

Kenston J. Griffin

**Dream Builders Communication, Inc.**

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



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# NEWSLETTER

February 2008



Mr. Griffin shares the stage with **Kweisi Mfume**, former President and Chief Executive Officer of the NAACP, at the 14<sup>th</sup> Annual Martin Luther King Prayer Breakfast, in Charlotte, North Carolina.

**T**he New Year is still upon us and the time has come for us to truly celebrate our accomplishments for the previous month. Whether they may have appeared large or small, it is still time for us to celebrate. Upon doing so, this month's editorial will focus on celebrating Black History Month.

One point of emphasis I would like to address is the POWER of one person. Therefore, regardless of what the conditions may have been, currently may be, or what the future may hold, you are the master of your fate and the captain of your soul.

So what can one person do? *Read, Understand, and Apply* "I AM Only One Person."

### *I Am Only One Person*

I am only one person, what can one person do?  
Rosa Parks was just one person.  
She said one word.  
She said it on December 1, 1955.  
One person said one word.  
She said it on a bus.  
She said it to the bus driver.  
On the Cleveland Street bus in Montgomery  
Rosa Parks, one person, said one word.  
The word was "NO!"  
One woman said one word and a nation Blushed!  
One woman said one word, and a world Talked!  
One woman said one word and the Supreme  
Court Acted!  
One woman said one word and the buses were  
Desegregated.  
I am only one person, what can one person do?

Author Unknown

*Kenston J. Griffin  
Chief Executive Officer*

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## Man, Those Clothes are Sweet!

By: Roderick V. Land

The children we encounter daily, especially as Dream Builders, often see as heroes superstars of the athletic world, or regretfully, drug dealers with all the bling. There are examples after example, however, of “regular” guys and ladies who could be considered heroes if we just look at where they came from and where they are today.

**Daymond John**, born to a single mom in the Brooklyn borough of New York City, began his life of entrepreneurship in the first grade selling pencils to classmates. He now runs a company that brings in more than \$350 million dollars a year. The company **FUBU** began as Mr. John and four friends, using his mom’s house as the “factory”, began to sew clothes that appealed to the urban youth, or so he thought. FUBU, “**F**or **U**s **B**y **U**s”, was an instant hit, not just to the urban, but to the suburban crowd as well.



Soon “upscale” retailers, who initially shunned FUBU with statements like “we don’t have black customers, and white customers would not dare wear it” soon had sections of their stores exclusively dedicated to urban wear.

**Cary Mitchell**, another “regular” guy, born in Richmond, Virginia, grew up chasing a star to be a player in the NBA (National Basketball Association). Receiving a scholarship to play basketball at a private college in North Carolina, Cary played four years and soon graduated. While he realized that playing basketball in the NBA was not in his future, he utilized his contacts to get in another way, tailoring.



Cary Mitchell

What began as a word of mouth business, his gym bag as his office, Cary has become dubbed as “Designer to the Stars”. His clientele includes LeBron James, Tim Duncan, Vince Carter, Grant Hill, and other stars in the sports world. When you see Charles Barkley on TNT or Stuart Scott on ESPN you are seeing Cary Mitchell’s handiwork. Whenever you see Tiger walking the greens of The US Open or The Masters, even though you see the Nike swoosh everywhere, those pants are Cary Mitchell Designs.

**Carl Williams**, another young black urbanite struck it big with his unusual designs. Growing up in New York City his dream was to break into the music industry, but as fate would have it things didn’t go his way. Always one for style and flash, Carl and his friends used to regularly spend what little money they got from odd jobs on new clothes, new shoes, and anything else they could get. Moving from New York to California the question was, “Can I succeed in making my own clothes line?” To add flash to his name, he changed the “C” to “K”, and to add more variation changed the “C” in *Can I* succeed to “K”, thus Karl Kani was born.



These are just a few examples of success that is available to our children today to show them that sports or entertainment is not the only way to succeed. It doesn’t matter where you start, it matters where you end. I’ve heard it said that it is not a matter of not achieving their goals that is the problem; it is the not setting goals. Again there are numerous examples, from single parent homes to children growing up as orphans, from the wealthy to the poor, where success can be seen and dreams can be achieved. Challenge a young student to seek something in addition to the NBA or the NFL (National Football League). Always remember, “You cannot succeed if you do not try.”

## “Transformers: More Than What Is Seen”

By: Tonya R. Allen

Over the past year, I have surveyed individuals in preparation for my next book. The survey revolved around “*Self Security and How Important Is It?*” The results proved to be profound and life changing for me. Therefore, I could not withhold this information any longer. So, here it is. “Self Security” is **very** important because self security is intertwined with the level of success one may have. My research revealed the more secure one happens to be, greatly influences one’s progression in life.

Insecurity has proven to have the potential to evolve into the following phases, if **not** identified and conquered:

- ◆ **Phase I:** Admiration- the desire to be like, or look up to
- ◆ **Phase II:** Comparison- the ability to seek out similarities or contrast towards others
- ◆ **Phase III:** Competition- the ability to consistently be in opposition, rivalry
- ◆ **Phase IV:** Jealousy- the ability to envy or resent others
- ◆ **Phase V:** Betrayal- to be disloyal or unfaithfulness

Now, Phase IV and V never hold any sense of success; they only lead to destruction and mistrust. Once these principles are created, the ability to possess true positive self worth has become tainted. Phase I, II, and III may actually be very useful and productive if conducted and presented in moderation. However, once allowed to manifest and begin to consume one’s thoughts, ideas, and morals, then Admiration, Comparison, and Competition has *TRANSFORMED* into self-defecting principles.

The underlying motto for Dream Builders Communication, Inc. is to assist individuals to **GROW**. In order to accomplish this, when faced with *insecurities* be *TRANSFORMED* by developing a sense of BALANCE between all

phases. The ability of developing a sense of inner peace with “who you are” and “where you are” will *TRANSFORM* you to your next level of Progress towards Success.

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## Ways to stay on the “Edge”: “The Greatest of These is Love”

By: Jorris S. Edge

**J** Corinthians Chapter 13

Verse 13 states, “And now these three remain: faith, hope, and love. But the greatest of these is love.” In the month of



February, there is a holiday called Valentine’s Day, and on this day we put forth a strong effort to show our loved ones how much we care about them or how much we love them.

This is strange to me. Why do we wait for this day to come to show our love and affection through extravagant gifts, dinners, cards, balloons, and flowers? Why can’t we express our love for our love ones on a daily basis? Better yet, let’s change it up a bit. Let us start showing our neighbors, the homeless, the less fortunate, and/or the child that does not know what love is, the love they need to make it through a minute, an hour, a day, a week, a month, a year, or just their life in general.

Sometimes we need to reflect on our lives and discover how blessed we are to have love ones or to have the feeling of being loved by someone. Once you reflect and realize how good it makes you feel, it should make you want to share this love, this feeling with someone else besides a loved one.

In closing, during the month of February which we call “Love Month”, “Black History Month”, and “Presidents’ Month”, the way to stay on the “edge” is for you to reflect on the history of this month. Think about the love that was poured out from others to make you and our country what it is today; and how showing and sharing your love to someone could be life changing as well.

## The Financial Corner

By: Yolanda Polk

### “How To Have A Healthy Financial 2008”

First things first, make a decision to have a healthy financial year and get off the fence. Stop playing the wish and hope game. Make a firm decision that you are going to do it.

Next, when you do make a decision don't look back, commit to your commitment. To have a healthy financial year, you must have a burning desire and be willing to make sacrifices.

The price for a healthy financial 2008 must be paid up front and in full. Set goals or budgets daily, weekly, monthly and for the year. Look at your financial goals or budget at the end of each week to see if you have been accountable to yourself. This will provide a reference guide toward the potential success you may obtain in the future by measuring how well you're doing with your financial goals currently.

This healthy financial year is all up to you so remember, “Success Is A Journey Not A Sprint”.

Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were. ~ David Rockefeller

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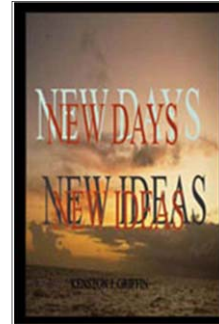
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## Book Special of the Month

### New Days New Ideas



Only  
\$12.00



### “Five D’s to Winning”

By: Christopher Land

We're now on our fourth of five D's to Winning. Our first D was Decision, followed by Dedication, third was Desire, and fourth is **DISCIPLINE**. These D's are relevant in every area of our lives, from work to home, and relaxation or play. Let's talk about Discipline.

I really get a kick out of Webster's definition; *training that corrects, molds, or perfects the mental faculties or moral character*. Think about that for a moment..... Discipline is the will and the force to correctly do a thing again and again and again. Discipline requires that you do that thing even when you just don't feel like it. It's the “I Can” and “I Will” part of winning.

As most entrepreneurial, professional athletes and business people understand, it is discipline that keeps you focused on the prize. Webster's Dictionary also states that discipline is the “control gain by enforcing obedience”. Enough said.

Next month's issue will give you the fifth and final D of the D's to Winning.