

Kenston J. Griffin

**Dream Builders Communication, Inc.**

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



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**NEWSLETTER**

November 2009

**Featured Writers:**

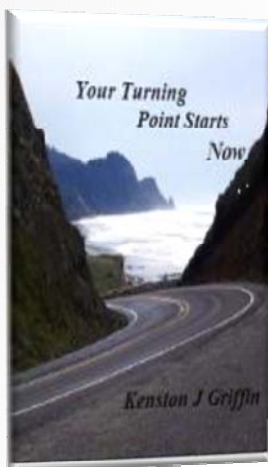
- K. L. Alston
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**Book Special**

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**Only \$12.00**

**"Self Evaluation"**

*Greetings & Good Day!*

Have you ever met someone who believes it's all about them or thinks they are all that and a bag of chips? If you have not, consider yourself lucky; however, if you have, remember E.G.O does not only stand for EGO, it also could stand for Edging God Out.

In this day and age, none of us have room to discredit anyone or think it is all about us. That is what this month's CEO corner will focus on. Self evaluate day in and day out.

Someone, remember, has something negative to say. For example, "you did not do this right," "it took you too long to get here," or "never mind it looks like I am asking too much of you." If you have ever said that to someone, consider this, it might not be them. It might be your conscience, ego, pride, or the mere fact that every time you are set up for a BLESSING, you stick your hand in front of it and start messing. This can range from a number of different things; however, evaluate not the who, but you.

In other words, just relax and chill because if you keep doing the same thing you are going to keep getting the same results. So not for a month or even a week, but just for one day, stop waiting on the world to change because you may be the one who needs to change. However, by pointing to everyone else's problems, it leaves very little room to evaluate your own.

Remember, ***"If not now, then when; if not this, then what; and if not you then who?"***

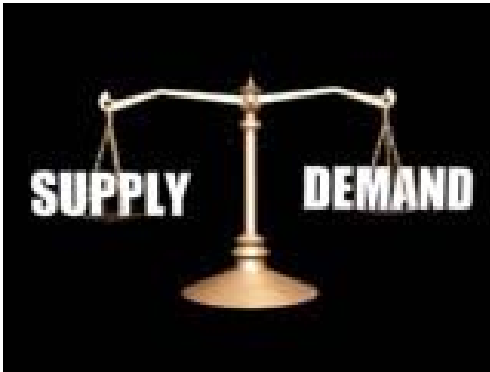
So E.V.A.L.U.A.T.E.: Encourage Versus Always Looking Upon Another To be Exposed.

Kenston J. Griffin, CEO

# Supply and Demand

By: K. L. Alston

In last month's (October 2009) newsletter, our focus was on "Starting Your Own Business." If you have not read last month's newsletter, please take a few minutes to go and read it at this link [http://www.kenstonjgriffin.com/dbc\\_news.htm](http://www.kenstonjgriffin.com/dbc_news.htm).

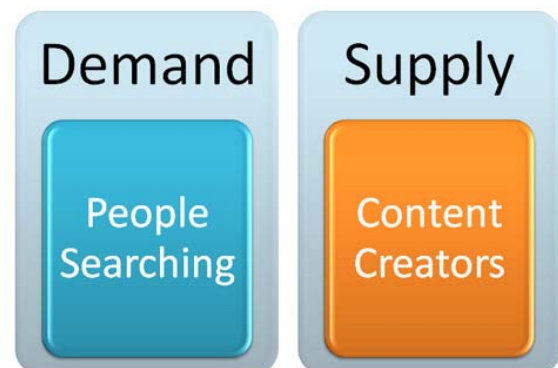


In this month's newsletter, we will build upon last month's article "Starting Your Own Business." Many ingredients go into the recipe for starting and operating a successful business and two of those ingredients are **supply** and **demand**. Just as a well-planned marketing strategy and a well-placed advertising campaign are critical components in regards to the success and growth of a business, supply and demand are equally important. Supply and demand are definite economic factors in operating a business. Ask yourself the following question, "What are two ways I can build a successful business or provide a successful service?" Now the answers are quite simple, if there is a demand for a product or service, supply that demand, or if you have a product or service to supply, create a demand for it. Of course, the latter may be a bit more demanding; nonetheless, if you truly believe in your product or service and it has the potential to make life easier for others and/or resolve problems for others, you are in the ball game.

Let's face it; we live in a capitalistic society. Now we can go on and get fundamentally deep regarding what capitalism is and the pros and cons of it; however, that is not the purpose of this article;

therefore, we will define capitalism simply as competition. According to [www.answers.com](http://www.answers.com), capitalism is defined as, "An economic system based on a free market, open competition, profit motive and private ownership of the means of production." In other words, when you decide you are going to start a business, get ready to compete. Unless your product or service is quite unique, there are others out there who provide the same product or service or at least something similar.

In addition, do not make the mistake of thinking this article is referring to competition just in the realms of starting and operating a business. You are competing every single day of your life, against someone rather it is in the job market, on the job, in school, etc. So, how do you separate yourself from your competitors? You do so by "Mastering Your Mindset" (Kenston J. Griffin). Success on any level doesn't just happen; you have to plan and prepare for it and that begins and ends with the mindset. Two books that will put you on the right track regarding the proper mindset are "**Things You Should Know Before & After Starting a Business**" and "**Life Is Not A Spectator's Sport**" Click on the links embedded within each book title and order your copy today or visit [www.klalston.com](http://www.klalston.com) and remember, "Success isn't just luck, it's also preparation!" K. L. Alston.



## Smell the Roses

By: Kimberly Scott

**I**t is 7:00 a.m. and the alarm goes off. Oh my, I am late for work! I have to get the kids to school. I have to prepare for a business meeting. I have to go to class. I have to do so much; how will everything get done? Does this sound like you? For most of us, this is our daily routine, going from one place to another staying busy and feeling overwhelmed.

Staying busy is not always the best method. It can cause you to be tired, stressed, and most of all it can distract you from things that matter most such as family and friends. It can also wear and tear on your body. Here are some tips to help you refocus and organize your day.

### Tip #1: Take time for yourself.

**You need to set time aside just for you.** This is very important. Take a walk, workout, do something you have not done in a long time like skating, or playing a game. You do not have to take a large amount of time to do this exercise. It is amazing what you can do in 5 minutes such as standing and taking a deep breathe in and out, or if you are in your car playing a song listening to words of motivation and inspiration. You will be surprised that when you make time for yourself you can focus better and you will be able to give your best.

### Tip#2: Make a list.

This second tip can really make a difference in your schedule. Start by making a list of everything you have going on; for example, what time you go to work, school, dropping your kids off, cleaning, cooking, working out,

etc. Once you have made your list, go back and prioritize, placing your most important items at the top. Once you have organized the list, ask yourself who can help with some of these items. Delegate! For example, if you have children and one of the items on the list is to clean. Assign chores to your children, this is a great benefit because it will teach your children responsibility and it is one less item you have to worry about. So make a list.

### Tip #3: Take time to smell the roses.

We have often heard this saying but it is so true. Take the time to appreciate and enjoy what's around you. For example, the other day my husband and I were driving into work and I happened to look up and notice a beautiful rainbow. I asked my husband this question, "How many people do you think actually saw the rainbow?" He said he did not know. I said, "exactly!" I promise, if you would have taken a survey that day, several people would have said they did not see the rainbow, because they were focus on getting to work or school. It is so important that we stop and *smell the roses*; life is too short for us to miss those things that are surrounding us such as family, love, and relationships.



### Reflections:

Take time for yourself, make a list, and take time to *smell the roses*. These are just some tips to turn busyness into a day of peace and order. Reflect on your schedule and make the necessary changes for you to be able to be the best YOU!

## What is the Foliage in Your Life

By: Tiffany Jacobs

**E**very year, I look forward to traveling during this season and seeing all the wonderful tree foliage that presents a colorful array of change. I love the scenery and it makes me think of how wonderful it is to see such a masterful work of art. Looking at the scenery again, I wanted to propose the question to my readers, what is the foliage in your life?



get complacent with the way things are and never reach the place where we want to be because we do not want to face change. It is a great thing to experience change because that is where we grow and accept the things that we know are only with us for a season.

At this moment, what is in your life that needs to transform into a mixture of beautiful change? Oftentimes, we

Examine the cluster of things in your life that are asking for a taste of change. Be grateful in this time for what you have and what you have experienced and embrace the beautiful array of change and be rooted in a foundation of thanksgiving.

## It's a New Year!

By: Christopher Land



What a novel idea! Prepare yourself by preparing your mind. There are so many resolutions in January, get yourself into gear by starting your "New Year" in November. Get a jump start instead of falling behind. I've seen it time after time in multiple arenas of life. You'll see those brand new goals and ideas of a better life in one aspect or another and start out with a blast in January. Along comes March, and the "reso-lies" fade away. I propose that you start your resolution now, and push "refresh"

on January first, if needed. That gives you long enough to create a new winning habit and monitor your success before the calendar New Year. This mind-set and adjustment will keep you out of the rush, and have you ahead of the game.

Why wait? Why go through the maze of life with the masses? If there is going to be a brand new start, then what better time of the year than now? It is said that it takes only twenty-one consecutive days to make or break a habit, for the good or bad. Do a thing for twenty-one days, and you will do it automatically by Thanksgiving. That being so, start now, and by the actual calendar New Year you'll be in full swing. I say to all, "Happy New Year."

## You Limit You

By: Roderick Land

There are many people telling you things that you can or cannot do, things that you should and should not do. There are parents, siblings, and friends all telling you things. You would be wise to listen to them all. Listen, yes; follow, maybe. Sometimes well-meaning people tell you the wrong things and attempt to lead you the wrong way. The most important voice you need to learn to listen to is the voice of .....you!

Parents, and I am speaking from a parents perspective, are **usually** 100% correct!! However, there is that very rare time that they are not. They should train the child to make good decisions, and let them grow to hear their own internal voice eventually. There will be mistakes made, but the idea is that they learn from them and grow.

If you want to be a doctor, you may hear that you could never be one because no one in your family ever has been. Yet, the voice in you says, "work hard, study harder, and you can do it," and then you can do it. The closer you get to the goal, the more others will "see" the same as you. The only one that limits you is YOU!

There was a little boy, because of a speech impediment, who was once thought to be retarded. However, as he became a top student in grade school, especially in the field of mathematics, he developed into one of

the finest minds of all time. Albert Einstein realized that he was the one who limited him. There was once a little girl born prematurely, weighing less than 5 pounds, contracted "infantile paralysis," and had to wear a brace on her left leg for nearly 12 years. Wilma Rudolph realized she was the one who put limits on her. She became known worldwide for her speed, gaining the nicknames as "The Tornado" and "the fastest woman in history." An elderly lady, who had to give up her career as a successful embroiderer because of arthritis, became a world renowned painter, painting more than 3600 canvasses in 30 years. Grandma Moses knew the one who limited her was her. There are thousands upon thousands of examples where people figure "the one who limits me, is me" and take off from that point to experience untold success in different fields of life.

Everyone has obstacles, some real and some only in the mind. Some set because of your socio-economical status and some because of the color of your skin. There may be some obstacles set because you are a girl or even a boy. Some are set because of your age, be it too young or too old. Remember the rock is there, you are the one who determines whether it is a stumbling block or a stepping stone! To get what you want, you have to have determination and dedication, understanding that **YOU LIMIT YOU!**

## What's Really Going On?

By: Tonya Allen

Over the past several weeks, we have started several new ventures. One of those new ventures being the Dream Builders Communication, Inc. 21<sup>st</sup> Century Community Learning Center **T.A.G.** (**T**ogether **A**chieving **G**reatness) Program. To many this may not mean much, but to me it tends to impact me a great deal.

If you will allow me to share some personal insight on my life.....I have the honor of being a single mother. Granted my child is in high school currently, but back when she was in elementary and middle school, I sought after QUALIFIED after-school programs in which to enroll her. Not just for social interactions, but for academic support, and because of my work schedule. I sought after a program that would provide her a safe environment, academic enhancement, and social growth. It was not an easy task because the majority of the programs that met my expectations cost more than my wallet could afford. Please do not get me wrong, I am not saying that the only QUALIFIED programs cost more money, nor am I saying those whose prices are much lower, are not QUALIFIED. What I am saying is MONEY is not the only determining factor. When I say QUALIFIED, I am including *compassion* for children, *desire* for student and family success, *determination* to put the needs of the children first, *academic enhancement* and *remediation* for students, and finally, a *reasonable* rate/fee.

Now, because of Dream Builders Communication, Inc. high expectations for assisting students, families, and communities succeeding, the process of creating and implementing a program which includes all of the above and more, for



was not out of our reach or scope of abilities. Dream Builders Communication, Inc. 21<sup>st</sup> Century Community Learning Center **T.A.G.** Program is dedicated in serving our students, parents, and communities with the ultimate goal of truly “*Closing the Achievement Gap*” and “*Leaving No Child Left Behind.*” We believe the only way we will achieve this is we,

Dream Builder Communication, Inc. and our collaborative partners, must stand in the gaps. ***Each one reaching one! Each one teaching one!*** By doing so, we are truly mastering

## Together Achieving Greatness

For more information on the T.A.G. Program and how students may be enrolled in the program, please contact our office (704) 595-1884 or visit our website [www.kenstonjgriffin.com](http://www.kenstonjgriffin.com).

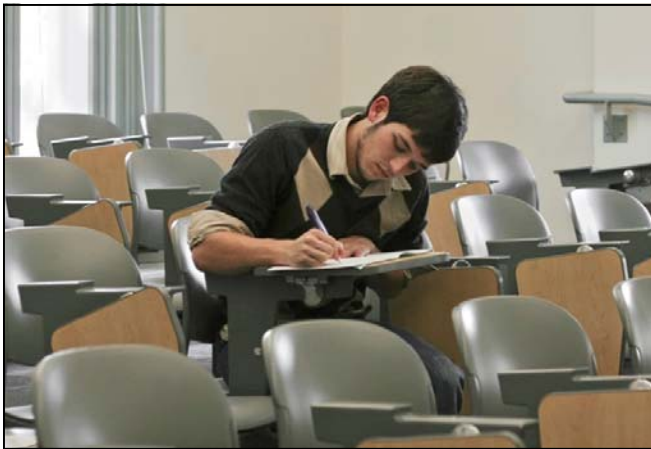


# FREE

## Financial Corner

By: Yolanda Polk

**A**sk yourself this question, what are we doing to prepare for our children's college future? When are we setting up college saving accounts? What are we teaching our children about the money it takes to pay for college? We educate early. I have learned a lot from CNNMONEY.COM and would like to share some of their thoughts. Please never forget "Success Is a Journey Not a Sprint".



Few people question the value of a college education, but the cost is enough to break the bank for many families. With the cost of higher education rising faster than inflation, parents of today's 4-year-olds may face college bills of more than \$200,000.

Sure, the numbers are scary, but if you start saving regularly while your child is in diapers, you'll put yourself in a good position financially by the time your son or daughter is ready to hit the co-ed bathrooms. (For help in setting up a savings plan, try our College Planner.) Also, do not forget the availability of financial aid, loans, and education credits and deductions means you may not have to foot the entire bill yourself.

Indeed, you should not foot the entire bill if you are short on retirement savings. As a parent, you might think your most important financial duty is to pay for your children's education. You would be wrong. Saving enough money for your own retirement is even more crucial.

Your children have several resources besides you to help feed the tuition monster, but no one is going to help you finance your golden years. In addition, you don't have to worry that socking money into a 401(k) will be held against you if you apply for financial aid. Formulas used to assess need generally don't consider retirement savings as an available asset when determining how much parents can contribute to tuition.

Putting too much money in your child's name, however, might work against you. While it's true that a child's income is usually taxed at a lower rate than a parent's income, keeping funds in a child's name can reduce your financial aid package. Colleges use a formula for aid that assesses a family's need based on up to 5.64% of parents' available assets and on 20% of assets in a child's name or custodial account.

"Why are so many of us penny poor before our next paycheck comes? We're not good stewards of our money. It's crucial to save for what you say you value: a home, college, and retirement."

Michelle Singletary

# BIG EVENTS in NOVEMBER

**November 2, 2009**



DBC has worked with Harnett County Schools for three years and things are really going in the right direction. Overhills Elementary school has taken full advantage of the “Plug-Ins” sessions and receiving measurable results in the classrooms.

**November 4, 2009**



Westerly Hills Elementary School has signed on with DBC for a year-long educational program. The additional support in math and reading is designed to increase test scores with the 3<sup>rd</sup> – 5<sup>th</sup> grade students.

**November 5, 2009**



Dream Builders Communication will travel to Iredell Statesville to support the SAGE afterschool program at North Iredell Middle School. The students will participate in interactive workshops to increase skills in reading.

**November 10, 2009**

The NBA’s season is underway, and DBC will be supporting the Charlotte Bobcats in a multitude of ways. Several Executives, Players, and Customer Service agents will work to make the Bobcat experience this year the best yet.

**November 13, 2009**

DBC has and will continue to work to support the Young Black Male Leadership Academy in Charlotte, NC. This grassroots effort gives academic support, character development, and college exposure to high school students.

**November 17, 2009**



“Round TWO” Houston-Tillotson University continues along this journey towards Pre-Alumni Success. Students and faculty are super charged for this *high energy, impact, knowledge* filled keynote/workshop event. Presented by none other than Dream Builders Communication, Inc. CEO, Mr. Kenston J. Griffin, this event is sponsored by the Pre-Alumni Council in its positioning to catapult the PAC’s fund raising endeavors.

**November 18, 2009**

DBC’s year long educational program for Bishop Spaugh Community Academy (BSCA) will support students, parents, faculty, and staff to improve test scores, increase parental involvement, and share best practices with educators. Keep your eyes on BSCA as they are making the turn around under the new leadership of principal Denise Watts.



3<sup>rd</sup> graders exercise the task of “Thinking Outside of the Box” .



After completing six weeks of etiquette class, T.A.G. students demonstrate etiquette & manners at Broadway show, *The Color Purple*.

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