

# THE METRO REPORT

DECEMBER 2020

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United Way Tarrant County

*Photo by Rachel DeLira*

FROM THE PUBLISHERS

# The Business of Nonprofits

by Shevoyd Hamilton

This issue of *The Metro Report* features a few nonprofits and nonprofit executives. Since the inception of *The Metro Report*, one of our goals has been to share stories and/or spotlight at least two nonprofit organizations per issue.

We understand the value and the role that nonprofit organizations play in our communities. They each have a common goal to improve the lives of our citizens through programs and support systems that directly impact the lives of many citizens. Nonprofits are not all alike; their programs may differ, but they have been organized to make a positive difference and impact the lives of as many people as they can.

But none of these nonprofits can do it alone. They each need the support of local businesses and individuals. They depend on our contributions and our time so they can continue providing the much needed services that each one specializes in. Our contributions make the nonprofit world stronger. When you donate, large or small, you make a difference.

So, let's help make difference...nonprofits do.



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# Girls Inc. : Making Every Girl Count

by Steve Rochun

Girls Inc. of Tarrant County, like many organizations, found it challenging to deliver its mission in such a turbulent year. However, they decided to turn these challenges into opportunities for the long term and teamed up with Jabian Consulting, a local management consulting firm, to create a new strategic plan through 2025 that would focus on making a bigger impact for more girls currently served by the organization.

The mission of Girls Inc. of Tarrant County is to inspire all girls to be strong, smart and bold. This is translated into programs that encourage health, education, career readiness and independence. Through advocating for girls and their futures, Girls Inc. reduces barriers in their lives that stem from violence, poverty and inequity they encounter at home, at school, in relationships, online or in their community. Their unique combination of life-changing mentoring relationships, a pro-girl culture, and research-based programming equip girls to be healthy, educated and empowered.

Girls Inc. of Tarrant County President & CEO Jennifer Limas said “we knew in order to continue delivering on our mission and helping as many girls as possible that a strategic plan was required to keep us on a path. Leveraging our relationship with Jabian Consulting allowed us to accomplish that.”

“Through advocating for girls and their futures, Girls Inc. reduces barriers in their lives that stem from violence, poverty and inequity they encounter at home, at school, in relationships, online or in their community.”

After a five-month research and insights period, Jabian Consulting led a virtual two-day strategic planning session, outlining goals and a vision for the next five years, and provided a roadmap on how to make it happen.

Sean Woolley, Jabian executive director, added, “Jabian is uniquely positioned to help make a real and immediate impact with Girls Inc. because our consulting model blends strategic thinking with project execution to quickly assess, plan and execute on ideas that make a difference. We call it ‘A Strategy that

Works’ and we are proud to be able to offer this during such uncertain times.”

## What were some of the struggles?

Setting our strategic direction in the midst of a global health pandemic presented some challenges, such as predicting economic recovery. However, it also allowed our team to take a deeper look at the strengths we leaned into during this crisis and how these strengths could be further developed in the future to generate opportunity and growth. Some of these strengths included collaboration with local businesses, corporations and other nonprofits and virtual program delivery, which can be used to safely deliver programs during a pandemic, and reach more clients throughout Tarrant County in the future.

## Were all of the struggles related to Covid-19?

Not at all. After a period of significant growth, Girls Inc. identified that for continued increase of impact in the future, it was important to scale the organization and our capabilities for growth, allowing the systems and structures to support consistent service and revenue growth in the organization.

## How is the strategy for the new plan different from the previous strategies/plans?

Our strategic planning process was led and strengthened by the team at Jabian. Additionally, the strategic planning committee included members of Girls Inc. of Tarrant County’s board of directors and various staff perspectives. Input was also sought from community stakeholders including Girls Inc. girls and their families, educational partners, funders, corporations and potential future employers of Girls Inc. girls. The team at Jabian guided our group through this research and insights that led to an aspirational vision of how Girls Inc.’s mission could be achieved in the next five years.

In previous years, without the support of Jabian, we have had a focus on how Girls Inc. could increase services for girls through expanded partnerships and



Jennifer Limas, President & CEO of Girls Inc.  
Photo credit: Paige Killian Photography!

fundraising. Jabian encouraged us to aspire for this while also keeping a focus on Girls Inc.’s infrastructure, which would allow the organization to scale for growth.

## How does the new strategy/plan work if Covid-19 resurges in 2021?

Our team, along with Jabian, discussed how Girls Inc. can stay agile and responsive to changes in our environment while still achieving the impactful goals set forth. Obstacles that Girls Inc. may encounter in the next five years, including a resurgence of Covid-19, are inevitable and our leadership has planned for a strengthened business model to confront and build upon these obstacles.

## Can you share a bit of the outcome for the new strategic plan (a tease of the plan)?

Girls Inc. of Tarrant County’s strategic plan, which will be published in January 2021, will focus on making a greater impact for every girl, scale for organizational growth, and improve brand recognition throughout Tarrant County to better serve more girls.



of Tarrant County



Jennifer Limas and girls march in downtown Fort Worth.

Photo credit: Paige Killian Photography!

# Maiden Twins, Two Wins by Brandon George

Identical twin brothers Terrence and Tim Maiden have a list of career accomplishments that would make most anyone envious.

But both will tell you their greatest achievement has been the impact they've made in North Texas through their Two Wins nonprofit organization.

The former standout TCU football players established Two Wins in 2005 as an avenue for exposing inner city youth to the importance of higher education and career attainment.

Terrence has spent two decades as a leading commercial real estate developer in Dallas and in 2019 established Russell Glen, a fully integrated real estate development and investment firm in Dallas. Terrence's primary focus these days outside of Two Wins is leading the \$160 million redevelopment of the former Red Bird Mall on 78 acres in South Dallas.

Tim is the senior vice president at Simmons Bank, where he provides capital funding for commercial real estate projects. He has two master's degrees and is an adjunct professor in business at the University of North Texas at Dallas.

Although you'd think that a commercial real estate developer and a commercial real estate lender would go hand-in-hand, the 42-year-old brothers don't really cross over much in the business world other than investing in some companies together.

"Eventually we might leverage our talents and gifts to do something together down the road," Tim said. "Ultimately that will be the goal."

The twins grew up in Oak Cliff and attended Dallas Carter High School before playing football for the Horned Frogs.

“In universities across the country, there's been a steep decline in that [minority male] population, so we're trying to find avenues to encourage them to stay the course...”

For almost 15 years, they've collaborated on their charity work to make the most of their Two Wins platform to enrich the quality of life within urban communities.

The Maiden twins first wanted to be funders of programs with their charity but have since become more involved in the execution of programs. Their two signature programs for Two Wins are Rising Sons and ELEVATE.



Terrence and Tim Maiden, founders of Two Wins

Photo credit: Rachel Rose Co. - Rachel Clifton

Rising Sons is a leadership development program launched in spring 2019 through Cedar Valley College and the Dallas County Community College District. The program is open to male high school juniors and seniors and has partnered with DeSoto, Cedar Hill and Dallas ISD schools.

Rising Sons is a year-round male mentorship program that offers academic support, career exploration and a network of brotherhood. Students participate in exclusive events and social outings and can earn free college credit hours at no cost. Registration is free, but space is limited. More information can be found at [www.twowins.org](http://www.twowins.org).

The Rising Sons theme is "CEO of ME" with three core components: Being Me, Building Me and Branding Me. ELEVATE helps change the trajectory of male high school juniors and seniors who "fly beneath the radar" in their academic setting.

Two Wins started ELEVATE in 2017 in partnership with the University of North Texas at Dallas to host a male leadership academy. The program develops future business leaders and entrepreneurs. The program accepts 65 rising non-freshmen high school students and exposes them to college campus life while learning leadership skills, business etiquette, entrepreneurship and the college admission process.

Selected business leaders from various industries, colleges and fraternal organizations serve as mentors during the one-week academy. ELEVATE emphasizes five core leadership skills: challenge, connectivity, creativity, communication and confidence.

"It's really geared toward a population of students in higher education that is missing, and that's the minority male," Tim said. "In universities across the country, there's been a steep decline in that popu-

lation, so we're trying to find avenues to encourage them to stay the course and model the opportunity."

Among the skills young men learn during ELEVATE are personality assessment, coping techniques, mock interviews, delivering an elevator speech, resume writing, business and dining etiquette, financial literacy, networking and team building.

"Our involvement has evolved over the years," Terrence said, "but we've really honed in on our passion, which is working with young men, primarily high school and young men of color, on these cool projects."

Two Wins has taken high school males on several visits, including tours of TCU, North Texas-Dallas, Hunt Oil's global headquarters and the Dallas Omni Convention Center Hotel.

ELEVATE's participation has doubled since starting with about 30 students in the inaugural class, Tim said.

Kam Godfrey earned a full scholarship to North Texas-Dallas and has started his own marketing company for social media and digital advertising since he took part in ELEVATE. Another success story is that of Donovan Handy, who thrived in the program and earned a scholarship to attend the University of Texas in Austin.

"Parents talk to us all the time about the impact ELEVATE has had for their sons," Tim said, "and that makes it worth the investment."

Tim said he and his brother started Two Wins as a way to share their business knowledge with emerging youth after they didn't get that opportunity in their

teenage years.

"Our parents were really, really good at a lot of things, but they didn't understand the business side - projects and development and companies and how they grow - so being exposed to that, we knew we could do it," Tim said. "The second thing that inspired us was at TCU, we saw the disparities of wealth and thought education is a key to bridge that gap and that there's more to success than athletics."

The Maiden twins aren't just figure heads for the organization. They're involved in every step, from grass roots strategy to meeting with the students, coaching them and following up with them years later to maintain long-term mentorships.

"We develop relationships with them," Tim said. "Some of them have gone off to school and done extremely well. We're neck deep, all hands on deck, supporting the vision of the program."

"It makes you feel good when you hear from the students and their parents. That's the whole premise for starting it and helping them in their formative years while being a continued resource as far as recommendations. If they have questions professionally, we can share some of our experiences and hopefully they can benefit from it."

*Brandon George is a freelance writer based in Arlington, Texas. He's currently the digital marketing editor for Thrive Internet Marketing Agency. Previously, he spent 22 years working professionally at newspapers. He has worked as a senior writer for The Dallas Morning News for 18 years, including the past eight covering the Dallas Cowboys.*



Terrence Maiden counsels a young man on the importance of college.

Photo credit: Rachel Rose Co. - Rachel Clifton

# Step Stool Chef – Standing Tall by Allen White

Julian Frederick is a young force to be reckoned with. He is a kid chef and an entrepreneur with the same desire to be a kid as other 12-year-olds, but with the understanding that sometimes business has to come first. Frederick has been cooking since age 3, using a step stool to cook alongside his mother. By age 7, he and his mother, Toria Frederick, were cooking together and posting their video experiences to a blog when one day someone asked him how much money he was making. The lightbulb went off in his brain and he let his mother know he wanted to turn what they were already doing into a business. Born from his early step stool experiences, Step Stool Chef was launched when Frederick was 8 and he hasn't looked back. He is now a chef, speaker, cooking instructor, author and CEO of his company. His mother serves as COO, managing daily operations, ensuring inventory of merchandise is adequate, and forming relationships to help bring Frederick's business to light.

His academy for kid chefs was born from his desire to teach other kids the life-skill of cooking as well as his desire to empower them to be independent leaders beginning in their formative years. With the trend of more people wanting to eat healthier meals and doing more cooking at home, his business has benefitted. Frederick has partnered with SideChef and created short videos and provided recipes that teach basic cooking skills to kids. Available through SideChef Premium, this service allows Frederick to help merge kid cooking, education and technology. The classes integrate math, science and reading into an overall cooking experience that is useful in providing meals but is also entertaining for kids. SideChef Pre-

“ [Frederick] believes cooking is an educational tool that teaches skills that all kids need now and for their futures. ”

mium has partnered with Walmart and AmazonFresh to be able to have fresh products delivered straight to the home and gives families the opportunity to cook together and teach children not only how to cook, but assist them in being more independent, a win/win for everyone. The SideChef Premium recipes by Frederick are available for a monthly subscription. In addition to SideChef, Frederick also has partnered with other corporations, including Johnsonville, King's Hawaiian,



**Julian Frederick, kid chef, entrepreneur and founder of Step Stool Chef.**  
*Photo credit: Creative Soul Photography*

Chuck E Cheese, Taste of Dallas, Indianapolis Public Library, Chop Chop magazine, Whole Foods and Baylor Hospital just to name a few. One of Frederick's other revenue streams is merchandising. He has a line of aprons, t-shirts and kids cooking utensils with more to come. He has also authored Step Stool Chef Cookbook for Kids which is available at [www.stepstoolchef.com](http://www.stepstoolchef.com).

Frederick has been across the country speaking as an entrepreneur and teaching cooking classes. In 2019, he served as the kid spokesperson for the CEOKID Leadership Conference at Emory University to inspire kids to start or grow their own businesses. In addition to SideChef, his brand growth is also attributable to his social media presence. Frederick can be seen on YouTube, Facebook and Instagram. He films videos a few times a week then he and his mother work together with their social media team to determine scheduling. His mother monitors the activity on his social media (it isn't something he wants to do) and when she sometimes laments the numbers, he reminds her, "A watched pot never boils, Mom."

After speaking with him, it is evident that while Frederick enjoys cooking and being an entrepreneur, he still enjoys being a kid. Covid has prevented him from being as social as he normally is and he remarked, "I realize some of my hobbies require other people." He enjoys talking to and playing with his friends, engaging in sports and singing in choir at his school. He recently took up filmmaking and has already created one and

SEE CHEF ON PAGE 16

## ROTARY MINORITY BUSINESS AWARDS



The Rotary Club of Fort Worth, a service-oriented group of business and community stakeholders since 1913, has had a storied tradition of supporting the local economy. Our members are business executives, nonprofit leaders, and elected officials, all of whom prefer to both serve and do business with good people they know and trust.

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In alignment with our mission and values, The Rotary Club of Fort Worth is thrilled to announce the 4-Way Minority Business Awards. These awards will recognize Minority Businesses that have demonstrated core elements of the ROTARY 4-WAY TEST through leadership, community engagement, and outstanding business practices in Fort Worth.

### ELIGIBILITY

- Open to any minority-owned business located in Fort Worth.
- Minority businesses must be at least 51% minority-owned operated and controlled.
- Minority groupmember (s) is an individual who is at least 25% Asian, Black, Hispanic, Pacific Islander, or Native American.
- Nominations may be submitted by any business or person in the community.
- Nominations must answer all questions in the nomination form.
- Self-nominations are acceptable.

### APPLICANTS

Applicants will be required to provide insight into your business mission, vision, values, products and/or services, and community involvement.

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# Bringing the Community Together *by Betty Dillard*

Leah King credits her success to two key principles: being pushed to think big and always being willing to do the hard work.

Those core values rooted within her guide King as she leads the nearly century-old United Way of Tarrant County.

As president and CEO of the nonprofit organization, King provides leadership, sets strategic direction and ensures operational excellence. She is responsible for all aspects of the organization, including fiscal oversight, growing financial support, developing processes and policies, facilitating cross-departmental collaboration, and promoting a positive, multi-cultural environment.

“I’m so grateful to be here,” King said. “We all have a role in bringing the community together.”

A long-standing stalwart in the local philanthropic scene, King served the local United Way as executive vice president and chief operating officer before being named its leader one year ago in November. And what a year it’s been. Like most other charities and businesses, the nonprofit has been highly affected by the coronavirus pandemic.

United Way of Tarrant County dates back to 1922, when a group of Fort Worth community leaders gathered to consolidate the fundraising efforts of several local charities. Today, the nonprofit brings together individuals, groups, donors and service providers to help manage and solve local social issues. With more than 45 partner agencies, United Way of Tarrant County allocated more than \$10 million in funding for the 2019-2020 fiscal year to its partner agencies’ programs and other initiatives.



**Leah King, President and CEO of United Way of Tarrant County**

*Photo credit: Rachel DeLira*

people annually, including older adults, caregivers and people with disabilities.

Since March, the nonprofit has been primarily in remote operations, which required staff to transition much of its work to online.

“The volume of work has been extraordinary, and honestly, I am concerned at the overall well-being of our team,” King said. “We are concerned about our corporate partners and the ability of their organizations to care for their employees, and of course there’s an impact to the annual campaign which means fewer dollars to invest in areas that are hurting the most.”

King said there have been some positives to the pandemic, however.

“There has certainly been a great degree of coordination and collaboration amongst a number of us which has helped to scale up the numbers served. We typically touch about 300,000 people in a year and we’ve surpassed 550,000 already,” she said.

“It’s reinforced the importance of a strong, vibrant United Way in the community.”

The foundation of King’s personality, professional interests and community involvement were built by

her childhood experiences. She was raised in a military family that moved frequently, including a stint in Germany. Aside from living overseas, the experience that most influenced her was being one of the first female students to attend a public high school in Philadelphia that had previously been all male for 147 years.

“Those experiences shaped everything about me,” King said. “They helped contribute to my being adaptable and flexible and going into situations where I was a persona non grata. I had to try to understand other people’s perspectives and their point of view. I learned how to communicate differently and how to listen better. That and my work in the private sector prepared me for what I’m doing today.”

King started her career in 1990 with RadioShack Corp. as a salesperson in North Carolina, eventually moving to the company’s Fort Worth headquarters. She rose through the ranks to become RadioShack’s director of national community relations in 2000 and then director of investor relations from 2001-2005.

From 2009-2013, King served as senior director of public affairs at Chesapeake Energy Corp., then the country’s second largest natural gas producer. She left her role there for Holland Services in the newly created position of senior vice president of marketing and communications.

SEE KING ON PAGE 18



**Leah King**

*Photo credit: Rachel DeLira*

“

This past year has stretched me in ways I didn’t know possible; physically, emotionally and so much more. Our team is truly remarkable and has stepped up to fill in gaps that continue to emerge in our community.

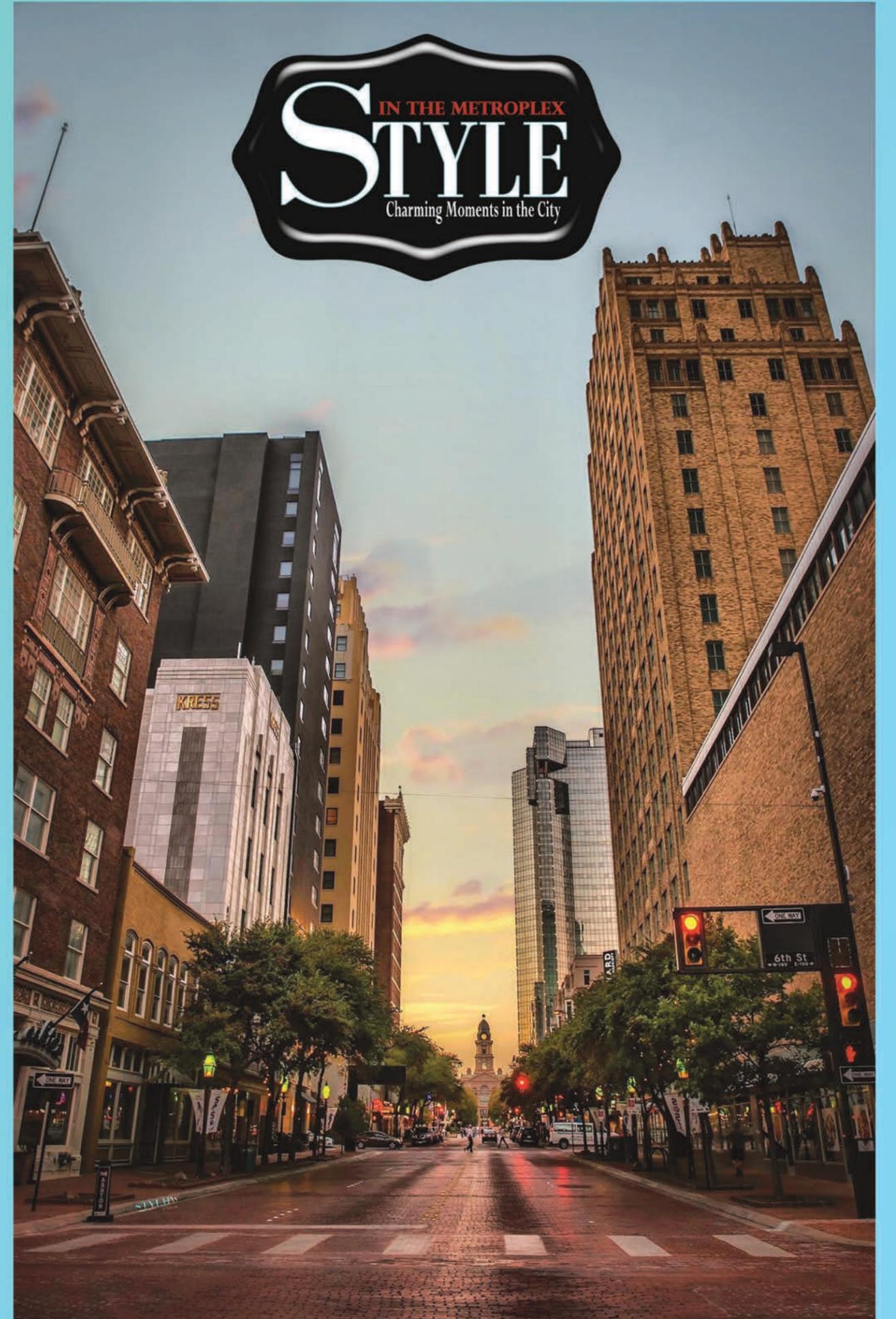
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Programs run the gamut from reading and educational activities to college/career readiness for students, to the Volunteer Income Tax Assistance program, to helping active military members and veterans find services such as health care, job training and housing assistance. United Way of Tarrant County’s Area Agency on Aging serves more than 42,000





Great smiles of the new-normal in Fort Worth! With a mask or social distancing. Ready for 2021!



# MeLinda Hamilton - Looking out for MOMA

by Metro Report Staff

Fort Worth native MeLinda Hamilton retired after 19 years as a national account representative at UPS. After retiring, she moved in to take care of her aging mother, and soon became president over the neighborhood association in Carver Heights East. "I saw many homes needed repairs and there were so many drug houses that my mother and other seniors were afraid to come out of their homes. I saw there was nothing being done in East Fort Worth. So, after writing a grant to clean up the area and do some rehab on the senior citizen homes, I was awarded a \$1.2 million grant for that purpose. We were able to put in sidewalks and streetlights to help improve the area. I began working with the neighborhood police officers, code compliance and other organizations from the city that would help with improvements." This was Hamilton's first leadership role working with a nonprofit.

But it was March of 2020, when MeLinda Hamilton had had enough. The gun violence was out of control. It seemed to be carelessly spreading throughout her family's communities.

On February 6, 2020, her grandson was killed by gun violence. Two years prior, her daughter's life was taken during a drive-by shooting and her brother was murdered in 1980, also by gun violence. This was more than Hamilton could take. The pain and the emotional stress that plagued her opened her eyes and heart to the fact that she was not the only one suffering as a result of this. Alone, she realized she couldn't stop the unnecessary violence, but she could try to partner with the community and work to stop it while assisting those who were grieving for the same reason.

“What we offer through MOMA is that shoulder for mothers to not only cry on, but hopefully to stand on also.”

That's when Hamilton started Mothers Of Murdered Angels, a nonprofit whose mission and goal is to stop gun violence and advocate for victim's rights and justice to those who created it.

"It's not easy losing a loved one or anyone in such a careless, senseless and tragic way," says Hamilton. "Horror such as this brings questions and doubts and can lead to an emotional downward spiral. No parent should have to struggle getting justice for their angel. I understand that for parents, and in particular for mothers, we need a shoulder to cry on and an ear to



MeLinda Hamilton, MOMA founder Photo credit: Fort Worth Business Press staff

listen to us. But soon after, we need information. What we offer through MOMA is that shoulder for mothers to not only cry on, but hopefully to stand on also."

MOMA services were created to assist in providing services and support to survivors.

It provides information on referrals to local community resources and social services and gives an explanation of the criminal justice system. They also work to share case status information and referral to the assigned detective and assistance with Crime Victim's Compensations applications.

There are similar organizations around the country, "but there is a need for support here in the metropol-plex," says Hamilton. Too many victim groups historically have lacked access to adequate services—or any services at all. These groups include children, persons with disabilities, veterans, older adults, historically marginalized communities, men of color, individuals with limited English proficiency, formerly incarcerated individuals and LGBTQ individuals. These victims – and all victims of crime – deserve holistic and competent assistance and support in rebuilding their lives.

Though gun violence is still a huge problem, Hamilton says, "I have seen some positive effects from my community and through other organizations. Before I started Mothers of Murdered Angels, I was already assisting families in these areas, but when it struck my family it became personal. It made me more committed to the cause. Working with the board and

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Photo credit: Fort Worth Business Press staff

my family, we've received positive feedback and feel confident that our nonprofit will help a lot of people."

After suffering a recent heart attack, Hamilton, who has recovered well, is more committed to the cause and belief that we should all make a difference while we can.

Serving her community is not new for Hamilton. As an activist and servant to her community, she was awarded a trophy from Trinity Habitat for Humanity, was recognized by state representative Nicole Collier for her community work and has received other recognition for her achievements throughout Stop Six and Fort Worth. She also was one of the recipients in the 2013 class of Great Women of Texas, presented by the *Fort Worth Business Press*.

To contact and support Mothers of Murdered Angels, visit [momangels.org](http://momangels.org).

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# Chef FROM PAGE 8

is working on another that he plans to enter into competition.

Frederick truly enjoys cooking and does so on a daily basis. Distance learning allows him to prepare lunch for himself and his family. It is during these periods that he experiments with different ingredients and creates recipes of his own. "Sometimes they work out well, other times, not so much," he says. This doesn't stop him, he continues until he gets a recipe right. He is often joined in the kitchen by his sister, Jasmine (7), who has been cooking since she was 2. She participates in some of his social media cooking blogs and has a few of her own recipes on the app as well. Frederick has several favorite recipes, but lists cinnamon ribbon bread, pizza burger sliders and double layer pasta bake as his favorites. All of these and more can be found on SideChef Premium and the bread and pasta bake recipes are available as a cooking kit on his website.

Frederick is a straight "A" student and loves learning. He believes cooking is an educational tool that teaches skills that all kids need now and for their futures. Cooking teaches independence and organizational skills as well as practical life and leadership skills. In addition to being CEO of Step Stool Chef, Frederick has also launched another business called Kid Capitalist.

"Now I am transitioning into investing and consulting with small businesses especially ones run by kids." He already has his first client. His three "P" advice for starting a business are:

1. Passion - find something you are passionate about doing and be willing to commit to it.
2. Problem - figure out what problem are you solving, if there is no problem, there is nothing to solve.
3. Profit - figure out how to make money!

Frederick has followed this formula and doesn't mind helping others do this as well. For more information check out his new website [meetjulianfrederick.com](http://meetjulianfrederick.com). Many people may see Frederick as a kid chef, but when asked, he says, "I'm a kid entrepreneur and I want to empower other kids to be independent leaders." This is his mission and he is well on his way.

Follow Julian on social media:  
 FaceBook: [facebook.com/stepstoolchef](https://facebook.com/stepstoolchef)  
 Instagram: [instagram.com/stepstoolchef/?igshid=of8h74mj44tv](https://instagram.com/stepstoolchef/?igshid=of8h74mj44tv)  
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Julian Frederick with mom, Toria, and sister, Jasmine



Photo credit: Creative Soul Photography



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**King** FROM PAGE 11

Four and a half years ago, King left the private sector and joined the staff at United Way of Tarrant County.

“It wasn’t something that I had ever considered but when the opportunity presented itself to me, it made perfect sense. I’ve been personally involved with this United Way for nearly 20 years and am one of the founding members of Women United. It was a natural fit and move for me,” she said.

King’s extensive nonprofit leadership includes serving on the boards of the Child Study Center, Communities In Schools of Greater Tarrant County, Cook Children’s Health Care System, Tarrant Regional Water District, Baylor Scott & White Health, and North Texas LEAD, among others. She’s a graduate of Leadership Fort Worth and Leadership North Texas.

Awards and honors include the Bold Woman Award from Girls Inc. of Tarrant County, C Suite Award and Great Women of Texas from *Fort Worth Business Press* and Minority Business Leader from *Dallas Business Journal*. King was named one of the “400 Most Influential People of 2020” by *Fort Worth Inc.* magazine.

**Have you faced any career challenges as a woman or as a Black woman? How did you overcome them? What were the lessons learned?**

I have and I do. The first thing I had to do was get over being uncomfortable with being the only one (enter woman or Black woman). The next thing I had to do was get the courage to speak up, contribute and share, especially when hearing someone else say what I had been thinking but was too timid. This can be far easier said than done when you are told, as a child, that you have two strikes against you. Why would an adult think this is okay to say to ANY child? It truly can dampen anyone from believing in themselves.

Working with mentors and coaches really helps to give you that confidence and once you find and trust your voice being clear about who you are and who you represent is crucial.

Learning to be proud of the skin you’re in and knowing you have every right to be present in the spaces in which you find yourself. Own it, with a smile.

**What is your proudest career achievement?**

Leading the team I have the privilege of leading at this very moment in time. This past year has stretched me in ways I didn’t know possible; physically, emotionally and so much more. Our team is truly remarkable and has stepped up to fill in gaps that continue to emerge in our community.

**What has been your greatest personal achievement?**

Having the guts, as a young 20 something, to move by myself across the country for a new professional

opportunity. If I hadn’t done that, I would have never met my husband and built the life with our son that has now made me a grandmother. There’s truly nothing that gives me more joy than my family.

**How has your background in private business benefited your nonprofit career?**

I am so grateful that I worked in the private sector before coming into nonprofit because I really had the opportunity to fine tune so many skills. I worked in marketing and advertising, community relations, investor relations and public affairs. Each role helped me to see the big picture and not be so myopically focused on simply building widgets. It also fine-tuned my planning and strategizing skills, outreach strategy development and most of all leadership.

**Describe your leadership style. What have you learned about yourself as a leader?**

I am a working leader because I am passionate about what we do. I’m a frequent communicator; I believe this is essential to build trust through transparency. I look for opportunities to laugh and bring joy into our world because our work can be heavy, at times.

I learned that I work too much; but am better at recognizing when to step away and recharge. I’m fascinated by how closely linked culture is to leadership style, and it can be lost in an instant if it is not carefully cultivated.

**What intrigues you most about your current role?**

What intrigues me the most is knowing that this organization has been serving our community for nearly a century and that our team has the opportunity to position it for its second century.

**What’s the best part of your job? And the toughest part?**

The letters, phone calls and emails we receive expressing gratitude for our support moves us beyond words. When you can look into someone’s eyes and see a tiny bit of their burdens removed, you know you are doing God’s work.

The toughest part of the job is knowing that there is far more need than we can support. So many people are suffering in silence and have lost hope and that hurts. It literally keeps me up at night.

**You helped develop United Way of Tarrant County’s current strategic plan and last year oversaw the creation of the Community Assessment. Share some of the top findings from that assessment.**

The assessment placed a punctuation mark on challenges that too many of our friends, neighbors

and family members are experiencing – and now to an even greater degree. Too many people aren’t earning a living wage and as a result, meeting the basic needs of their family is impossible. So, then it’s a domino effect; I can’t afford to miss work so I don’t go see a doctor or fill a prescription when needed, IF I even have health insurance. I have to pick between quality and cost for childcare which places my children at risk of harm and not being ready for school. God forbid if my car breaks down because there simply aren’t enough transportation options for essential workers, or to get to the grocery store, for that matter. We lack ample mental health care professionals for a population of our size, and that was PRE-COVID.

The disparities in access to health care and prevalence of food deserts in poor, largely Black and brown communities isn’t improving fast enough.

These are solvable issues but they require a commitment from the government sector, nonprofits, philanthropy and other stakeholders to work with neighborhood leaders in developing sustainable solutions.

**How do you see the organization adjusting to meet the changing demographics, social issues and systemic challenges of our community?**

We are diving in head-first to make sure this moment isn’t lost or forgotten. There are a number of initiatives

in which we intend to lead and/or participate because until our community – and our country – begins to wrestle with the demons of racism, we are bound to find ourselves in the very same place generations from now, and that is not acceptable.

**Who or what inspires you on a daily basis?**

The family who is doing all the right things but can’t seem to get ahead, they are often the very first to give you their last.

**What gives you hope?**

Knowing that we have the power to heal our wounds, trust each other and honor our neighbor as ourselves.

**What’s the best advice – career or personal – you’ve received and what advice would you give emerging leaders?**

Know who you are and whose you are. I always recommend emerging leaders to volunteer for special projects to accelerate their learning and develop relationships with people outside of their department. Seek to diversify your professional skillset if you’re looking to run a department or a business. It will make you more well-rounded and also make you a better manager of people.

**What is your theme song?**

“Walking on Sunshine”



**SPOTLIGHT ON:**

# Donald High

**Name, title, company:** Donald J. High, community mortgage lender, Simmons Bank

**City of residence:** Mansfield, Texas

**City of birth:** Fort Worth, Texas

**Spouse:** Alice High

**Children:** Devin High (10) and Dallas High (2)

**Company description:** Community Banking

**Years with company:** 1 month

**Personal business strategy:** Educating the low to moderate income community on home ownership

**Challenges your company (or industry) will face the next 12 months:**

Increasing mortgage lending in under served communities

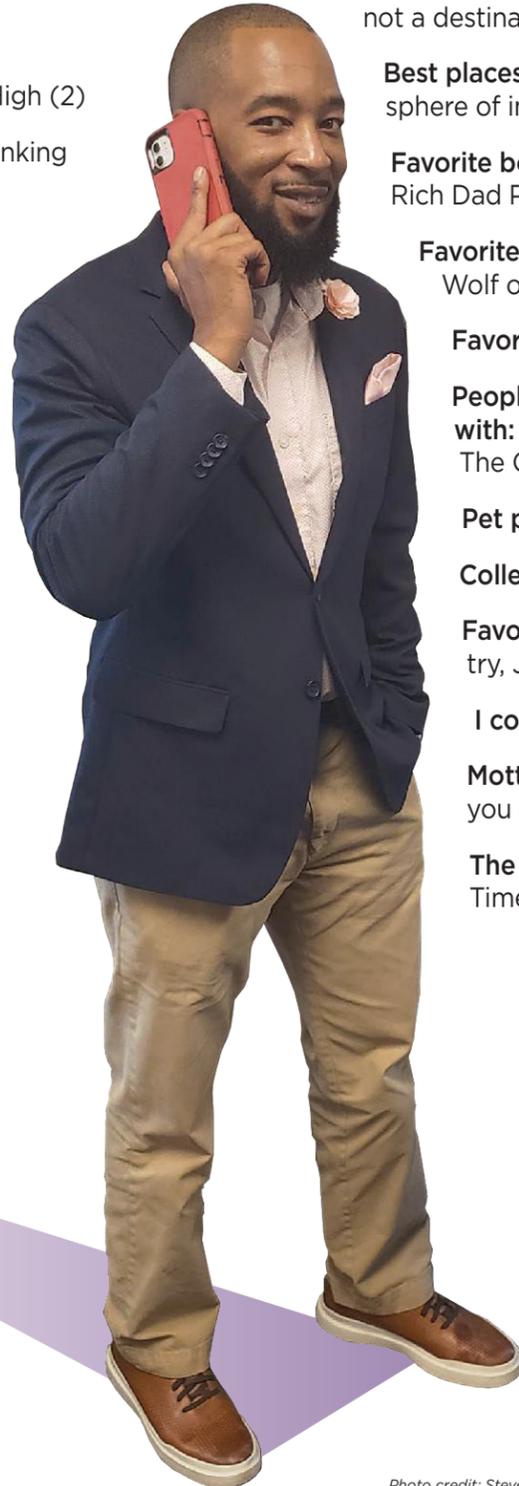
**Business advice to share:** Follow up and follow through

**Worst business decision:** Quitting

**Your greatest achievement:** Breaking into the mortgage business with no help

**First job:** Winn Dixie

**Dream job:** Real estate mogul



**Hobbies:** Golf, hunting, fishing, fitness

**Role models:** Barack Obama, Denzel Washington, Will Smith, Jay Z

**How I know I'm successful:** Success is a journey not a destination

**Best places to find talented employees:** Your sphere of influence

**Favorite book(s):** The G-code, Kingdom Man, Rich Dad Poor Dad, Native Son

**Favorite movie(s):** Flight, Fences, Wolf of Wall Street

**Favorite restaurant:** Pappadeaux

**People I'd most want to share a meal with:** Denzel Washington, Bob Jones, The Obamas, Jay Z

**Pet peeve:** Dancing around truth

**Colleges attended:** Columbia College

**Favorite place to get away:** The country, Jamaica

**I collect:** Blessings

**Motto or theme song:** If you stay ready you don't have to get ready

**The talent you'd most like to have:** Time travel

Photo credit: Steve Rochun

**SPOTLIGHT ON:**

# Jessica Seidel

**Name, title, company:** Jessica Seidel, director of programs and operations, The Ladder Alliance

**City of residence:** Newark, Texas

**City of birth:** Broken Arrow, Tulsa, Oklahoma

**Spouse:** Michael Seidel

**Children:** Daughter (age 3)

**Company description:** We are an established 501(c)(3) organization, The Ladder Alliance serves between 275 and 325 women annually. Our mission is to provide women victims of domestic violence and low-income women with the tools to lead self-sufficient, successful and independent lives.

**Years with company:** 1 month

**Personal business strategy:** Plan for the worst, hope for the best.

**Challenges your company (or industry) will face the next 12 months:** Managing to serve clients and meet numbers amidst COVID restrictions.

**Business advice to share:** It is important to create social capital, everyone you meet is a potential opportunity. Don't be afraid to put yourself out there and let people know who you are.

**Worst business decision:** Changing jobs to a company people told me was a bad idea. I ended up miserable and leaving after two months.

**Your greatest achievement:** Being in an executive position before age 35 and getting to show my daughter that as a woman you can do anything you put your mind to.

**First job:** Cashier for Tom Thumb

**Dream job:** I'm honestly not sure what that is anymore. I know I want to be someplace where I love what I do and get to spend time with my family.

**Hobbies:** Cross stitch, reading

**Role models:** I have many, but the top few would be my dad, my grandma, and my mentor, Suzanne Stevenson

**How I know I'm successful:** People are impressed by my title

**Best places to find talented employees:** Honestly, in my experience it has been through internships. I have found and recruited many people through an internship. I myself started that way with a company and worked up to program director.

**Favorite book(s):** Probably to book that first inspired my love for reading Eighty-eight Steps to September by Jan Marino

**Favorite movie(s):** Currently it is Enola Holmes, all time is Pretty Woman

**Favorite restaurant:** Crazy Cajun

**People I'd most want to share a meal with:** Mayim Bialik and Emma Watson

**Pet peeve:** When I have to micromanage others

**Colleges attended:** University of Texas at Arlington, Texas Woman's University

**Favorite place to get away:** Port Aransas, Texas

**I collect:** Penguins and books

**Motto or theme song:** If at first you don't succeed, try, try, try again.

**The talent you'd most like to have:** More of a superpower than talent but to fly so I don't have to sit in traffic



**SPOTLIGHT ON:**

# Simeon Henderson

**Name, title, company:** Simeon Henderson, senior project manager, Urban Strategies, Inc,

**City of residence:** Fort Worth, Texas

**City of birth:** Milwaukee, Wisconsin

**Spouse:** Tamara Henderson

**Children:** Sire Massai Henderson (5)

**Company description:** Urban Strategies, Inc. is a national leader in its field, a not-for-profit organization that specializes in results-informed human services development, planning, and strategy implementation as part of comprehensive neighborhood revitalization.

**Years with company:** 5 months

**Personal business strategy:** Have a vision, execute your plan, evaluate the results, and then repeat.

**Challenges your company (or industry) will face the next 12 months:** Over the next 12 months Urban Strategies, Inc. will continue to adapt and shift the way we deliver programs and services by establishing new partnerships with service providers that have the capacity to extend their reach and impact. We will leverage our staff and volunteers' expertise to deliver high quality programs and services in our 4 pillar areas: 1.) economic mobility; 2.) health and wellness; 3.) education; and 4.) housing stability.

**Business advice to share:** Have self-confidence, be reflective, and never compromise your integrity. Master your craft, leverage collaborations, remain resilient, adaptive, prepared and always outwork your competition.

**Worst business decision:** What did not kill me only made me stronger.

**Your greatest achievement:** My greatest personal achievement is being a father and role model to my son Sire. My greatest professional achievement was serving as the district executive director for the YMCA of Metropolitan Fort Worth. Under my leadership, the new \$16 Million state-of-the-art William M. McDonald YMCA opened its doors to serve the community in January 2019.

**First job:** Phil's Auto Parts in 1997



**Dream job:** Starting a nonprofit organization that will focus on empowering people to reach their fullest potential in the areas of health, wellness and financial independence.

**Hobbies:** I love travelling and studying diverse cultures around the world. I also actively compete in Triathlons (swimming, biking, running).

**Role models:** Elder Johnny Lee Henderson (my father), William M. McDonald, Dr. Martin Luther King and James Baldwin.

**How I know I'm successful:** My philosophy is each one, teach one. I know I'm successful when my hard work, sacrifices and commitment to community capacity building has positively impacted the next generation of leaders.

**Best places to find talented employees:** I believe word of mouth and networking yields the greatest results when recruiting talented employees.

**Favorite book(s):** Between the World and Me by Ta-nehisi Coates, Relentless by Tim S. Grover, Instinct by J.D. Jakes

**Favorite movie(s):** Enemy of the State, Hidden Colors, The Last Dance (Michael Jordan)

**Favorite restaurant:** Sullivans Steak House, The Boiling Crab, Uppa Yard

**People I'd most want to share a meal with:** President Barack Obama, Kobe Bryant, Oprah Winfrey, Sam Henderson (my late grandfather)

**Pet peeve:** People dragging their feet... figuratively and literally.

**Colleges attended:** University of Milwaukee (B.S), Marquette University (commercial real estate certification)

**Favorite place to get away:** Accra, Ghana

**I collect:** Coffee mugs / shot cups from cities and countries I have visited

**Motto or theme song:** Hard work and dedication!

**The talent you'd most like to have:** Singing

Photo credit: Steve Rochun

**SPOTLIGHT ON:**

# Beth Lamb

**Name, title, company:** Beth Lamb, Chief Marketing Officer, Ronald McDonald House of Fort Worth (RMHFW)

**City of residence:** Lakeside, Texas

**City of birth:** Portsmouth, Virginia

**Spouse:** Steve Lamb

**Children:** Iain Lamb (27), Petty Officer 1st Class in US Navy; Cathryn Lamb, (23), communications specialist with Tarrant Regional Water District

**Company description:** RMHFW, founded in 1981, is a one-of-a-kind nonprofit that offers a supportive, home-like community that eases burdens for seriously ill children and their families. We are known best as "The House that Love Built" and a "home-away-from-home."

**Years with company:** 8 years (will be 9 years Jan. 3, 2021)

**Personal business strategy:** Embrace honesty and welcome constructive criticism to embolden change within myself and my organization

**Challenges your company (or industry) will face the next 12 months:** All nonprofits have faced huge challenges in the past eight months with the onset of COVID-19. Discretionary income for so many was suddenly gone and that can have devastating consequences on a nonprofit's operating budget. The next 12 months have the potential for the same challenges. Donors respond best to nonprofit missions when they are able to see the work being conducted. The longer they are forced to stay away for health reasons, the more challenging the fundraising and mission sharing landscape becomes.

**Business advice to share:** Don't be afraid to ask for help.

**Worst business decision:** Being lured back to an old job with false hope of change

**Your greatest achievement:** My greatest personal achievement is raising two dedicated, hard-working and loving children. My greatest professional achievement is earning my accreditation in public relations while also president of Public Relations Society of America Greater Fort Worth Chapter.

**First job:** Sales clerk for 5-7-9 shops

**Dream job:** As a dreamer, I would like to be an archaeologist, but if that dream became reality I'm not sure it would be my perfect job because I burn like a lobster! However, my current profession is the perfect job for my reality. I have never felt as fulfilled and at peace in my daily work as I do right now.

**Hobbies:** Reading and traveling when it's once again safe

**Role models:** My husband of 30 years. I have watched him succeed at everything he strives to accomplish, and he's never afraid to try new things.

**How I know I'm successful:** When people seek me out for advice or counsel, I know I must be doing something right.

**Best places to find talented employees:** Colleagues and professional organizations

**Favorite book(s):** Mists of Avalon, Pillars of the Earth, Harry Potter series

**Favorite movie(s):** Elf, 50 First Dates, What Dreams May Come, The King's Speech

**Favorite restaurant:** Gloria's

**People I'd most want to share a meal with:** My grandmother who was born in 1900. So many questions I would love to ask her that I didn't have the wisdom to ask when I was young. Let's also add Elizabeth I, Eleanor of Aquitaine and Abigail Adams to the dinner table because about each of these women I have read and written. I would like to know if my assertions based on available research had any amount of accuracy to their realities.

**Pet peeve:** Misspelled words

**Colleges attended:** Texas Wesleyan University

**Favorite place to get away:** Scotland

**I collect:** Elephants

**Motto or theme song:** Don't let that which you cannot control, control you.

**The talent you'd most like to have:** Dance



Photo credit: Steve Rochun



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