

Kenston J. Griffin

**Dream Builders Communication, Inc.**

"If Better Is Possible Good Is No Longer An Option"



Volume 5, Issue 5

**NEWSLETTER**

May 2010

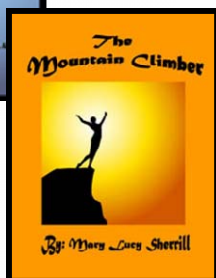
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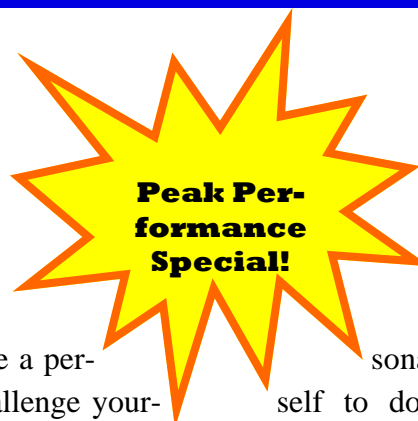
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MAKES THE  
DIFFERENCE**



Greetings & Good Day,

I would like to ask you to do me a personal favor, for the entire month of May challenge yourself to do more, be more, and ultimately get more out of life. I would like to add just one more level to your expectation bar. I know you can stretch a little more, to go even further than you have thus far. So since you have agreed, *let's get to it.* There is a little book I have recently read, "212" by F.L. Parker. This short, but powerful book talks about adding one more degree to your personal expectation zone. The reason one more degree is so powerful is because at 211 degrees, water is very, very hot; however, at 212 degrees water boils, including increasing power, energy, and steam to move a train. Upon reading this, my mind immediately said this is it. All it takes is just one more degree of effort. Whether it is one more phone call, writing one more proposal, one more smile or just one more something that can move you in the appropriate direction. This is the true purpose of that one additional degree. So how do we get to this one additional degree? It all starts with having and reviewing your current plan of action. You must be clear on where you are going and how you will get there. Upon doing so, then you can inspect what you have Expected to evaluate how to get just a little bit more. Sometimes it is not the big things; it is the little things that make the BIG difference. It could just mean one must increase their assertiveness or decrease their aggressiveness in approaching situations. It may be the shifting of your tone when speaking to a client, colleague, or church member. Whatever your degree of C.H.A.N.G.E. (Checking Habits And Never Getting Exhausted) just never quit. Remember just a little bit more can mean your would of difference. Until next time....God Bless!

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TODAY  
TO SET UP YOUR  
FREE INITIAL SESSION!

# Peak Performance SPECIAL!

**What's the secret** that makes Mushin Muhammad of the Carolina Panthers, Hartford Insurance, Wachovia/Wells Fargo, NC Department of Public Instruction, and other high performers get exceptional results?

It is not their education or position, but these clients know it is the strategic training Dream Builders Communication, Inc. provides which allows them to improve for long term results in anything that they do. In all performance endeavors, Dream Builders shows how strategy and tactics work hand in hand to make a positive outcome for individuals and corporations.

## Areas of focus include:

- ⇒ How to effectively get the most out of yourself and others
- ⇒ Busting through the sales slump
- ⇒ Enhancing your communication skills from good to GREAT
- ⇒ Keys to obtaining, maintaining, and retaining massive success in every field of human endeavor



## Start Early

By: Christopher Land

Wow, it's almost football season again. "Football?" you might say, it's not even summer. Well, I've been involved with youth football for over ten years in one capacity or another, and I've found out that teams that start early finish better. I can very easily equate this to the business world, how early does your team, or you start for preparation of events, promotions, and the changes in trends and the market.

Starting preparation early is always the way to go. It has been stated that George Washington once stated if he had one hour to cut down a tree, he would spend 45 minutes sharpening his ax. That's making proper preparation. Often, we jump right in without preparing properly only to find out that had we invested a little more time on

the "front side" beforehand, the plan would have worked much better. With youth football although the season doesn't start until Labor Day, the planning, recruiting, fund raising, and camps start before the students get out of school for the summer. Now, if youth football starts this early, we must inspect what we expect as we make plans and preparation for our business development and growth.



## You've Been TAGGED II

By: Tonya R. Allen

Over the past several months, Dream Builders Communication, Inc. has worked extensively to provide students, parents, and the community with an academically enriched, socially sound, and creatively based program.

The **Dream Builders Communication, Inc. 21<sup>st</sup> Century Community Learning Center T.A.G. (Together Achieving Greatness) Summer Enrichment Program** will begin June 21, 2010. **T.A.G.** will operate in the following counties: Catawba, Gaston, and Iredell.

A "sister" program will be held in Cleveland and Davidson Counties. The students focus on Mathematics, Language/English, Science, and Social Studies, as well as social, character education, arts & crafts, dance, drama, and music, just to mention

a few. Students will also present their projects and talents during a Final Program in August 2010.

If you would like more information, please contact the Dream Builders Communication, Inc. office at 704-595-1884.



### *Happy May Everyone!*

I hope you all are enjoying the Spring... This is my favorite part of the year. It is the time of year to shed those winter clothes and shed some pounds for the summer. This month's article is going to focus on weight loss plateau.

Now what does plateau mean in weight loss? Many experience this when they are trying to lose the last 10 to 20 pounds of their weight loss goal. According to Jennifer Scott, a plateau is a period of time during which your weight remains at the same level. This can be a frustrating time but there is hope to overcome this stage.

#### **Tip#1 Do not look at the scale**

This is a reminder!!! Do not look at the scale. You have to keep in mind that your body weight tends to fluctuate with body fluids and muscles. With body fluids you tend to gain or lose weight each day because of the amount of fluids your body will hold. Remember that muscles weigh more than fat. Therefore, even though you may feel that you are at a plateau it could mean that you are gaining more muscles. The scale can be your worse enemy, measure yourself with a tape measurer or by a pair of pants. It is better to look at inches versus pounds. **STAY OFF THE SCALE!!!**

#### **Tip #2 Add variety to your workout and food**

If you are doing the same workout or eating the same foods, this could be a reason why you are at

plateau. Switch up your workout and your food menu. Your body has a memory and if you are doing the same thing, you are not challenging yourself. Therefore, your body gets use to it and all you are doing is maintaining. It may be time for you to start exercising more or increasing the intensity of your workout. For example, add 20 to 60 second intervals of sprints to your walk or jog. This increases your cardio and you will be able burn more fat. As for food, increase your fiber intake and water intake. This will help you stay fuller longer and help with your digestive system.



#### **Tip#3 As I always say Don't Give Up and Stay Consistent**

This tip is very important. If you are currently going through this phase don't give up; there is hope. Keep moving towards your goals and ask others to join you or hold you accountable. For some of us you are almost at the finish line so keep it moving until your mission is complete.

**Reflection:** Keep this quote by Max DePree near you as you move forward. "We cannot become what we want to be by remaining what we are." So stay encouraged and know that we are in this together.



## Homecoming

By: Gary Whitaker

Recently I attended homecoming at my alma mater. The crowd and the many events on campus were mesmerizing. This traditional event brings back alumni in the hundreds and thousands on most campuses. You would think that this would help in a more effective way concerning the financial situations in our HBCU's. You may ask what I am saying. Every year we have special events on campus to raise funds for various needs on the campus anywhere from scholarships to infrastructure and day-to-day operations. However, statistics have shown us that most HBCU's do not raise the type of funds needed to fix or repair some of the needs on the campuses of our HBCU's. Why is this? Well, I won't say I know the definite answer to this question. I have seen data that attempts to answer this question but I can never get a clear answer. Therefore, I asked around during this time and came up with some interesting answers. Some said they come back every year to see friends, others say they wanted to see changes and some even said just for the food and parties. I was not surprised at the responses I received. This is across the board with HBCU's.



Now, don't get me wrong I don't think every person that comes back feels this way because those classes that come back from the 50's -70's come back for business as well as fun. I had the privilege to work with and spend time with these seasoned alumni and they are a special breed of people. I learned so much from these seasoned passionate alumni. They told me they love their schools not that the others do not they just don't understand why they won't give back, which in my opinion was a great question to ask! I heard fascinating stories of pain and determination and just pure grit to make it back then. They were appreciative of their schools for being there when they needed them the most. They remembered and are very appreciative and let us not forget loyal to them too! I was captivated by their passion. I tried to convey this to my younger alumni with little

success. This of course disappointed me but I still tried to understand both sides of the coin. On one side we see a group of people coming back to try to preserve their past and hope for a better future and the other side trying to capture a moment in time where they were the center of attention and relive a college life they felt they didn't have. I am really not sure about the definite in both sides but I am sure that our HBCU's suffer because of it.

Now, I don't feel that strides have not been for the betterment of our institutions because they have--- how else could they have made it this long and far. I realize that after all of my questioning and probing it only takes one. You may say, "What does that mean?" Well, one thought of gratitude, one thought of appreciation, one thought of concern, one thought of commitment, one thought of something other than ourselves when it comes to these great institutions; although a few thoughts indeed, they are just a thought. I hope after reading this article you really take the time to think about the one thought that will turn into a plan that becomes a reality on your campus. Let's enjoy homecoming but also let us take time to see the needs of our wonderful full of history HBCU's that open their doors for us in some cases when no one else would. Do not let homecoming slip by without taking the opportunity during this time to make the biggest difference you possibly can on your campus. I remember all the good times and late parties but I also remember walking across that stage receiving my diploma that I thought I would never receive!!!!LOL.

Let us not forget we went there--- no doubt about that! Let's be proud of our schools trust me they are proud of us even if they don't know how to show it sometimes. Remember it only takes one and if the **One** you trust can't do it! It can't be done!

Thank you for reading this article! I would love to hear your thoughts about HBCU's! Write me at [gary.whitaker1@yahoo.com](mailto:gary.whitaker1@yahoo.com)

Gary Whitaker  
AKA Pastor G.

## BIG EVENTS in MAY

### April 29- May 2, 2010

The Africentric Learning Institute, under the auspices of the Council on African Canadian



Education, is hosting this exciting youth conference “**MISSION CRITICAL: OUR FUTURE EXCELLENCE WITHOUT EXCUSE**” **Featuring Dream Builders Communication, Inc. (DBC).** As part of the Africentric Learning Institute initiative, Nova Scotia students are invited to take part in an extraordinary weekend of activities aimed at promoting cultural development, academic excellence and leadership development. **DBC** will deliver the Keynote Address as well as, three workshops. So, students, parents, and youth leaders/advisors get ready, **GET READY!**, Get **READY**, for the experience of a life time, because it is truly “**MISSION CRITICAL: OUR FUTURE EXCELLENCE WITHOUT EXCUSE**”

### May 3, 2010

Overhills Elementary has been on board for the yearlong program. This includes Professional Staff Developments, Student plug-in sessions, School Keynotes, and more.

### May 5, 2010

The Dream Builders team will be Keynote presenting in Charlotte Mecklenburg School District at Albemarle Road Middle School. Students, faculty, and staff prepare for a truly outstanding close out to our 7 Week EOG Blitz, while launching into testing mode. This will be the finale of the DBC 5 Week Blitz program.



### May 7, 2010

DBC will be hosting an invitation only faith and finances session. This session will give the heads of God's houses tools to have some checks & balances. Please contact the DBC office for additional information.

### May 12, 2010

Westerly Hills A+ Academy is looking for awesome growth from the 5<sup>th</sup> grade DBC boys as some of them have participated in the yearlong DBC program.

# **BIG EVENTS in MAY**

## **May 17, 2010**

Guess who is partnering with SAGE of Iredell Statesville... DBC is. We are excited about this relationship that has stood the test of time. DBC provides academic and character development student sessions to enhance the county's partnerships.

## **May 26, 2010**

Bishop Spaugh Community Academy is seeing gains in academics, and decreases in referrals as the DBC program is assisting in turning "it" around, just speak with principal Denise Watts as she is just as excited as we are.

### **Contact Us:**

**8801 JM Keynes Drive, Suite 440  
Charlotte, NC 28262**

**(704) 595-1735 office; (704) 595-1736 fax; (877) 595-1735 toll free**

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