

Musicopia: New Board Members, New Officers, and sustained commitment to Diversity, Equity, and Inclusion

PHILADELPHIA, July 8, 2021--This month, Musicopia and Dancing Classrooms Philly (DCP) welcomes new Board Members and Officers to its shared Board of Directors, thank outgoing Board Chair Ebony Lee, and pledge sustained commitment to Diversity, Equity, and Inclusion (DEI).

Musicopia and DCP are two of the region's most impactful providers of music and dance education, serving thousands of students each year through in-school and after-school programming. Musicopia and DCP share the common goal of promoting confidence and self-esteem through the arts and are committed to working with under-served children and schools in the Philadelphia region.

"Part of what's made this experience so positive and impactful for me has been the quality of the staff and Board Members that we get to engage with on a regular basis," said outgoing Board Chair Ebony Lee. "It was not only a positive experience but a productive one. I look forward to continuing to serve as a Board Member, and welcome David DiStefano as the new Board Chair."

The newly elected Directors that make up the Board member Class of 2021 include:

Arthur Chiu, VP Urethane Systems, Head of Americas, LANXESS Corporation

Aalyah Duncan, Publicist/Arts Advocate, Alist & Co., LLC

Richard M. Gordon IV, Principal, Paul Robeson High School for Human Services, School District of Philadelphia

Rhonda Moore, Teaching Artist, Dancing Classrooms Philly Tom Valvano, Partner, Grant Thornton LLP

The newly elected Officers include

Chair: David DiStefano, Chief Revenue Officer, AIIR Consulting

Secretary: Lynne Millard, Leadership Coach, Office of Leadership Development, School District of Philadelphia

Treasurer: Staci Wilhelm, Chief Accounting Officer, J.G. Wentworth

Catherine Charlton, Executive Director of Musicopia and Dancing Classrooms Philly, will continue as Board President. "I am grateful for the immense leadership of Ebony Lee as our Board Chair over the past four years as she thoughtfully guided us through many transitions and reinventions, and I look forward to working with incoming Chair David DiStefano," said Charlton. "I am also excited to welcome our new Board Class of 2021 that includes a diverse range of educators, artists, parents, and community and arts advocates, who each are brilliant in their respective career fields. They join at an exciting time as we formally integrate a DEI lens into our strategic goals. Our organizations' missions are and always have been about equity and the accessibility of the arts to all children. I am proud of our Board's ongoing commitment to DEI and the formal creation of its Diversity, Equity, and Inclusion Committee led by Board Members Scott Fast and Dr. Dennis W. Crendon."

Musicopia and DCP also extend a special thank you to DiverseForce, LLC and to Business on Board/Arts +

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Pivoting in an Ever-changing Digital World



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Over the last 16 months, we have been forced to adjust to a different way of living and thinking. The coronavirus infection numbers have gone down steadily in the U.S., thanks in part to the vaccine and continued mitigation efforts. Prior to the pandemic, small and/or medium businesses made up almost half of the economy according to US economists. Now with many brick-and-mortar businesses closed indefinitely many are learning to pivot to an online presence only. Here are some quick and easy tips to help us pivot to an online society.

1. *Decide what you are selling or marketing online.* Hopefully, you already put aside a budget and secured a domain name along with a website or at least a have social media business page up and running to promote your services or items. Are you a talk show host or doing a podcast? Will you be shipping items to your listeners or viewers? Will there be a subscription attached to potential memberships to increase revenue? Are you a retail store or a clothing entrepreneur looking for new clients? These are questions, once answered can lead you on the path of building your online presence. Factoring in the cost of shipping items or maintaining an updated website with inventory notifications, etc. are important components of having a great launch and maintaining an online life.

2. *Market your business in Google Search and Google Maps*—Post your website URL and photos of your products on your Business Profile, and your business will appear in Google's search results. Update your information regularly and you will see that your business will begin to increase engagements and interactions.

3. *Partner with influencers to promote your brand.* Research!! Find bloggers and influencers in your field with a broad database that can help you reach your potential customers. You may be a regional celebrity or



household name but connecting with a blogger in your field on the opposite side of the country could take your regional name to a national one in minutes. However, please do not connect with anyone simply because they have a following. Check their followers and their content as well. You want to ensure you are always having reputable companies partner with you so your brand stays quality-driven.

Transitioning into an online-only business is challenging and can be quite intense but staying laser-focused on your goal is essential to its success. Even if COVID-19 had never shown up, we would still be living in an evolving digital world. You can do virtually everything online from banking to buying a vehicle, groceries, and more. Gone are the days when we just paid a bill online. Online is the new and permanent way of creating a digital imprint and possibly a global brand.

So let us pivot together—one step at a time. Make sure you have your domain name secured. Be confident in knowing what you are selling online people actually want whether it is a service or product. Connect with reputable influencers and constantly research what is the latest trend or technology buzz. You will be just fine as long as you keep your eye on the ball!

Connect with me on social media! Facebook: Sherri Y. Johnson or Supreme Gospel Ent. | Instagram: @sherisupremegospel | Tik Tok: @sherrisupremegospel

Bombshell Bling

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Currently based in Texas, Brown says her biggest encouragement has come from her husband, two children, and other family members as she embarked upon this business. She shared that it feels good knowing that she too can contribute to the family income and even put some money away for their children's higher education

aspirations. She stated, "At the end of the day, being that I'm the mother of two children who are both in elementary school, I genuinely appreciate being able to work from home and earn a nice income. It's wonderful being in the position to set your own hours, work at your own pace, love what you do and be your own boss. I feel super blessed."

To see some of the "Bombshell Bling Cups" Roxxette Brown creates, go to her website at <https://etsy.me/35QOKBm>.



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Business Council for Greater Philadelphia, for matching them with Richard Gordon and Arthur Chiu, respectively. DiverseForce on Boards is a board governance and leadership development program for mid-to-senior level professionals of color. Business on Board is a leadership development program that trains business professionals in nonprofit board governance and matches them with arts and culture nonprofits to serve as board members.

"It is my honor to succeed Ebony Lee as Chair of Musicopia and Dancing Classrooms Philly, and on behalf of the Board and staff, I thank her for her years of service as she skillfully guided both organizations through unprecedented challenges including a global pandemic and the transition from our long-time Executive Director," said David DiStefano. "I look forward to the opportunity to support Musicopia and DCP in pursuit of our strategic vision and especially in our commitment to DEI."

A full Board Member list can be found at <https://www.musicopia.net/board> or <https://dancingclassroomsphilly.org/board>.

StarNews Mobile

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About Culture Genesis

Culture Genesis is a media-tech company focused on remixing technology for authentic urban culture and entertainment. Founded by former Apple executive Cedric J. Rogers and VEVO, MLB Advanced Media alum Shaun Newsum—we build, develop and acquire digital media technology and audiences. Based in Los Angeles, Culture Genesis is backed by Mucker Capital and beta-works.

For more information, visit www.culturegenesis.com.

About StarNews Mobile

StarNews Mobile is a network of mobile video channels that allows content creators, celebrities, and brands to monetize their content in Africa, the world's fastest-growing mobile market. StarNews Mobile works with popular local creators on the continent and international content producers to create and distribute exclusive and addictive short videos that fans are eager to purchase.

With strong distribution and marketing partnerships with pan-African mobile operators such as MTN, Orange, and Maroc Telecom, relations with local African artists, and seamless monetization offering through micro-payments, StarNews has built a service that excels in its simplicity, affordability, and content appeal.

BLACK BUSINESS ON THE RISE



FROM
BUSINESS
TO
BUSINESS



Ignite Her Game Academy



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Former basketball player, Angela Lewis, is branching out her remarkable Virtual Basketball Academy with, Ignite Her Game Academy (IHG). Angela, the CEO of this brand new Academy, has coached every level of basketball involving young women. Angela understands the hardships of being a female basketball player, having played basketball herself. The challenges that she endured inspired her to create the Virtual Basketball Academy for young women, so they can run where she once walked.

"Ignite Her Game Academy" is a program that supports a "holistic" approach to basketball. "Holistic" means treating and focusing on one's mental and physical health. Embarking in April 2021, Ignite Her Game Academy has been teaching high school girls the life skills they need to be leaders on and off the court. Through the program, coaches and former collegiate athletes lead these girls into healthy, confident, and courageous lives that they can be proud of. The IHG Academy's courses and sessions include quick activities, readings, and informative videos that coaches share with their teams on and off the court. Each skill will eventually help the girls prepare for the ever-changing world.

With the initial Virtual Basketball Academy, Angela was able to take what she learned from her in-person basketball academy in St. Louis and bring it all to a virtual space. Angela has gracefully been able to remain on top of things during the COVID-19 pandemic, which made the Virtual Basketball Academy a huge success. "The pandemic forced everyone to slow down and think about life differently. We couldn't have imagined things would be what they were. I am grateful to still be here, working to ensure girls have opportunities regardless of the circumstances," Angela reflected. Not only was she able to transfer her Virtual Basketball Academy from in-person to virtual, but she also made the Academy available to those all around the country. These girls from different parts of the country meet monthly via Zoom to learn tips about specific topics related to life and athletics. They receive recordings and a workbook that lists all of the scheduled activities.

Through the Virtual Basketball Academy, Angela has always been clear about helping girls gain knowledge of themselves. A part of knowing yourself requires that you have an idea of what's right and wrong for your health. During these trying times where many things have been uncertain, both mental and physical health

should be prioritized. The girls who participated in the Virtual Basketball Academy received a substantial amount of resources, which included expert interviews, training videos, and mentoring. Through the special drills in Ignite Her Game Academy, they are taught to execute the game while receiving advice from the top experts in women's basketball.

Angela understands that most players won't play college basketball, but she also hopes that every girl learns how to communicate more effectively, think critically and efficiently—while also understanding financial literacy and making strategic plans for their lives. Through these lessons of life and basketball, she feels like the Academy is definitely serving its purpose. So far, the summer sessions are going well, and that's coming from the athletes-in-training themselves: "One girl said that learning how to create positive self-talk has really helped her when she had a difficult time on the court." Lewis believes that under IHG, she has gathered a community of girls who give each other much-needed feedback. "This makes the program really special and gives them an objective voice to hear outside of their teams, families, and coaches. With IHG, it doesn't matter where the girls are from or how good they are at the sport. We are really focused on who they are as a person and how they want to live," Lewis said about the impact Ignite Her Game Academy has on its participants. In May, they discussed Mental Health and Holistic well-being, and the girls learned how to create self-care plans and reflect on what makes them feel balanced (on and off the court). She believes that this skill of reflection and self-care will carry these young women throughout their lives.

Ignite Her Academy's sessions all have a theme. For April, the theme was "Self Awareness and Confidence." In May, it was "Mental Health and Holistic Wellbeing." June's theme was "Listening and Communication." Ignite Her Game Academy's future monthly skills sessions will include: "Strength, Conditioning, & Recovery" (July 25th

See "Ignite Her Game" next page



Angela
Lewis