit, I've always been a fan of tattoos! Since my first one when I turned 21, to many years later and in the chair on separate occasions getting pieces that represented turning points in my life...the ink was my outlet. It represents so much to so many people, hence when Narria Rice contacted me and told me about this "excelente artista" I had to step up and meet this brother hailing from Colorado. Laid back yet passionate about the craft that saved him and lets him express himself freely, Kiel sat with Urban Tymes and talked about the industry, his dreams, and how this is truly an opportunity of a lifetime.....

So in your words...who is Kiel? I'm a 32 year old tattoo artist, out of Colorado Springs I learned how to tattoo while in prison, spent some time there due to my negative choices. It saved

my life while I was inside, it kept me busy, kept me focused and away from other troubles. When I was released in 2013, I got support from my father; he bought me a (tattoo) kit. I started tattooing out of my crib for a bit, until I thought I was good enough to be in a shop. So once I got into a shop, I met some good people, started networking and connecting to positive resources who gave me the insight to the industry. Then took it from there, things have just kinda progressed, as I got this opportunity to tattoo here at Pretty-N- Ink with Dutchess through a good friend of mine, Spider from Old School Tattoo Company back in Colorado. He set up the introduction, and I contacted her (Dutchess) right before the grand opening, and she said "Hey, I would love for you to be part of the team, and help build the brand." I told her thank you for the opportunity, I'll be there!

I'm just a cool laid back kind of guy. I'm a father, and I hope to elevate their living status and comfortability in life with my abilities. I've had some hard times and struggles you know what I mean? But tattooing just saved it (my life). It put me in a position to do what I needed to do to succeed, without facing the troubles of everyday society. Coming out of prison, you really don't have too many opportunities to work a regular job so I just went for what I know, and it has worked out. Dutchess has been a great inspiration, providing me with the opportunity of a lifetime, and I've been trying to demonstrate loyalty and a good work ethic while putting out nice tattoos and get people to know what we are doing here at Pretty-N-Ink. It's something positive, something uplifting.

With tattooing, which is your art, your craft.....do you see a resurgence of it today? Is tattooing coming to the forefront? Back in the day, only certain individuals got tattoos, but now it's really accepted and seen as an art form. What are your thoughts?

I would say that tattooing as an industry has come a long way as far as the craft goes. The more artists that you have, you have new styles and things like that so the evolution of the tattoo world has come a long way and is really big. I feel like as far as tattooing coming out of a stigmatized view, its being widely accepted. You've got cops, lawyers, many people from different backgrounds getting tattoos today that its comes far from that to now being a fashion accessory. I think for people that collect tattoos that's okay, but as far as the tattoo artists, I feel like we should maybe not be so involved with the fashion part but make it about the art. I think that at times we can get lost in life's curves, but as a tattoo artist you have to stay fresh and constantly look for new resources, while sharpening and honing your skills and become a better tattoo artist. That's my perspective for myself, to look at work and learn more from it. Tattooing is art, and you have to constantly work on it to develop it, and the more talented artists you

“As a tattoo artist you have to stay fresh and constantly look for new resources, while sharpening and honing your skills and become a better tattoo artist.”



are around, the faster you get to soak up that knowledge. Tattooing has come a long way, and I am glad to truly be a part of it.

In regards to your style, I read and saw that you are more into the black and gray style, in comparison to using color, why is that? I'm a pencil artist, when I really got serious about drawing while I was in prison I

liked just regular old pencils, that's where my style originated, so I just took that and transferred to tattooing in black and gray. It's my favorite.

So do you like to do more personalized pieces vs something right off the top of your head? Like even when people come in and say “in the book, I want that one right there” What do you feel is your greatest strength? I try to

keep the customer comfortable with their idea, and then also give them an alternative. I'll say look, I can do this, maybe reshape it this way.. and nine times out of ten it works out because my style and

tattooing comes out really clean.

If you had the chance to tattoo a celebrity right now, who would it be? Who do you think needs some ink right now?

Hahahaha...Dutchess! I would tat Dutchess. I mean, her script game is dope! My black and grey is pretty clean, and I always got room for improvement. But if I could tattoo anybody, I think a big respect factor would be Dutchess....

And what would be the piece? I think I would just you know, just have her give me something to create, to just come up with it, you know what I mean. I recently got a tattoo by Caesar, it was an experience for sure....and Dutchess will be getting me the Pretty-N-Ink tattoo....I'm committed man! I'm committed to the brand; I'm committed to what she's got going on. I want to see her grow, be part of that growth and I want to be as positive and uplifting as possible to everybody that's involved.





Where will we see Kiel five years from now? London (laughing) I want to be in London, maybe Dubai....I want to be international. I want to take my tattooing somewhere else in the world so I can adapt new styles, new techniques and things like that and bring them back to American soil and apply them. Give people something different, something more creative. I wanna go on this "artistic pilgrimage" and learn as much as I can and get a different perspective you know, on life in general. The more you see out there in the world, it's going to shape and change who you are. I think that's really important as far as growth goes.

Any words of advice to up and coming tattoo artists? Don't let anybody deter you from your goals, your hopes or your dreams. Always inspire to be greater, and definitely don't hold yourself back, you know. I'd tell them to always keep grinding, keep hustling.

Any parting words for our readers? Thank you for the opportunity, thank you guys for doing this with me, and see the development as it comes! Big shout out to Dutchess, paying homage to Caesar. And those that came before, everybody that helped me get to this situation, my family and friends. Most definitely Dutchess for sure, her mom too, I really do appreciate them.

Definitely appreciate her bringing it here, to this community, so big ups to Dutchess!

For sure!

<https://www.facebook.com/Kiel-Slayton>

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LITERARY TREASURES

With Kisha Green



Unique Penn

Unique Penn was born in Chicago and raised around the world. She found her love of reading at the age of nine when she found a box full of her mother's poetry written during the civil rights era. It was then that she first picked up a pen and began to write. At the age of sixteen, she won a poetry contest and was able to meet Gwendolyn Brooks, a famous Chicago poet in person. From there her lines of poetry turned into paragraphs and became the novels she has brought to the world. Today, Unique is an author, teacher, mother and military wife who is looking forward to meeting new readers one book at a time.



@1UniquePenn



@Unique1Penn

head on his front porch. Not being able to mourn or say goodbye one last time had me in a state of depression. I had already started writing *Blood Ties*, a few months prior but I had put it down and forgotten about it. I picked up my pen and began writing as a form of therapy. I was trying to write away the pain. And when I looked at the finished product, I realized I had written requiem for my best friend. Every story I write has a piece of his soul in those pages.

KG: How have you

handled an unhappy reader regarding a book you wrote?

UP: I have never experienced that. I think for the most part readers are satisfied with my novels because of the quality of the writing and the fact that my story lines are based in historical fact that weaves present day into the story line. I try to teach as well as entertain. And I think that for the most part the readers enjoy my lessons.

KG: What are your thoughts on the e-book craze? Do you think paperbacks are becoming extinct?

UP: I am an avid reader. I literally own hundreds of books and numerous books shelves. So when Kindle came out with electronic books I was shocked and appalled. I have read e-books before and I do not like them. There is something about holding a book in your hands. The rough feel of the pages, the smell of old paper and ink flooding your nostrils.

KG: What is your favorite genre? Why?

UP: I don't have a favorite genre per say. I will honestly read any words that come across my path. A few years ago though my husband introduced me to a genre I would have never thought to read before urban fantasy. Patricia Briggs is my favorite author in a genre that tells stories of internal struggles with vampire clans, werewolf packs, and fairies. Right now I am reading the Mercy Thompson series and I really enjoy it.

KG: How many books do you read a month?

UP: I hate to say it but I have been slacking on my reading since I have started writing my own stories. At one point in time I was literally reading a book a day. Now it has dwindled down to about two per month. And I often find myself visiting one of my favorite books off my shelves.

KG: When did you decide to write professionally?

UP: I decided to write professionally after my best friend was murdered four years ago. Two days before I moved to Naples, Italy, he was shot in the

The e-book craze is harming up and coming authors more than helping them. The pricing on the majority of those books couldn't feed a child in Africa, and the quality of the writing, graphics, editing and publishing is suffering. Urban authors are selling themselves short in hopes of making a quick dollar. As far as paperbacks becoming extinct, I think it could be a reality. Books are not the way people are learning today. Schools are equipped with tablets, computers, white boards and televisions. And that scares me. As a young teenager I read books like Fahrenheit 454, where it was illegal to own books. Instead of putting out fires, Firemen were now starting them as the burned piles of confiscated books throughout the story. Everything you ever wanted to know can usually be found in a book. Knowledge is power and I believe that certain people do not want the masses to have the power knowledge brings.

KG: How important is pricing?

UP: Pricing is very important. That is one of the reasons I do not like e-books, it has changed the way authors are paid whether they have a publisher or go the indie route. You need to price your product accordingly or you will not make any money. That's basic business.

KG: What do you think about e-books priced \$2.99 and below? Is this a reflection of the authors' worth?

UP: I think e-books priced under three dollars are a detriment to the author. There is no money to be made unless you are selling thousands of copies consistently. I do not think it is a reflection of the author's worth necessarily. I just think many new comers don't have the knowledge to know any better. And often find themselves trying to imitate what they see others do. It's like the blind leading the blind.

KG: What advice would you give an aspiring author?

UP: The best advice I have to give is RESEARCH!! I too was green once and found myself making many mistakes most new authors do. If you are thinking of signing to a company, research that company. Do they have an active business license? What other people have they published? How do they price their books? What kind of reputation do they have in the industry? Make sure that your genre fits into their business model. And most importantly read the contract! And copyright your work! It's always in the fine print. And if you do not understand it, find some-

one who does and can help you make a better informed decision. If you go the Indie route do the same. Look at book covers, research editors, graphic designers, promoters and reach out to some of the vets in the industry that will to help you along the way. Good luck!

KG: Are you self-published or with a publisher? What made you make this decision?

UP: I had a previous publisher that I parted ways with. And I decided to go at it alone. Let me tell you how hard that was. But I had made personal as well as business relationships with some editors, authors and publicist who gave me advice and helped me along the way. So I self-published a book or two but found my sales were not where I needed them to be. I had decided to quit writing for a while, when one of the people I met on this journey reached out to me and asked what was up with my writing. I explained my situation. She said she was looking for authors, I jokingly asked was that an invitation. She said yes and here I am now signed to DivaBooksInc.

KG: What are your thoughts on the current state of literary?

UP: I want to cry for the current state of literature. Just because it's called a book does not make it literature. Literature is supposed evoke deep thought, awe, humility, real emotions, and ultimately change. If a story does not move your spirit and inspire you it is not literature. It seems as if we have decided we would rather be entertained by dime store novels with recycled story lines than read a book that requires you to read between the lines. I remember when having a set of encyclopedias was a status symbol, people having libraries in their home was a sign of prosperity at one time. Now people see all my books and shelves and have the audacity to ask if I really read all those books. It breaks my heart.

KG: Define what is literary success to you?

UP: Literary success to me is knowing that every person that picks up one of my books walks away seeing a glimpse of themselves on those pages. There is a lesson in every story I write. Some are lessons I have had to learn, some I learned by proxy. Knowing my work inspires others to live out their dreams is why I write. One day I hope that my books will be used in Language Arts classrooms across America so that I can spark the flame in the heart of the next literary genius.

KG: What is one word to best describe your writing style?

UP: Captivating

KG: What made you write We Built This City?

UP: Wow so many reasons. Trayvon, Mike, Eric, Tamir, Sandra and so many others. I had to write this book. It is my way of raising my fist and middle finger at the same time. I wrote this book as a way of re-writing black history. Just as I wrote my first novel out of grief and pain this came to me in the same way. I cried for every innocent black life lost, and felt helpless about protecting my own brown skin sons. I wanted to scream, cry and protest but I knew that it would fall on deaf ears. However once you see something, it cannot be erased from your memory. This is my form of protest and my memorial for every black man, woman and child murdered by the government sanctioned institutionalized racism that permeates through the American justice system.

KG: What do you want your readers to take away from your books?

UP: I want readers to walk away entertained and educated. All my fiction is based on historical fact. So you can't read a book of mine without learning something. And you will be entertained.

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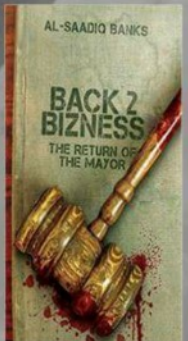
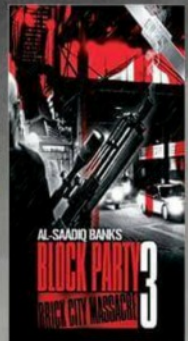
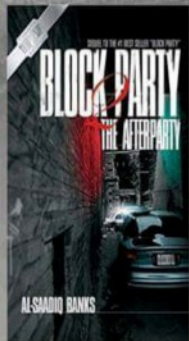
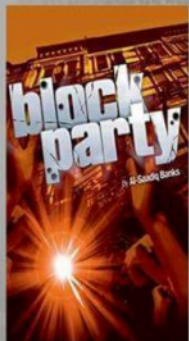
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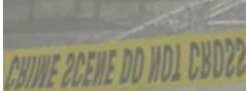
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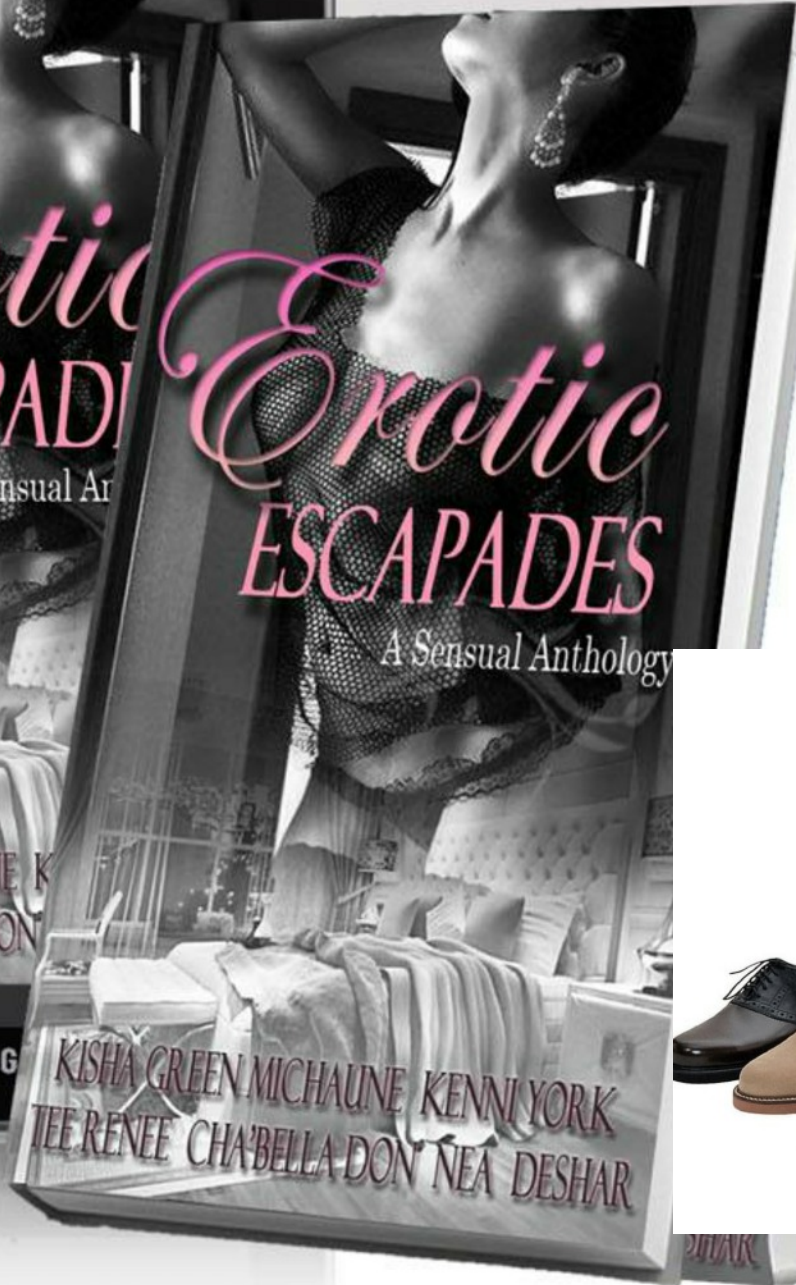
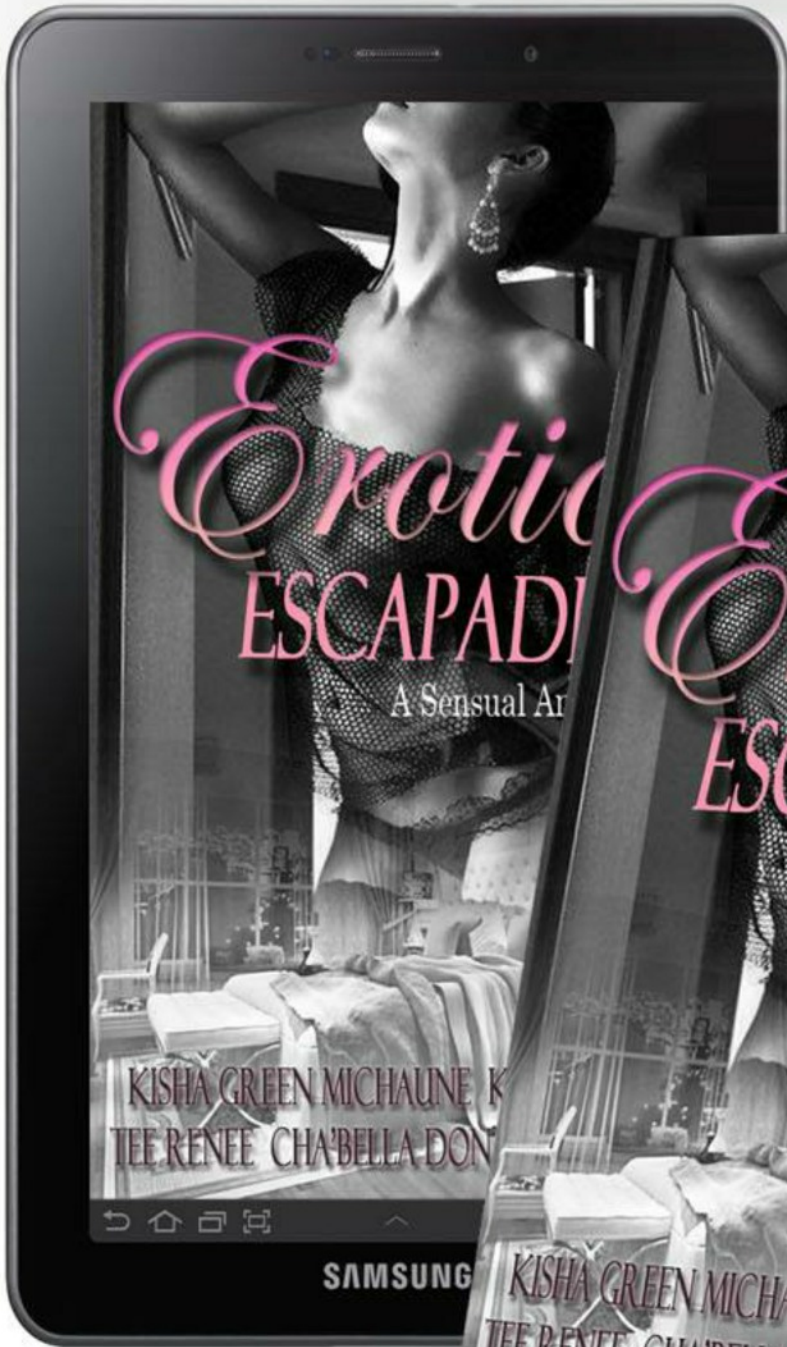
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Into the world of

TATTED CROC



Explain to our readers, the concept and reasoning behind the brand Tatted Croc.

Tatted Croc by Paris Walker III was birthed on Hilton Head Island, and is what we call "Untraditional Classics". The classic clothing we design is untraditional in the sense that they better celebrate the modern, diverse face of success. We are filling a cultural void in the aspiration sportswear market that most people refer to as Prep, Ivy League or Classic style. For the customer that loves classic style clothing with an edge, Tatted Croc allows them to turn tradition into a statement of individuality.

There's no secret that Preppy and Ivy League styled garb came from Europe's well-to-do society, however, Prep is a lifestyle and is cherished and honored by wealthy Americans. Though many ethnicities adorn the garb, they have done so to convey their aspirations of the American Dream, even though they were not included.

Explain "Prep" the Tatted Croc way sir....
PREPared 4 Power:

Tatted Croc is redefining Prep which derives from Preparatory School where the wealthy elite sent their off-springs to not only prepare them with the best education but to learn how to socialize and network. In my opinion it was part-school, part-country club, an educational country club.

New Age Prep:

While I've always appreciated the lifestyle and clothing associated with the "good life", I didn't exactly fit the criteria. Even though, in my community I attended prep school and came from a well-known family that came from nothing, I knew that most people missed the most important element of Prep life- being PREPared!



Besides my faith in God, I'm most passionate about inspiring and preparing people to achieve the American Dream. Tatted Croc is one of the vehicles that we are utilizing to start a revolution called the New Age Prep Movement- those that are PREPared 4 Power regardless of their last name, background or pedigree

Your brand brings about a renewed sense of flair, how important is it that in the fashion industry?

We have chosen the unforgettable smartly dressed, **Dap the Croc**, who has tattoos as our logo. Dap is the symbol of the New Age Prep Movement and represents the Classic Man in the 21st Century. We chose a Preppy logo with tattoos because not only do it represents modern society, but because few statements of individuality are more telling than a tattoo. Today, tattoos have transcended those that have served in military, pirates and prisoners. In fact, 40% of American from the ages of 18-45 have some form of tattoo. Tattoos are no longer trendy, they are a part of American culture. Our brand combines the freedom we have as Americans to express ourselves and to be different!



"I had learned this lesson that I want to share with our youth: if you dress up, you will be less likely to act up."

In developing your brand, have there been any major influences?

Our Untraditional Classics presents a dichotomy of the Preppy and Tatted, two groups that are viewed as being worlds apart. My personal journey helped shape the direction of the brand culture. I grew up in Augusta, Georgia; home of the Masters, the greatest Golf tournament in the world. Sixteen miles down the road was Aiken, SC; the Polo capital of the world. Growing up dressing preppy was a way of life. When

I was in college or visiting the other various campuses, I would hear the same thing over and over again. "Why does everyone from Augusta dress so preppy?" I realized that we had a unique style of dress, but what stood out more was that we garnered a certain level of respect. I had learned this lesson that I want to share with our youth: if you dress up, you will be less likely to act up.

One day while in one of my favorite lunch spots in Atlanta, Georgia I noticed that everyone around me had tattoos, yet they were living the good life. I realized that they were rebelling from the establishment in pursuit of freedom of expression and individuality. They were the same kids that once wore Lacoste by Izod, Polo by Ralph Lauren or Brooks Brothers. I was fascinated with what I witnessed and one day while at Hilton Head my wife and I came up with the Tatted Croc- a lifestyle brand for those what society calls, "Untraditional"







“ Rich In Spirit ”

Tatted

SINCE



Croc

1968

By Paris Walker III

What I like about this brand is the fact that you didn't stop with just designing for men. You've developed clothing for women and comparable accessories too.

Thanks! We definitely plan to expand our clothing. We currently have limited women's styles and some accessories such as shoes, ribbon belts and some outerwear.

What has been your latest showing for this brand? What are your next plans for Tatted Croc?

Well, I can honestly say the brand was well received at the House of LeMond's fashion event. The latest showing for our brand has been to select islands in the South and North East and at our annual event called Seer-

sucker in Augusta. The next stop is to upscale department stores. For now, we are focused on our on-line sales and social media.

Last words for our readers

Remember this: Prep is not a trend, being PREPared is a way of life.

It is our goal at Paris Walker III that our brand clothe and inspire the aspirational for generations to come with Untraditional Classics and Social Stewardship that reminds them of the duty to prepare the next generation.

<http://www.tattedcroc.com/>

<https://www.facebook.com/TattedCroc>



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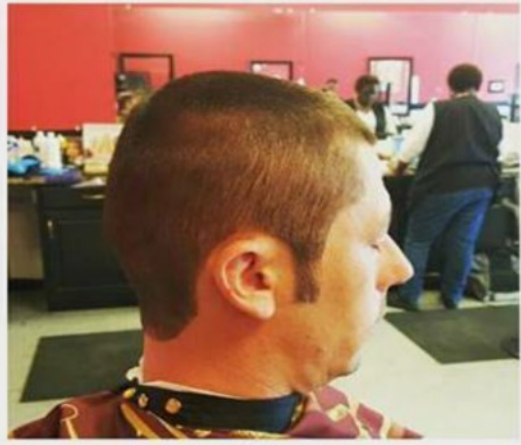
eco AVANT GARDE

Saturday, April 23rd, 2016

1pm @ Northlake Mall

This unique fashion show offers students attending a Mecklenburg County public or private high school an amazing opportunity to design, create and model an avant garde outfit from recyclable materials. Encourage the fashion creativity of your students, highlight your commitment to recycling, and compete for your share of thousands in cash prizes! To register your school's participation in this event, contact Jan Burtle, Show Coordinator, at 704-942-6447 or jburtle@gmail.com.





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Style and Fashion





The Keng
Clothing
Collection!

The name of my
collection is:
The street of Africa

The collection was
inspired by fruits and
the local business
market on the street
and the creativity of
the market's that
give us the style and
fashion trend in
Africa.

We take African
fashion to the street
to content people

together and to build trend in SA,
Fashion is one of the biggest
mountain in the world everyone
wanna be in there on our collec-
tion we used African print to
show the culture of
Africans



When we look at the culture on
the street is more of fashion and we
say everyday is a fashion week be-
cause we see different style at all
the time we bring the classy vintage
and elegance clothing wear

Keng Clothing we made this collec-
tion we a looking at how we leave
as young youth of SA Fashion
designers we a going back to the
the roots of Africa designing vintage
clothes because we believe on the
old fashion in a way as we wanna
be different on the the street of
Africa



PROJECT

The Juke Joint Project...share with us the concept behind it.

Juke Joint is a multimedia project that show cases the talents of our contributors and present them in a new and entertaining format: the photographic novel or “photovel” as I like to call it. Essentially, we are merging two separate genres of popular culture: fashion and comic books and bringing them together through this project. Ironically, I believe these genres share similarities. In comics, you have attractive characters in great physical condition wearing colorful and stylish attire. And in fashion, models on the runway or photo set are required to be expressive in their facial expressions and

body gestures to best display the concept they’re representing. In other words, they take on an alter ego. So now, we are completing photo shoots not just to showcase the fashions, hair and makeup but also mimic the actions of an original storyline. So essentially, we’ve created a fictional world that is constantly expanding and evolving. As of today, we’ve been fortunate to feature not just wardrobe from the House of LeMond but Five13 Studio has provided many of the women’s fashions that you’ll see in Juke Joint Project.



It's incredible the people that you've gathered to capture this concept from behind the lens. How did that occur?

The Juke Joint Project initially started out as your normal fashion photo shoot. In 2013, I approached LeMond Hart, owner of the House of LeMond (a Charlotte-based men's boutique) about doing a shoot featuring some of his merchandise. One of the things that LeMond specialize in is vintage apparel, similar to the Harlem Nights, Untouchables style. This was going to be the focus of the photo shoot. As a photographer, I try to add a creative flair to the projects I'm involved in whenever I can. And as a lover of action movies and comic books, I thought this would be a great way to capture some amazing images resembling the old-style gangster movies. With that thought in mind, I started coming up with props that I wanted to incorporate into the shoot: Tommy guns, poker chips, etc. Once we had props, I came up with the character types to use them and then gave those characters descriptive names. LeMond and I knew a lot of the same models here in Charlotte and started sharing the ideal to see if they were interested in taking part with the shoot. For the most part, they all agreed. The issue we were having was scheduling. Many were in the midst of other endeavors so it was hard setting up shoot dates. Fast forward to early 2014, LeMond and I stayed in contact about the shoot concept and how to bring it to reality. One day I was joking with LeMond and said if we don't shoot soon, I'm going to write an entire story. That sparked something in me and a few weeks later, I created the project logo and the first draft of Juke Joint was written.



*A Juke Joint
Wedding....*

The Good Guys and Bad Boys of **JUKE JOINT**



And the names of the characters...tell us, did they pick them? How do they connect with the characters they portray?

97% of the names, I had already selected and assigned to the characters. The remaining 3% were either chosen by the models from a list of possibilities I provided or they gave me a name suggestion and if I thought it would fit the character, we would use it. The names are very important to this project because I wanted to make sure that they could be descriptive of the character's personality or occupation.

This project has evolved even more with an upcoming soundtrack?

Yes and this is as equally exciting. The main function of Juke Joint besides being entertaining is to be utilized as a promotional vehicle for some amazing local talent. I've been very blessed to have come into contact with individuals who are amazing at what they do. That being said, Soule Jukebox has come on board to help produce the musical component of the project. The ideal of the soundtrack is to provide another avenue to bring attention to the overall Juke Joint brand. People who are fans of music will learn about the photographic novel and vice versa. My hope is to use as many mediums as possible to highlight

those involved in the projects and possibly put them in position for other opportunities in their own endeavors.

So what can we expect next from the Juke Joint Project? Where will this story captured on lens go?

With Juke Joint, the initial story is still in development since it is so complex with multiple characters and intersecting storylines. In the meanwhile, we're working on shorter stories (prequels, sequels, tie-ins) with smaller cast numbers. This will help keep fans engaged while the original story is being completed as well as provides an opportunity to bring in additional cast/crew members, wardrobe providers, etc. These stories will usually include at least one member of the original cast to keep everything connected. Fans can stay up to date with our progress via our Facebook page: Juke Joint Project and **#jukejointproject** on Instagram. They can also view our trailers and videos on my YouTube station: **Channel CMJ**. Beyond Juke Joint, I would to collaborate with other writers, photographers, models, etc. to launch a new comic line that will tell other types of stories utilizing the concept of the photographic novel.

The Lovable Ladies and Wicked Women of **JUKE JOINT**





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-Katherine Waddell

MUSIC

Jesse Davis' *S.O.U.L.*

by NiAmbi` Agent

Born and raised in South Carolina, is Jesse Davis, a 24-year-old hip-hop emcee who's bringing the basics back to hip-hop. Giving us hard-hitting beats, strong lyrics and flow, while giving us the soul-filled music our families grew up on. With his intellect and debonair character, he's showing originality and uplifting lives with his new entitled album, *S.O.U.L.*

As a young 6-year-old, Jesse recalls his Winnsboro-home being a house of R&B and soul; other than Will Smith, his mother didn't allow hip-hop music because of the profane lyrics. Throughout his adolescent years, he was exposed to hip-hop legends and giants like Big L, Common and Tupac Shakur. Jesse cites a hip-hop pioneer, KRS-One, as he weighs in on his own perceptions of hip-hop and what it means to him, "Rap is something you do, hip-hop is something you live." To Jesse, this music is a platform to outlet and release therapy.

In *S.O.U.L.*, soul is heard for sure and for that, we have The Reverend to thank — Al Green. Of course the love Jesse undoubtedly has for soulful sounds comes from his beloved grandfather, who sang in the church choir and as well as his grandmother, who also was blessed with an angelic voice. From a boy to the man he is, so much has influenced the artistry that Jesse has grown to have. From hip-hop heavyweights, Nas and LL Cool J to soulful legends, Al Green and Marvin Gaye - Jesse's music muses these genres and resonates with us all.

What is Jesse's motivation to make the music he creates? It's whatever that inspires - from just going out into the Carolina breeze to just talking with someone and relating to that person. "Basically, I get inspiration from others or whatever I'm going through personally," says



Davis. Listen to "In the Rain", "For My Mother" and "Heaven Conversations", and you'll hear the root of his motives that only emerges from there.

While Davis is following his dreams, he will be joining the Spring 2016 graduating class at Phoenix's own, Grand Canyon University. Being the artist that Jesse is, furthering his education as an English major has influenced his art also. "To basically put that I'm in school can kind of inspire the next artist," he says. He's done both successfully and not only does his music promote education, he shows it; Jesse adds student teaching to his list and includes the youth's adolescent minds in his music. They give him feedback while their heads move to the rhythms of his music.

Nearly into 2016, Jesse Davis gives us what's been missing in music for a long time, and he's in a lane that's all his own. It's music that makes you think, music that makes you feel good, music that's uplifting and purely soul.

For updates, LIKE Jesse Davis on Facebook, Twitter and Instagram, @JesseDavis91 and purchase his new release *S.O.U.L.* for \$10.00 at <http://jessedavismusic.bandcamp.com/album/s-o-u-l>.

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Puerto Rico is known for its vibrant colors, electric nightlife and....Mofongo.

Yes I said Mofongo.... an Afro-Puerto Rico dish made with fried plantains as its main ingredient. On my quest to try the best dish Puerto Rico had to offer I landed at La Cueva Del Mar, a hot spot with the locals known for its fresh seafood and classic Puerto Rican dishes.

Located in Old San Juan the confined but buoyant restaurant provides an energetic fun atmosphere that matches the San Juan beach life. Upon arriving to my petite wooden table I was provided a colorful menu that displayed a bountiful selection of reasonably priced seafood dishes. I immediately scanned the room to catch an eyeful of tasty seafood portions neatly placed on plates surrounding me. I hesitantly informed the waitress of my mission to "be in Rome". She sensed my reluctance and immediately encouraged me to try the shrimp mofongo for beginners. My appetite and anxiety grew as I patiently waited for my dish. I second guessed myself several times as I observed my counterparts indulge on fresh fish tacos and seafood gumbo. I immediately was taken back by the mound of mash topped with fresh plump shrimp that was placed in front of me. The tasty mash overflowed with sweet starchiness.

The spicy tomato based sauce overflowed the mound of smashed plantains and accentuated the tasty dish. The green peppers and onions emerged in the sauce made every bite memorable.

Mofongo will forever be apart of the must do experience in the beautiful Puerto Rico.





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