

THE METRO REPORT

APRIL 2023



Shawn Lassiter and
Dr. Whitnee Boyd
Photo by Rachel DeLira

INSIDE:

Diversity, Equity & Inclusion
page 4

Tim Williams – More Than the Position
page 6

Brandon Reed – A Dream and Goodwill
page 8

Cover Feature – BRAVE/R™ Together
page 12

And Much More

FROM THE PUBLISHERS

Making Better Lives

Working to make Fort Worth a better place is the goal of many of our community leaders. This month we highlight two young ladies and the nonprofit organization, BRAVE/R™ Together, who are collaborating with city leaders as well as business owners and residents of the 76104 zip code to bring about much needed improvements to the community. They and their team are working to make better lives for these residents.

We are featuring a commercial real estate broker and a young man who made some poor decisions as a young man, but who is now the happy owner of his own business, a true turnaround story. We also invite you to take a peek at a story on the difference that diversity can make. As always, take a look at our featured spotlights this month and make the acquaintance of two wonderful young ladies.

Every story this month is in some way about making lives better. It should be what we are all striving to do for our families and our communities.

We invite you to read the stories in our magazine and encourage you to support our advertisers. Just a reminder, when you click on the ads in the digital version of the magazine, you will be linked directly to their websites.

Many thanks to all of you for reading and sharing!

Shevoyd and Anjie Hamilton



Publishers Anjie and Shevoyd Hamilton

THE METRO REPORT

The Metro Report shines a light on women and minorities in the business community of the Dallas/Fort Worth metroplex!

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Contact us for information
info@themetreport.biz
 The Metro Report
 PO Box 60505
 Fort Worth, TX 76115
 Phone (817) 921-6600

CEO & Publisher
 Shevoyd Hamilton
Shevoyd@themetreport.biz

President & Business Manager
 Anjie Hamilton
Anjie@themetreport.biz

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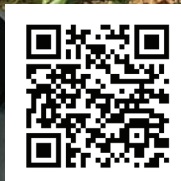
April 15-July 30

This limited engagement exhibit features more than 100 sculptures from Zimbabwe and supports 300 sculptors and their families in that country.

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Diversity, Equity & Inclusion: What difference does a difference make?

by Ken Wilcox, Partner, H.I. Executive Consulting

As an African American partner at H.I.E.C, a global retained executive search firm, Diversity, Equity, and Inclusion (DEI) is, a subject that is near and dear to my heart. Having served as a C-suite executive for years at Fortune 500 corporations, I can attest to the reality that the world of opportunity hasn't historically been set up for people that look like me. For far too long, African Americans have struggled to fit in to corporate America. As a point in fact, there are currently only six African American CEOs of Fortune 500 companies. Additionally, a 2021 review of top companies by the Washington Post found that only 8% of C-suite executives are Black, although African Americans account for about 12% of the total population.

Only when organizations move to a company-wide and human-centric approach can they properly tap into a diverse talent pool that is able to better compete on a global stage.

Thankfully, albeit at a slower pace than should be, times are changing. Not just for African Americans, but for other ethnic minorities and those that may also have been discriminated against in the past due to their gender,

age, sexual orientation, disability, socioeconomic status, or religious beliefs. DEI is a subject that is finally gaining resonance throughout the globe. And for good reason. Having a diverse workforce and an inclusive environment brings a myriad of economic and social benefits to an organization.

Diversity, equity, and inclusion (DEI) is a conceptual framework that promotes the fair treatment and full participation of all people, especially in the workplace, including populations who have historically been under-represented or subject to discrimination because of their background, identity, disability, etc.

Going beyond lip service

To be effective and long lasting, DEI shouldn't just be done for popularity, or to be seen to be 'doing the right thing'. It needs to go beyond lip service and come from a place of genuine understanding. All too often, DEI has been treated as a "check the box" exercise. Human Resource teams have been instructed to ensure that a set quota of certain candidates is put forward for each role and they think that is enough. Yet, in many ways this does more harm than good.

For DEI to become ingrained, a cultural shift is needed top to bottom. Only when organizations move to a com-

pany-wide and human-centric approach can they properly tap into a diverse talent pool that is able to better compete on a global stage.

Garner more allies – not enemies

CEOs are often frightened of getting DEI wrong. I get that. No one wants to be canceled for taking a chance. While CEOs may not get DEI right the first time, if they go into it with the right reasons and attitude, they will garner more allies than enemies. People respect authenticity. While authentic leadership is a much-overused phrase, there is no doubt that it can inspire trust and foster a positive work environment.

My main counsel to CEOs is to seek to understand – rather than be understood. When a leader seeks to understand, they quite simply ask questions. When they only want to be understood, they make statements. The former makes a CEO far more empathetic and curious, which are key components of emotional intelligence and the definition of a great leader today.

Don't miss the mark

Corporations have often missed out on top talent for too long by way of discrimination, whether consciously or otherwise. A change is needed. A diverse outlook and experience at the executive level is proven to deliver enhanced performance, as well as offer both economic and

social benefits. While race may dominate the diversity agenda, particularly here in the U.S., considering gender, background, education, values, self-expression, and ethnicity (to name a few) to ensure equal opportunity are all important.

While businesses are waking up to the benefits of a diverse and inclusive workforce, the requisite corporate structures to harness this talent pool are often missing. It is important that the CEO has people from all backgrounds around them to ensure that they can truly welcome, support, respect, and value all individuals and groups. By doing so, it becomes a positive, self-perpetuating cycle.

A cultural shift

At H.I.E.C, we believe we have a part to play. We always ensure we assemble diverse search teams from a variety of global locations for every assignment. This fosters creativity and offers clients a rounded perspective. We also arrange unconscious bias briefings for decision makers, review client evaluation practices to ensure fair assessment, and collaborate to assemble diverse internal project teams to minimize bias.

It feels like a real cultural shift. It is important that we collectively join forces and not lose the momentum that has been built. Join us on this journey.



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Tim Williams - It's about more than the position

by Steve Rochun

It was recently announced that Timothy L. Williams, a longtime resident of Fort Worth and president of Trojan Commercial Real Estate, LLC, has been appointed Chairman of the Board of Governors for the Society of Commercial Realtors (SCR). He is the first African American to serve in that position in the organization's 35-year history.

SCR is the commercial realtor organization that operates independently under the auspices of the Greater Fort Worth Association of Realtors. It offers networking, education and deal-making opportunities for the commercial real estate practitioner.

A native of Evansville, IN., Williams moved to Fort Worth in 1979 to attend Tarrant County College where he majored in communications. Prior to joining Trojan CRE, he was an agent for long time commercial broker Jim Austin at Austin Company Commercial Real Estate for 17 years. During his tenure he developed skills and qualifications in sales and leasing, contract negotiations, buyer and tenant representation, land assemblages, property management, real estate consulting and city zoning.

“We want to be a light to anyone looking for an opportunity and direction in all phases of the real estate market”
 – Timothy Williams

“I'm honored to have been chosen to help lead the organization at this time,” said Williams. “It's a great organization that was established in 1987 as the commercial real estate division of the Greater Fort Worth Association of Realtors,” he continued. For Williams it's more than just being named to the position of chairman, it's an opportunity to do more for the community where he lives, works and serves.

Williams, who is also a member of the Greater Fort Worth Association of Realtors, said the greater Fort Worth area is growing rapidly with incredible economic opportunities, and SCR is positioned to be the voice of commercial real estate in the area.

He added, “I'm deeply gracious to become the first Black American to be named Chairman. It's an ac-



Timothy L. Williams, Chairman of the Board of Governors for the SCR
 Photos by Steve Rochun

complishment that I do not take for granted. I know my parents are smiling down from heaven with joy. To be named the 'first' in anything is an achievement, and for these things to happen now in 2023 – and after the celebration of the MLK Holiday – lets me know that his dream/our dream is still being fulfilled”.

With over 40 years of experience in management, marketing and sales, Williams is a past committee member of the Fort Worth Citizen Advisory Board and the Fort Worth ISD Human Relations Committee.

For Williams, it doesn't stop there. With Trojan Commercial Real Estate, he feels things are just beginning.

Trojan Commercial Real Estate began through the foresight of real estate agent Andre McEwing and Broker Michael Berkowitz, who are longtime friends from Trinity Valley High School. “Trojan”, is the mascot name of TVHS, so, they formed Trojan Commercial Real Estate, LLC, in 2018, as a minority owned real estate firm.

Williams believes that being elected as chairman is

more than just being in the position. It's about what he can do to help others, mainly in the real estate community as well as those who live in the underserved communities in Fort Worth.

Other than Trojan Commercial Real Estate and Jim Austin and the Austin Commercial Realty, there are not any widely known African American owned commercial realtor companies in Fort Worth. To Williams that seems rather odd in this day and time with the major growth in the Fort Worth, Tarrant County area.

Williams thinks there are a few reasons why there are so few black-owned commercial realty companies in Fort Worth. He says that first, just starting your own business is challenging and there is a fear the only way you're going to get paid is by getting out there and hustling every day for business. Second, residential real estate has proven to be the preferred area of business for the black broker and agent. Finally, historically the perception on the commercial side of real estate has been conservative in giving or awarding a black broker/firm the same opportunity as the white broker/firm.

It's important to Williams to continue striving to be a positive example in the CRE industry, but also to the African American and Latino communities. “We want to be a light to anyone looking for an opportunity and direction in all phases of the real estate market. We want to be seen and taken seriously in the commercial real estate industry, and at the same time we want to have a major impact as a business and community partner and leader.” In addition, their goals are to be recognized as a top real estate firm, to represent major industry leaders in their estate needs, to have a presence in the



minority community by being their preferred realtor, by participating in community events and organizations. They want to sow into their community through education and scholarships.

Through a mentorship program, Williams, McEwing and agent Crystal Allaway are working to introduce and encourage minorities to enter the commercial side of real estate. “There are many sides and opportunities for people to get involved in real estate, from being an inspector to operating as a surveyor. We want to use our platform and any form of recognition as a way to encourage and educate, said Williams.”

Asked if it has been difficult as a minority business to get the attention or be taken seriously by other entities that you would like to do business with? Williams responded, “Yes and No! As a new start-up we understand it will take some time for the real estate community to take us seriously. Yet, in a short time we have been fortunate to have been a part of a few major projects in our city. To reach the goal of being seen as a top real estate firm, will take doing business with more top industry leaders. Not only locally but across this great state of Texas.”

There is no project that they would consider too large or too small. “We are preparing our team for future growth and our plans are to help clients expand and grow their business as they grow and expand the Trojan Commercial Real Estate team and business.”

Being a longtime resident in the area, he cares for all of Fort Worth. Williams says that they would love to see the economic development and growth in the southeast and east sector of Fort Worth. “We feel strongly connected to those areas because we have lived there for 40 years and would welcome working with clients to create new commercial opportunities for those communities.” We can also offer a familiar face to relate to and educate our community about the many opportunities the real estate industry has to offer, other than buying and selling houses.

Williams, who has been married for over 30 years and has one daughter, enjoys spending time with his family and friends, his church and playing golf.

Williams is ready to do whatever he can to assist the community. Just give him a call. But if you do, he says you may call him Tim or Timothy, but don't call him Timmy...that's a big no, no!



Brandon Reed - A dream and goodwill

by Steve Rochun

Brandon Reed would be the first to tell you that his life hasn't been easy. He will also tell you he's made mistakes along the way that contributed to the rough times. He accepts responsibility for where life has taken him. At age 17, while attending the University of Texas at Arlington, his brother was killed in a firefight during a carjacking. This event hit Reed hard. He blamed himself for his brother's death because he wasn't there. While suffering with depression and withdrawal, his life began to spiral out of control. He began to sell and distribute drugs and excused the actions as a method to pay for college. He eventually dropped out of college. Shortly thereafter, Reed was caught distributing drugs and spent time incarcerated. For many, this experience would shape the remainder of their life, but Reed would become a success story.

During his incarceration, Reed spent his recreation time lifting weights. His initial goal was to benefit his mental and overall health. He also began to consider life after incarceration. "I didn't want to go back to the lifestyle that got me locked up," said Reed. His weightlifting inspired him with not just a healthier lifestyle, but also a career path. His desire to own a gym was born. Reed believed that owning a gym and becoming a trainer would enable him to assist others and help them achieve their goals for better health. Helping others reach their goals would also facilitate him reaching his goal.



Brandon Reed, owner of The Train Station gym

Photo by Steve Rochun

come home and get a job. "They meant well, and I knew that I needed to work, but that it wouldn't be easy finding a job," he said. After his release from prison, finding employment with decent pay was difficult and discouraging. Then an opportunity came his way through Goodwill.

"This chance to work at Goodwill came at the right time for me. I was excited. It came at a time when I was losing hope," said Reed. Goodwill North Central Texas is more than thrift store. Their mission is to create lives of independence and build a stronger local community for people with disabilities, people experiencing homelessness, veterans, at risk youth and the formerly incarcerated. As a not-for-profit leader, the focus of Goodwill is on changing lives as they offer job training and other services to help people with disabilities and disadvantages achieve their maximum independence. Through Goodwill, job seekers, individuals with special needs, families, and other members of our community gain self-esteem and become independent, self-sufficient citizens.

Reed credits Goodwill for playing a huge part in achieving his dream and helping him see that he had value. "When I first got out of prison, I lacked self-esteem and confidence. I was turned down for several jobs which didn't help. Goodwill took a chance on me; they hired me when others wouldn't. Those other jobs just saw my record and nothing else. Goodwill saw me

“ Brandon is one-of-a-kind and has a passion for his gym and his clients. He is a living result of his dream and the product of 'Goodwill'.
– Amber Tamplin ”

Prior to his release Reed shared his dream with some family members. Their response wasn't as encouraging as he hoped. They felt it would be good if he could just

SEE DREAM ON PAGE 18








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STYLE

Charming Moments in the City



Highlights from the
United Way of Tarrant County
Grand Opening & Ribbon Cutting
March 29, 2023
featuring President and CEO
Leah King, UWTC Team,
and special guests.

Shawn Lassiter



Photo credit: Rachel DeLira

BRAVE/R™ Together – Working to revitalize 76104

by Allen White

A report issued by researchers from University of Texas Southwest in 2019 showed the life expectancy of residents in the 76104 zip code, the south side of Fort Worth, had the lowest life expectancy in the state of Texas. Residents in this zip code are expected to live an average of 12 years less than any other area of the state. The report caught the attention of many, but one person, in particular, knew something needed to be done and knew someone who would work to get something done.

Leah King, CEO of United Way of Tarrant County met Shawn Lassiter through education training programs where Lassiter trained leaders on advocacy, racial equity and racism in schools and communities. King and Lassiter discussed doing something big in Fort Worth around community led programs. Lassiter wrote a proposed program called BraveR Together, but it had no specific area of application. The premise of the program was to engage with people in a community needing assistance and have them be part of the team to lead the programs which would directly impact them. King shared with Lassiter

76104 would be the perfect place to enact her plan. In terms of equity, the program needed to be implemented where the need was the greatest and 76104 was the perfect fit. It also happened to be an area where both Lassiter (originally from Pensacola, FL) and Dr. Whitnee Boyd (originally from Pine Bluff, AR) had already adopted as their home away from home.

Racial inequality plagues communities of color in neighborhoods across the country. In 76104, systemic racism has played out over the years through disparities in education, housing, employment and healthcare as shown by the research done and the report issued by UT Southwest. The BRAVE/R™ Together project was formed to help address the disparities in this zip code. The collaborative efforts of nonprofits, public officials, community leaders and the private sector are being led by the executive team of BRAVE/R™ Together, Shawn Lassiter, CEO and Dr. Whitnee Boyd, Director of Strategic Initiatives.

Whitnee Boyd



Their mission is to address racial inequity in areas where disparity has been shown to be greatest. Lassiter says, "This community was once thriving and supporting Fort Worth as a whole and then found itself stripped of its resources because of the highway, policies and other things, but despite all that, the spirit of the people never left." She believes BRAVE/R™ Together has been able to capture that spirit.

Before forming any committees, hiring any employees or formalizing any programs, Lassiter and Boyd held an "Interest" meeting at the Shamblee Library to gauge interest in the proposed program conceived by Lassiter. People showed up for two reasons; to see what they were proposing to do and to express their skepticism about the plans actually coming to fruition in their community. Many were aware of previous promises to provide a medical center within the community. The Hazel Harvey Peace building, originally intended to be a medical facility, was turned into an administrative building for the city leaving the community without its promised medical facility. Unlike other non-profit organizations, BRAVE/R™ Together is committed to doing things differently. They host roundtable meetings in the community for residents and businesses. Before doing anything, for one year, roundtable meetings were held for two purposes; to gain trust of the community and to find out what they needed and wanted. Only after hearing from those in the community, did Lassiter and Boyd begin formulating a loose plan on how to move forward.

Lassiter and Boyd vowed within themselves to make positive changes by collaborating with individuals and organizations already working in the area to bridge the gap between the Southside community and those who are committed to helping the community. An extension of the BRAVE/R™ Together team are the community ambassadors who were already working in the community. These ambassadors live, work, grew up or own a business in 76104. Already invested in the community, they have become the informal board for BRAVE/R™ Together and represent the interests of 76104.

Lassiter and Boyd have managed to form relationships with community residents and business leaders who believe in their mission and are willing to collaborate to bring the vision to life. The community ambassadors share success stories as well as bring awareness of programs that are not working the way envisioned or intended. This communication conduit means plans and their implementation are constantly being evaluated and adjusted where necessary. Speaking about the ambassa-

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dors, Lassiter says, "They are looking out for the community and expect BRAVE/R™ Together to show up for them whether we know them or not."

As the BRAVE/R™ Together program works, the community continues to hold round table discussions. Each roundtable is geared toward a topic addressing the disparities in 76104 and the changes needed to address them. No movement is made until BRAVE/R™ Together has an understanding of what is needed and a clear-cut plan is made on moving forward. Lassiter and Boyd then partner with organizations, civic leaders and individuals with expertise in the areas of need to implement the plans. Some programs will take 2-3 years to implement and complete, but nothing is started without the community's stamp of approval. While Lassiter and Boyd may know there is a problem, until they speak directly with community residents and businesspeople, they don't know exactly what the problem is, how it came about or how to solve it. These roundtable discussions are vital to making progress. The roundtables are a means for BRAVE/R™ Together staff to get educated, build relationships and formulate plans. Area schools, churches, community ambassadors, door-to-door visits and social media work together to get the word out about roundtable discussions which are open to the community.

BRAVE/R™ Together receives the majority of its funding from their community partner, United Way Tarrant County, Rainwater Foundation, Bank of America, Wells Fargo, Holloway Family Foundation and North Texas Community Foundation who has set aside funds to support organizations advocating for racial equity. They also receive funding from other organizations and individuals who believe in and support their mission. The funding helps pay staff, but the bulk is used to assist residents, entrepreneurs and businesses in the community through their Community Grants program.

BRAVE/R™ Together partnered with more than ten organizations and were able to offer more than \$110K in grant funds to organizations doing work across the zip code in 2021. The goal of these grants is to work alongside organizations and individuals in 76104 fighting to address racial inequalities in healthcare, education, housing and business/economic development. Funds granted may be used for a variety of purposes, but all must offer services directly benefiting the people of the 76104 zip code. Lassiter and Boyd work to ensure that all who apply have an equal opportunity to receive grants. They assist with completing 501c (3) paperwork if necessary and offer any other assistance necessary to help those who are working to better the community through grant funding. Lassiter and Boyd aim is to remove any potential barriers to receiving grant funds. Those entities who are granted funding must show how the funding was used and risk losing funding and/or the right to apply for additional funding if

there is any misuse.

Lassiter and Boyd acknowledge there are massive changes needed in the area and are committed long-term to continuing the work they have begun. Lassiter works on infrastructure while Boyd oversees the business program. BRAVE/R™ Business Academy will help develop new businesses or strengthen existing businesses in the community. The academy will help with certifications, networking, coaching and capacity building. Boyd will also work with them to help get funding and other information necessary to run a successful business. Lassiter's work will involve gaining access to TIFF funds to help build the infrastructure and then work with small developers to help rebuild the once vibrant community. The residents and business owners are not waiting for someone else to come along and save the community, they are working with the community to help it save itself and hopefully change the life expectancy of the children and grandchildren of the residents of 76104.

Boyd says, "Our hearts are with the people who are the community, the business owners who have been in the community for decades as well as the new businesses who do not yet have a brick-and-mortar facility."

BRAVE/R™ Together is a program that calls everyone in the community to action, from the mayor to the lowest resident in the community. Lassiter and Boyd are two young women who have made it their mission to make positive changes in their adopted community. "It is all of our responsibility to make 76104 the beacon that it used to be," says Lassiter.

To learn more or to make a donation to BRAVE/R™ Together: <https://www.bravertogether.org>

To apply for a community grant: Click here. <https://docs.google.com/document/d/1vqaoInE9nl-W2ucyvlUwrODFJ32IMVYFwL5IR3ysoZEA/edit>



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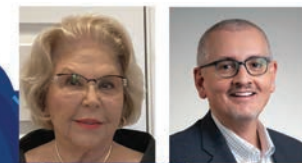
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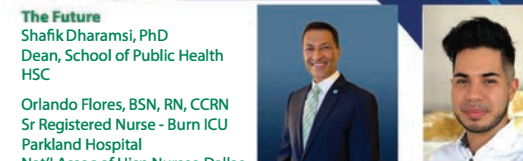
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SPOTLIGHT ON:

Jeanette Martinez

Company and Title: Tarrant County Precinct 1 Executive Administrator and Fort Worth City Council District 11 Candidate

City of residence: Fort Worth

City of birth: Fort Worth

Spouse: Carlos Eric Paz de Regil

Children: Eric, Ethan & Bella

Twenty years ago, I never knew: eating healthy would be so hard.

What was your favorite TV show as a kid?
The Lion the Witch and the Wardrobe

What is your favorite Netflix or Prime binge? HBO: Insecure

Road trip or plane trip? Plane trip. I hate sitting in a car for more than 2 hours.

What's your favorite vacation spot? Cabo San Lucas, MX

If you could have any car in the world, what would it be? VW van

What's worth paying for? Good food

Drink of choice? Hot Chamomile tea

What is your most treasured possession? A locket with my father's hair

What are you afraid of? Cockroaches

What causes are important to you? Education, health and homelessness

What is your music of choice? Pop

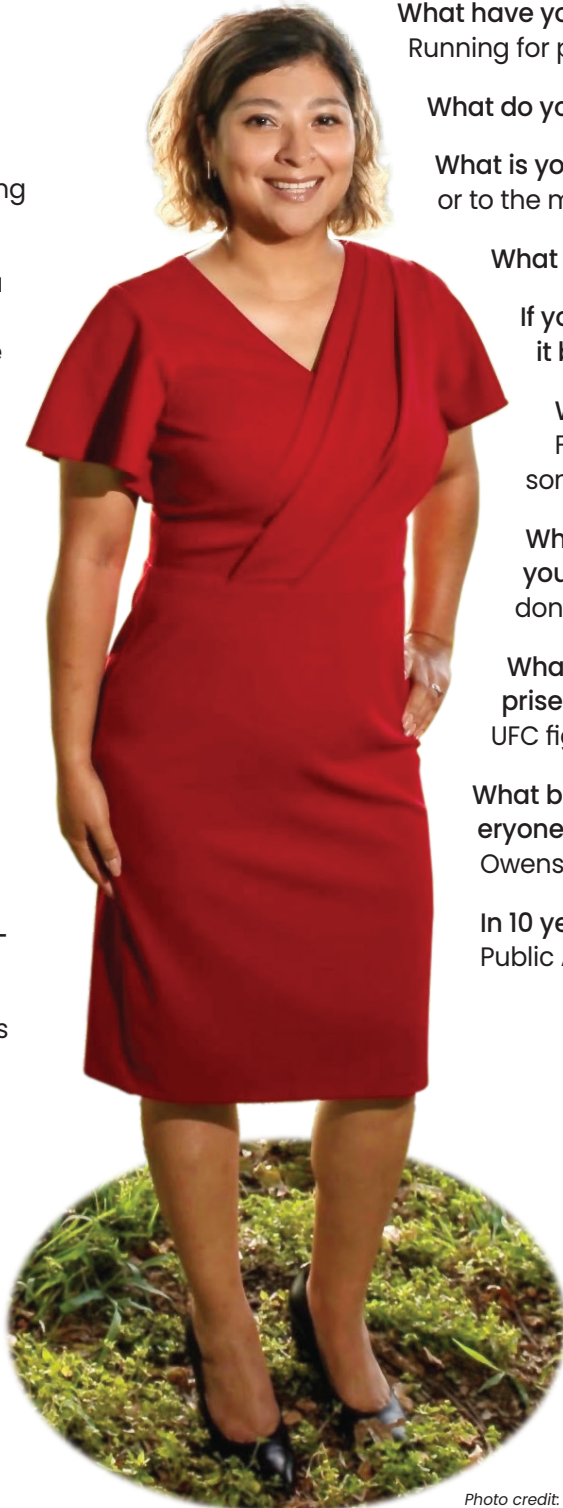


Photo credit: Steve Rochun

What excites you most about the future? Seeing my children succeed in life

What are your must-haves on a road trip? Headphones, a book and my phone

What have you recently done for the first time?
Running for public office

What do you collect? Mexican art

What is your idea of a fun day off? Going fishing or to the movies

What does success look like? Being happy

If you could learn a new skill, what would it be? Lay tile or put up sheetrock

Where do you get your inspirations?
From my children. I want to give them something to look up to.

What advice would you give your younger self? Don't procrastinate and don't be afraid to be on your own.

What is one thing people would be surprised to know about you? I love watching UFC fights.

What book would you recommend to everyone? *Where the Crawdads Sing* by Delia Owens

In 10 years I hope to be...? A Certified Public Accountant

SPOTLIGHT ON:

Kim Norton

City of residence: Arlington

Twenty years ago, I never knew: life would be so hard.

What was your favorite TV show as a kid?
Little House on the Prairie

What is your favorite Netflix or Prime binge?
Netflix

What's your favorite vacation spot?
Hawaii

Whom do you admire most? My parents

If you could have any car in the world, what would it be?
One

What's worth paying for?
Hotel

What is your most treasured possession? Ring

What's your favorite children's book?
Charlotte's Web

What are you afraid of? Nothing

What causes are important to you? Child welfare, geriatric and IDD services and quality care

What is your music of choice? Neosoul, jazz, gospel - some old and new school

What are your must-haves on a road trip? Music, snacks, sing-a-longs, chill vibes

What have you recently done for the first time?
Vacationed outside of the US

What does success look like? Being content

If you could learn a new skill, what would it be?
Speak another language fluently

What advice would you give your younger self? Stay focused on your goals regardless of what others say. Always know it's okay to simply be you.



Photo credit: Steve Rochun

Dream FROM PAGE 8

as a human being worth investing in. So, I took several of the qualities I saw at Goodwill—their compassion, their patience, and having great service—and brought those things with me into the fitness industry. Being at Goodwill made a world of difference. They became family,” said Reed.

While working full-time at Goodwill, Reed began doing personal training part-time. Demand for his services as a personal trainer increased and he went to work full-time as trainer and part-time work at Goodwill. Helping with his transition was Amber Tamplin, who is currently the DGR Specialist under the Donated Goods & Retail umbrella at Goodwill North Central Texas. When she hired Brandon, she was a Retail Operations Manager at the Hulen location.

Asked what she saw in Reed that made her believe in his dream, Tamplin responded, “As a manager I always tried to encourage and support all my employees in any outside ventures they saw themselves in. With Brandon I could see his determination when I interviewed him. It was apparent that he not only needed a job to keep himself on the straight and narrow but that he wanted a job because he had goals.”

She added, “Working with Brandon was always an adventure – you never knew what he would get into, but he was always a hard worker and stood by my side not only at the Hulen location but at the Camp Bowie location as well. He was always dedicated to his job and gave more than 100 percent.”

As for Reed, he says Tamplin is the reason he calls the team at Goodwill a family. “There were times I was hungry, and she fed me. She cared for everyone. When I shared my dream with her, she supported and encouraged me. She didn’t hesitate to adjust my work schedule to accommodate my efforts to grow my business. I will always be grateful to her and always believe in Goodwill.”

As for Reed’s business, his dream became a reality. He opened his gym, The Train Station, located at 1900 8th Avenue in Fort Worth and he couldn’t be happier. “I just love where the Train Station is located. The hospital district, Fairmount, Mistletoe, Ryan Place, and Berkley have shown me so much love! It’s a central location, so it’s perfect,” said Reed.

Reed says that The Train Station is all about community and family with a laid back and loving environment. The workouts usually last about an hour but the benefits could be lifelong. “You meet some great people. We host numerous social outings, and we support each other. The Train Station is all about building people up.”

Reed and Tamplin stay in contact with one another.

They recently teamed up to host a coat drive at his gym for the Western Hills Clothing Closet benefiting the Western Hills Primary and elementary schools.

Tamplin summed up Reed by saying, “Brandon is one-of-a-kind and has a passion for his gym and his clients. I am honored to know Brandon and watch him continue to flourish and grow in his community and with his gym. He is a living result of his dream and the product of “Goodwill”.

Q&A with Brandon Reed

What was the motivation for you to start a business?

Honestly, I just wanted to make my mom, dad, and siblings, kids, and community proud of me. I wanted to be an overcomer and not let my past define me. Fitness was the perfect way to achieve my goals and dreams.

What was the biggest challenge in your business?

Whew... man, navigating COVID was very difficult. I didn’t get any COVID relief funds, and with all the restrictions, I didn’t know if the Train Station would survive. But we did.

What would people be surprised to know about you?

I don’t watch TV or movies. I’m saving them all for when I retire.

What do you do in your spare time?

What is that? Spare time? There’s no such thing when you own a small business. No seriously, I love spending time with my wife, my family and my friends. Life is short, so I try to spend as much time with them as possible.



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