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WOMEN INNOVATORS

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QUEEN'S COURT

ANDREA HARRIS-LYONS

FOUNDER AND CREATIVE
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**ASIA K
DOSREIS-WHITEHEAD**

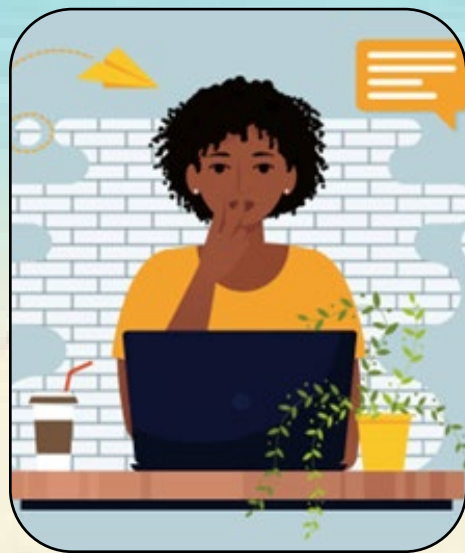
CEO AND FOUNDER OF THE UAREACHAMPION EMPOWERMENT NETWORK

FROM THE OFFICE OF THE EDITOR

THE GRIND, THE PAIN, AND THE PLAN

DR. TREVI BOOKER PERSHAY

Growing up, my mother had this saying "Stop worrying about what other people got and focus on what you have," or she would say, "There is no need to be envious of others but embrace the cards the good Lord has given you." I didn't realize my mother taught me to value my inventory and be true to my grind. A Grind lifestyle is demanding, means no sleep, tireless hours, being your own investor, operating under chaos, hanging out less, long hours on the laptop, frustration, and dating Peter so you can rob Paul (a bill-paying joke that we all love). My late Bishop Clarence Keaton used to say that while preaching on the pulpit, God will be the provider for your vision if you trust him. I have learned just because you're praying to God to make everything work out. That does not mean God is going to make it easy for you. God wants you to understand the total value of hard work, Faith, and Trust, something I did not do well at the beginning of my process. God wants us to put some sweat, labor, tears, prayers, Faith, trust, and patience behind a God-given idea.



God had a plan for me, even in my pain. God saw the pain and turned it into a plan. When it was too much to bear, God said to cry but don't quit. I work a full 8 am -6 pm job, am a full-time student, and am a serial entrepreneur. I just got promoted at my job, which made me even busier, and my next book has been sitting in my documents for one year. The other day I cried to God and said that I would quit school (not considering that I only had one year left before obtaining my BS. Degree in Marketing). My mind was screaming I CAN'T, but my grind thought of a solution to help me win. The grind within me had to shift how I was thinking. God spoke to me and said calm down; let's find a way to make it work. God told me to purchase a tablet with a keyboard; therefore, I would have the capability to do what my phone would not allow me to do during my commute or lunch hour at work.

When you welcome hard work into your life, you better prepare that hard work is coming to slay. Bishop T.D. Jakes said in his sermon (Do Nothing) You don't know what God is making while you're aching, you have no idea what God is doing behind your suffering, and you can't always see how God is working on your behalf because he is ahead of you (Bishop T.D. Jakes). I am functioning under extreme challenges this season, and it does not feel good. These challenges have come to confront me to quit. One of my professors said if it does not challenge you, then it will not change you. You must accept the challenges and take your place in the challenge to change.

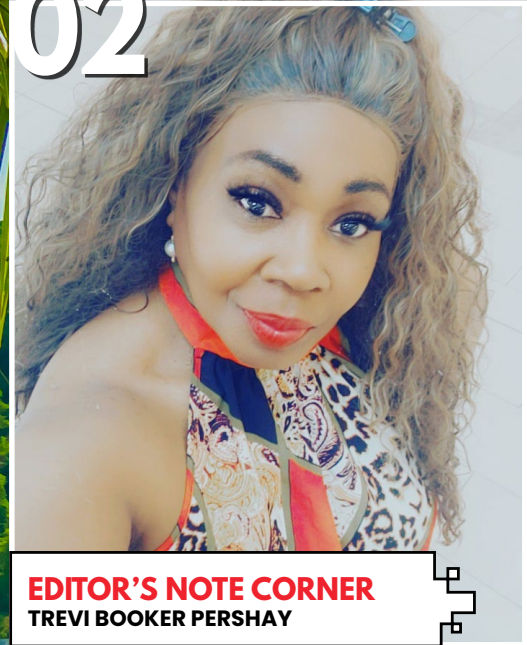
Here is how the plan works, stay on your grind even if it causes you some pain. Think about it this way: pain is associated with birthing when a woman gives birth. The mother has to push for the baby to be delivered. In that delivery process, there is much yelling, crying, screaming, and wanting that baby out as soon as possible. After all that pain, tears, screaming, cursing, and crying, a new life is presented to us, wrapped in a blanket. Looking down at that gift we've carried, we realize that it was worth the pain. Trust me, all you suffered will be worth it in the long run. I firmly believe that the same way women carry children is how we hold our purpose. At the appointed time, a birthing will occur, and we will realize that the pain was worth it. The Grind, The Pain, and The Plan are all a part of your success. Stay On Your Grind.


Dr. Trevi Pershay

Dr. Trevi Booker Pershay

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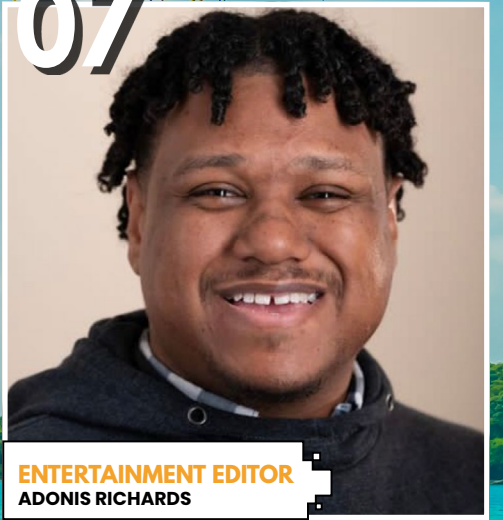
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Trevi Booker Pershay - Editor-N-Chief

Trevi Booker Pershay is Editor-N-Chief and Founder of C.O.B.S. – Circle of Boss Sisters. Trevi wears many hats she is CEO & Founder of PDM Performing Arts Corp., Trevi Pershay Productions Inc, PDM Productions LLC and she is author of the book "A Different Type of Church Girl – The Battle of the Calling on Amazon. Trevi is also Senior Pastor of Restoration, Hope and Deliverance Center, mentor, dance teacher and she is known as Tyler Perry of the Hood and the Purpose Pusher.

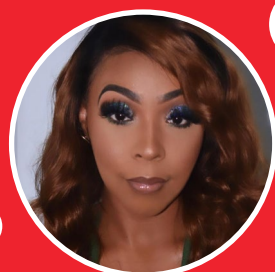
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Adonis Richards is a writer, author, and poet from Schenectady New York. He has a Bachelor of Arts in Political Science and a Master of Arts in Education technology from SUNY Potsdam. After graduating from Potsdam in 2019, Adonis has dedicated his life and career work to education, community, and writing.

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Rodnisha "Nisha" Pershay - Hair Editor

Nisha Pershay specializes in taking care of weaves; therefore, you will have them for a long time. She is CEO & Founder of The Traveling Salon 2. Nisha holds down a full-time job with an investment company as well as she is Sound & Stage Manager for Trevi Pershay Productions Inc.

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BLUE IVY JOINS MOM BEYONCÉ ON RENAISSANCE TOUR STAGE AGAIN IN LONDON AFTER PARIS PERFORMANCE

BY ADONIS RICHARDS

Blue Ivy is stealing hearts this summer as she outshines her mother, Beyonce, on the Renaissance Tour. As Beyonce has begun her European tour, she decided to bring a surprise and fascinating dancer with her as Blue is hitting the stage for the first time since 2022 when she was featured in "Brown Skin Girl." Making a said appearance at the 2022 Oscars, Blue is now back and is dancing gracefully next to her proud mother as the talent tradition continues in the Knowles-Carter Family, moving into its next generation.

Blue Ivy, now 11 years old, has made a plethora of features on her parent's stage throughout her life. This time she is stealing the show with her choreography and looking better with each performance.

Making her first performance in Paris during the hit "My Power," Blue rose from beneath the stage head to toe in a shining red uniform to match her mother and her dancers. Nervous and shy, she began to warm the hearts of the entire crowd as she danced her heart away. All the while making her mother proud, Bey watched with a smile from cheek to cheek, singing in awe of her child as she bravely danced to the lyrics. Recently, Blue returned to the stage again as Beyonce stopped in London on her fantastic European tour that has fans around the world drooling for a chance to see the queen perform after a long hiatus. With Blue Ivy by her side, the tour is going off to a great start, even with the backlash on social media that has naysayers calling Blue's dancing "mid" and "unimpressive." Still, Beyonce is staying strong in what seems to be a mainstay performance piece that continues to give fans a breath of fresh air.



Blue's bravery received massive amounts of praise as well, including from her mother and grandmother, Tina Knowles-Lawson. "I am truly amazed by the courage that this brave, talented, beautiful 11-year-old exhibited last night!" She explained. "There were almost 70,000 people in that audience. Even Beyonce made a heartwarming post about Blue on Instagram hours after her performance in Paris. "My beautiful firstborn I'm so proud and thankful to be your mama," Beyonce said. The praise from her family definitely overshadows the negative responses the internet trolls deliver, highlighting Blue's performance and willingness to share a stage with her superstar mother.

As she continues to grow in her mother's light, we can expect to see more and more of Blue performing and being free to showcase her natural-born talents on stage. With the encouragement of the whole world and her talented and inspirational parents, we can expect to see Blue Ivy becoming a vanguard on stage, doing more than just dancing for her mother in the near future.

Sources:

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<https://www.refinery29.com/en-us/2023/06/11417543/blue-ivy-dancing-beyonce-renaissance-tour>
KEVIN MAZUR/WIREIMAGE FOR PARKWOOD

BISHOP ASIA K. DOSREIS-WHITEHEAD

MEET CEO/FOUNDER OF THE UAREACHAMPION EMPOWERMENT NETWORK

C.O.B.S. MAGAZINE:

Welcome to C.O.B.S Magazine. We are excited to interview Brooklyn native Bishop Asia K. DosReis-Whitehead. Bishop Asia is a determined woman who is full of vision and purpose. Can you give our readers a brief introduction of yourself? Can you tell us about UaReACHAMPION Empowerment Network? What inspired you to start the UaReACHAMPION Empowerment Network?

BISHOP ASIA K. DOSREIS-WHITEHEAD:

I am Asia, and I'm a mother, a wife, a daughter, a sister, a great friend, a woman of God and purpose. I am a Bishop. But I'm also a businesswoman and, of course, a champion. I am the CEO and founder of The UaReACHAMPION Empowerment Network. The UaReACHAMPION Empowerment Network is an organization centered on women's advancement and empowerment through the power of community. It's just what it says, a network. Everything we need to succeed, heal, and thrive is already with us. It's not always obvious, but when a safe environment is created, the Champion in us begins to rise, and naturally, when we are empowered, we can empower one another. Our purpose is to inspire and enlighten the lives of the women we have the honor of encountering. It's everything from conferences, mentorship programs, seminars, and spiritual guidance: to image consulting, life coaching, etc., for women of all different walks of life and ages. We are a vendor with the NYC Board of Education, so we also bring our programs into the schools to empower and equip our young ladies as well. I was inspired to start UaReACHAMPION when going through a pretty tough time in my own life, and in finding myself and my voice by the grace of God, I feel its part of my purpose to use what I have learned to assist with the empowerment and advancement of the women in my community and our world.

C.O.B.S. MAGAZINE:

How has the network grown and evolved since its inception, and what are its main strengths?

BISHOP ASIA K. DOSREIS-WHITEHEAD:

We've grown significantly because of consistency. That is our greatest strength. One of our principles is "Consistency Yields Results." This has proven to be true that you get out of it what you put into it. Our dedicated team and I have poured our hearts and souls into running into women's lives. We've grown from having a local reach to reaching women's lives worldwide. At first, the goal was to help women to understand that they are Champions and can overcome and become anything. Now, we are going so much further by assisting our teens and young ladies in their adolescence. It changes the game when you can reach a young woman before encountering what we've failed at so that she never has to encounter what the adult ladies are now trying to repair or recover from.

C.O.B.S. MAGAZINE:

What impact has the network had on women participating in its mentorship and empowerment programs, and how do you measure this impact?

BISHOP ASIA K. DOSREIS-WHITEHEAD:

I'm extremely proud of our mentorship and empowerment programs. I like to be hands-on, and I offer one on one mentorship as well as group programs. Seeing some of our Champions go from a complete lack of clarity and understanding of purpose has been such a blessing and an honor. To watch them build and rebuild themselves, their businesses, and their families! I've seen women transform from uncertain, fearful caterpillars to beautiful, confident butterflies who know where they are headed and how to get there. To measure the impact is



simple: the process. Everything happens through the process of time. You'll know how the information and resources have been applied in the lives of our Champions when time yields the results of their own dedication and consistency.

C.O.B.S. MAGAZINE:

How does the network connect with and engage women from diverse backgrounds and experiences, and what strategies have been most effective in achieving this goal?

BISHOP ASIA K. DOSREIS-WHITEHEAD:

Thankfully, we get a lot of opportunities to be in the field (so to speak). I get to engage with women everywhere I go. Whether I am on a preaching assignment, presenting a workshop, lecturing, giving a speech at a commencement ceremony, on my morning broadcast called The Breakfast of Champions (The BOC), or even in the grocery store. I try never to miss an opportunity. In the world we live in now, social media has been highly effective and an ever-ready tool to reach and engage with women all over this country and abroad. I have friends in Kuwait now! To me, that's so awesome! Daily, women from South Africa, the United

Kingdom, Barbados, Jamaica, Haiti, and Turks & Caicos check in with us. It's always special to consistently have the women from Brooklyn, NY, and the Bronx, North Carolina, with us. But again, consistency is the greatest gift you can give someone you are asking to trust. People can trust you and believe in what you offer when you are consistent.

C.O.B.S. MAGAZINE:

Going back to 2015, you found yourself in a position where you were fighting for your life. Do you mind sharing your testimony with our readers? How has your testimony strengthened and changed the lives of the thousands of women you tune in daily?

BISHOP ASIA K. DOSREIS-WHITEHEAD:

In April 2015, I was diagnosed with a rare neurological condition called Guillian Barre Syndrome—the scariest time in my life. Basically, I had a cold, and my immune system made too many antibodies, and my immune system began to fight itself. I had no pre existing medical conditions, and I was very healthy, yet I was experiencing numbness and tingling in my fingers and toes. It progressed for about three days, and by the fourth day, I had to be admitted to the hospital when I could no longer walk or use my legs in the house. After spinal taps and several tests, I received this diagnosis. Two days later, I was paralyzed from the head down. It progressed so quickly that I was terrified! I was in a state where I could not close or blink my eyes, and I couldn't smile as the muscles in my face were also paralyzed. I could not walk, move, care for myself, or even bathe myself. It wasn't very good. The doctors told my family that this would only progress and advised them to prepare for the worse. They asked them to prepare for my funeral. But God clearly had another plan. I spent time in two hospitals over a few months, and when I was sent home, I still couldn't walk. Thank God He spared my life! The thought that I would never walk again, as the doctors predicted, haunted me. It discouraged me, and I was in a state where I was depressed. I believed God would heal me as He said, but I

was tired from the process of time! I fell into a depression. Home, but still immobile. One day my father walked into the room, looked at me with all the lights out and blinds down, and called me out and said, "YOU ARE SCARED!" He got me together and said he didn't raise anything but CHAMPIONS! He returned daily and stood me up until I could feel my feet on the floor again. I begged to go to physical therapy, and they taught me to walk and move again there. Occupational therapy taught me to do things like write and take care of myself again. That experience made me more conscious that paralysis isn't always physical. Most times, it's mental. But my dad helped me find the CHAMPION inside of me. And I believe God has given me life again to help women find the CHAMPION inside of them. I'm so grateful.

C.O.B.S. MAGAZINE:

What partnerships or collaborations have the network formed with other organizations or individuals in these fields, and how have these relationships benefitted the network and its participants?

BISHOP ASIA K. DOSREIS-WHITEHEAD:

UaReACHAMPION has worked with many different organizations and influential people that are all committed to empowering and enriching the lives of our CHAMPION sisterhood. First, in our own backyard,

various houses of worship and faith-based organizations have become part of our greatest collaborations. I'm so blessed to have the support of other female faith leaders and entrepreneurs who have always been willing to give us their services and resources. At our conferences, we have celebrity presenters, business moguls, and professionals in various industries, from business, real estate, entertainment, health and wellness, the beauty industry, music, and arts—education, etc. We ensure that the Champions who attend and are part of our programs and events leave with adequate access to the resources presented by our efforts to empower and inspire them.

C.O.B.S. MAGAZINE:

Can you tell us about your daily broadcast show, "The Breakfast of Champions"? How long has the show been running, and is it true there are no days off? What is the greatest testimony you have heard that has meant the most to you?

BISHOP ASIA K. DOSREIS-WHITEHEAD:

I say this humbly, THE BOC IS THE PLACE TO BE! God has given us a place to meet HIM every day. The Breakfast of Champions is a morning broadcast that airs Monday through Friday at 8:30 am Eastern Standard Time. The Breakfast of a Champion is Prayer, The Word of God, and the Presence of God. We



go after all three days. We began in October 2019 and have been running consistently for over 192 weeks with no days off. Yes, it's true. NO DAYS OFF. God has mandated me to be faithful, consistent, and an example of what that looks like no matter what. So that means when my mom passed, we continued with the BOC. When I was in labor, we still went on. When I had pneumonia, we still went through good and bad days. If I'm in the car, the store, on vacation, through trials and tribulations, and we still go on! The most important thing is that God is helping us to know that we are always equipped to continue.

Come what may. And we do. God has been faithful! There we learn that CONSISTENCY YIELDS RESULTS. The results have been enormously impactful in the lives of the thousands of Champions who are faithful. We've had testimonies of the Miracles of God right in our midst. Several Champions have been healed from cancer and have even rung the bell live with us all viewing. Others have been set free from drug and alcohol addictions that had them bound for years. The testimonies of those delivered from their past, trauma, and pain always bless me. But the greatest testimony to me is all of the souls that have been saved through the BOC. God has given us a safe space to worship, learn and grow in Him as we pursue purpose, promise, and destiny.

C.O.B.S. MAGAZINE:

What would you say are your most significant accomplishments?

BISHOP ASIA K. DOSREIS-WHITE-HEAD:

My greatest accomplishment is my relationship with God. I love Jesus with all of my heart. My greatest accomplishment is also my family. My family is my priority. I enjoy being a wife and a mother. My babies are my joy. My girls will always know that they are Champions!

C.O.B.S. MAGAZINE:

How do you balance your responsibilities and still find time for self-care? Why is self-care important to you? Have there ever been moments where you've thought, "Lord, I'm not qualified; I can't do these things you've called me to do?" What do you do when fear holds you back? How do you combat it?

BISHOP ASIA K. DOSREIS-WHITE-HEAD:

Well, I will say I have to be more intentional about self-care. I have a lot of responsibilities, and I take them seriously. My favorite thing to do is sneak away to my favorite spa for a day of pampering and relaxation. That doesn't happen as often as I like with my schedule, so my plan is to wait until the whole house is asleep to have a Cherry Pepsi and a good cookie! That gives me just what I need, and I keep going. (Smile)

C.O.B.S. MAGAZINE:

What role do you see technology playing in the future of the UaReACHAMPION Empowerment Network, and how are you incorporating new tools and platforms into your programming? Where do you see the UaReACHAMPION Empowerment Network headed in the next 5-10 years, and what are your goals for

its continued growth and success?

BISHOP ASIA K. DOSREIS-WHITE-HEAD:

Technology already plays a significant role in The UaReACHAMPION Empowerment Network, specifically through the continued connectivity of our newly developed app. It provides many avenues to stay built up, encouraged, and connected to us. It's called the UAREACHAMPION EMPOWERMENT APP. Available in the Apple App Store, google play, Roku, and the Amazon App Store. The Bible is included in every translation, and we've also partnered with Spotify Music. I've curated a playlist of over 500 songs available through the app. The BOC will be streamed through the app shortly, and all of our worships and classes will now be available to be streamed, joined, and taken live through the app. There's so much more as we develop and release new features regularly. The URAC is expanding as we speak. We will begin to house women in need and provide resources for transitioning. In the coming years, we will open a school and multifaceted facility to serve our Champions and community. There's so much more; we trust the process, keep the faith, and follow God's lead.

C.O.B.S. MAGAZINE:

Here at COBS Magazine, we share daily affirmations. What is the daily affirmation? Can you please share your website and social media platforms for us to continue following? COBS Magazine wishes you continuous success.

BISHOP ASIA K. DOSREIS-WHITE-HEAD:

I'd say for today, our affirmation is our Champions creed: "I am a VIP: I have valued, I have INTEGRITY, and I have PURPOSE. I AM A CHAMPION!"

Download the app: UAREACHAMPION EMPOWERMENT
WEBSITE:UaReACHAMPION.COM
INSTAGRAM:IamLadyAsiaChampion
Facebook: Asia DosReis-Whitehead

Thanks for having me, Abundant Blessings



ARIELLE PERSHAY

TIPS & TRICKS TO STAY FIT

Hello beautiful people! I am back with other tips and tricks. Ladies! This is for us! I know some of us do not have the time to go to the gym, or maybe are not into working out. Ladies, I've got the key to staying fit without spending money on a trainer or working out for two or five hours. Are you ready for this? Well, let's get it!

Finding time and motivation to exercise can be challenging for a woman. Between work, family obligations, and other responsibilities, carving out time for a full workout can be difficult. However, incorporating 15-minute workouts into your routine can be a game-changer. Here are some benefits of doing 15-minute workouts for women:

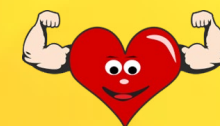
1. Time-efficient

One of the most significant benefits of 15-minute workouts is that they are time-efficient. You don't need to dedicate an hour or more to exercise daily. With just 15 minutes of exercise, you can work up a sweat, get your heart rate up, and burn calories. This makes it easier to fit exercise into your busy schedule, even on days when you have a lot going on.



2. Boosts energy

Exercise releases endorphins, which are hormones that make you feel good. Even a short 15-minute workout can boost your mood and boost your energy. This can be especially useful if you feel tired or stressed from work or other obligations.

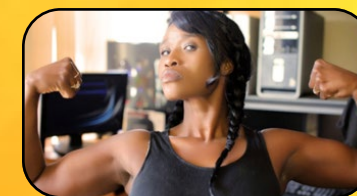


3. Improves cardiovascular health

Cardiovascular exercises like running, cycling, or jumping jacks can improve your heart health. Doing 15 minutes of daily cardio can help lower your blood pressure, reduce your risk of heart disease, and improve your overall cardiovascular health.

4. Burns calories

Even a short 15-minute workout can burn calories and help you lose weight. High-intensity interval training (HIIT) is a popular form of exercise involving short bursts of intense activity followed by rest periods. HIIT workouts can be done in just 15 minutes and burn many calories.



5. Increases strength and muscle tone

Strength training is essential for women, as it helps build muscle and improve bone density. Doing 15-minute strength training workouts can help increase your strength and muscle tone. You can use free weights, resistance bands, or your body weight to do squats, lunges, push-ups, and planks.



6. Reduces stress

Exercise is a great way to reduce stress and anxiety. Even a short 15-minute workout can help you feel more relaxed and calmer. This is because exercise releases endorphins, which are natural mood boosters.

In conclusion, doing 15-minute workouts can be highly beneficial for women. They are time-efficient, boost energy, improve cardiovascular health, burn calories, increase strength, muscle tone, and reduce stress. So next time you feel short on time, try incorporating a 15-minute workout into your routine. Your body and mind will thank you!

To my queens, I want to remind you that you are already beautiful, great, and strong, and let's not forget you are a boss! Love ya!

ANDREA HARRIS-LYONS

MEET FOUNDER AND CREATIVE DIRECTOR OF ANNA + POOKIE

C.O.B.S. MAGAZINE:

Welcome to C.O.B.S Magazine. We have the pleasure of interviewing Andrea Harris-Lyons. Andrea is an industry leader and rising star who is passionate about fostering positive self-image and confidence in children. We will discuss her journey to where she is today. Andrea, can you tell us a little about your upbringing?

ANDREA HARRIS-LYONS:

I had the privilege of growing up in Atlanta and the surrounding suburbs, which provided a vibrant and diverse environment for my upbringing. Being born in the city of Martin Luther King Jr. and Maynard Jackson, the first black mayor of a major southern city, gave me a sense of pride and inspiration to know I could be anything I wanted to be. Black excellence surrounded me at every turn I took throughout my childhood. My father served as a Major in the City of Atlanta Police Department, instilling in me a strong sense of discipline, integrity, and a deep respect for community service. Witnessing his dedication to maintaining law and order greatly influenced my values and character. On the other hand, my mother was an inspiring entrepreneur who successfully ran her own business for over two decades. Her determination, perseverance, and entrepreneurial spirit were always evident, and she became a role model for me in pursuing my goals and aspirations. I admired her immensely and learned invaluable lessons from her about hard work, dedication, and the importance of following one's passion. As the youngest child, I had the privilege of having an older sister I greatly admired. Despite the four-year age gap, we shared a close bond, and she became a mentor and guide throughout my formative years. Her wisdom, support, and guidance shaped my perspective and taught me valuable life lessons. I am forever grateful for her presence in my life. As a family, we engaged in various activities, and one that held a special place in my heart was my involvement in the Girl Scouts. Being part of this organization provided me with countless opportunities for personal growth and development. Not only did it teach me important values such as teamwork and leadership, but it also opened my eyes to the wonders of travel. Every year, at the end of the school year, my Girl Scout troop embarked on a memorable trip, allowing us to explore new places and broaden our horizons. These experiences fueled my love for adventure and cultivated a curiosity about the world around me. They helped shape my perspective and instilled in me a deep

appreciation for different cultures and ways of life. The family has always been an essential part of my upbringing. My mother was one of seven children, so our evenings and weekends were often filled with family affairs. I cherished the joyous moments spent with my aunts, uncles, and cousins, as there was never a dull or quiet moment. Our close-knit family celebrated every occasion enthusiastically, and the house was always filled with laughter and togetherness. Both sets of my grandparents resided in Atlanta, which was wonderful because I had the opportunity to sit at their feet and learn so much! I come from a long line of entrepreneurs, and I have fond memories of visiting my paternal grandfather's various businesses that he owned on historic Auburn Avenue in downtown Atlanta. My maternal grandparents' house served as the nucleus of our family gatherings. I spent significant time with them and developed a deep love and admiration for them. My maternal grandmother's warm presence and my grandfather's wisdom left a lasting impression on me, and I cherish the memories and life lessons they shared with me. Looking back, I am grateful for my upbringing. It instilled in me a strong sense of family, community, and the value of hard work. The influence of my parents, the support of my extended family, and the love shared within our home all contributed to shaping the person I am today. I will forever cherish the memories of laughter, togetherness, and celebrations that filled my childhood.

C.O.B.S. MAGAZINE:

What inspired you to start ANNA+POOKIE Party Supplies, and how did you develop the name?

ANDREA HARRIS-LYONS:

The inspiration behind starting ANNA+POOKIE Party Supplies stems from a personal experience I had in 2017. For my daughter's first birthday, I wanted to throw a ballerina-themed party with party supplies that had a black ballerina on them. I couldn't find anything! I scoured high and low for party supplies that resembled her, but I couldn't find anything that captured her unique beauty and spirit. It was a disheartening realization. So initially, I planned to write letters to some of the larger companies, expressing my disappointment and urging them to produce party supplies that embraced diversity. However, as I delved deeper into this issue, I realized that the lack of representation was not limited to just one company—it



was an industry-wide problem. Faced with this challenge, I had two options. The first option was to settle for generic party products that lacked creativity and failed to celebrate the diverse range of children. The second option was to create unique and inspiring party products that celebrate and represent children of color. Spoiler alert! I chose option #2, and the rest is history! My goal was clear from the start. I wanted to establish a brand that would empower all parents, especially those whose families don't conform to society's traditional norms, to celebrate their children's birthdays with products that embraced diversity and celebrated individuality. Every child deserves to see themselves represented and celebrated on their special day.

Now, you might be wondering about the name ANNA+POOKIE. Well, it holds a special place in my heart. Our loving father gave me and my older sister these childhood names. Growing up, she was Anna, and I was Pookie. These names symbolize the bond we share as siblings and the nostalgia of our own childhood memories. Naming the company after our childhood names was a way to infuse personal meaning and a sense of warmth into the brand. ANNA+POOKIE Party Supplies is more than just a company. It's a celebration of diversity, individuality, and inclusivity. We strive to provide parents with a wide range of party supplies that reflect the beautiful tapestry of children from all walks of life. Our journey has been challenging but immensely rewarding. And I'm proud to say that, together, we are making

a difference in the party supply industry by embracing the power of representation and creating unforgettable moments for children everywhere.

C.O.B.S. MAGAZINE:

Can you tell us about your background and previous experience in the party supply industry?

ANDREA HARRIS-LYONS:

Before venturing into ANNA+POOKIE, my background primarily revolved around marketing and public relations. Over 20 years, I gained extensive experience in these fields, working in diverse roles encompassing various responsibilities. Throughout my career, I had the opportunity to lead multimillion-dollar marketing campaigns and collaborate with prominent clients such as McDonald's, Coca-Cola, and Procter & Gamble, among others. Additionally, I have served as a board member for a nonprofit organization, providing me with valuable insights into social impact and community engagement. While I had no prior knowledge or expertise in the party supply industry, I noticed a need in the market and decided to pursue it with ANNA+POOKIE. Despite my lack of direct experience, my marketing and public relations background equip me with the skills and knowledge necessary to successfully establish and grow a business. My diverse experiences and ability to adapt and innovate have fueled my passion as a change-maker. I bring that same drive to ANNA+POOKIE in providing our customers with high-quality party supplies and stationery.

C.O.B.S. MAGAZINE:

How would you describe the overall aesthetic and style of ANNA+POOKIE Party Supplies?

ANDREA HARRIS-LYONS:

At ANNA+POOKIE, we believe celebrations should be magical, whimsical, and unforgettable. Our company's personality is infused with a deep sense of joy, wonder, and the belief that every moment can be transformed into something truly extraordinary. I describe our overall aesthetic as a captivating blend of fantasy, playfulness, and vibrant celebration. When you explore our product line, you'll discover a treasure trove of enchanting designs bursting with colors that ignite the imagination. From our charming invitations and whimsical designs, we infuse every aspect of our offerings with a touch of magic. We celebrate the beauty of childhood and the wonder of imagination. Our designs are inspired by fairy tales, mythical creatures, and dreams. Whether it's an outer-space-themed birthday party or a mermaid-inspired celebration, we strive to bring a touch of fantasy into every event. Expect a delightful array of pastel hues, sparkling accents, and intricate details that transport you to a world of whimsy and delight.

C.O.B.S. MAGAZINE:

What sets ANNA+POOKIE apart from other party supply companies, and what do you think has contributed to its success thus far?

ANDREA HARRIS-LYONS:

ANNA+POOKIE stands out from other party supply companies by offering unique products that celebrate and empower black and brown children. Our collection showcases diverse party themes, characters, and decorations that reflect the beauty and richness of our communities. We believe representation matters, and that's what sets us apart. Our success is driven by our commitment to inclusivity, authenticity, and creating memorable experiences for all children. By filling a gap in the market and resonating with customers who have long been underserved, ANNA+POOKIE has gained recognition and loyalty, contributing to our flourishing journey.

C.O.B.S. MAGAZINE:

Can you talk about some of the biggest challenges you've faced as the founder of ANNA+POOKIE and how you overcame them?

ANDREA HARRIS-LYONS:

As a small company with a limited budget and brand awareness, the lack of resources is a significant challenge in operating my business. In particular, limited financial resources make investing in marketing and advertising campaigns difficult, which are critical for increasing brand awareness and attracting new customers. With a significant advertising budget, getting the word out about our products and differentiating ourselves from competitors can be easier. In addition, limited resources also impact supply chain management, making it difficult to secure the best deals on raw materials and negotiate favorable pricing with vendors. This challenge strains cash flow and makes it harder to manage inventory effectively.

C.O.B.S. MAGAZINE:

Beyond your entrepreneurial endeavors, you also have an extensive background in two key areas. Can you explain what those areas are and how that earned you the role of a change maker?

ANDREA HARRIS-LYONS:

Thank you for the question. In addition to my entrepreneurial endeavors, I have a strong background in marketing for Fortune 500 businesses. I also work full-time as the Director of Extension Engagement

- Equity & Inclusion at the National 4-H Council, a prominent youth development nonprofit. My background in marketing has been instrumental in shaping my approach as an entrepreneur and change-maker. Working with Fortune 500 companies has given me invaluable insights into strategic planning, market research, consumer behavior, and brand development. I have honed my skills in creating impactful marketing campaigns, understanding target audiences, and driving positive change through effective communication. My role at the National 4-H Council as the Director of Extension Engagement - Equity & Inclusion further solidifies my position as a change maker. 4-H is a youth development organization that aims to empower young people with the skills and knowledge they need to become leaders and positively impact their communities. Through my work, I actively design and implement programs promoting equity, inclusion, and diversity within 4-H and beyond. My extensive marketing background and role at the National 4-H Council have shaped my perspective as a change-maker. They have equipped me with the skills, knowledge, and passion to drive positive change, both in the business world and in the realm of youth development. I can impact society and inspire others to do the same by harnessing the power of entrepreneurship, marketing, and inclusivity.

C.O.B.S. MAGAZINE:

How do you approach sourcing and selecting your products through ANNA+POOKIE?

ANDREA HARRIS-LYONS:

When sourcing and selecting products for ANNA+POOKIE, we follow a comprehensive approach that involves thorough research and evaluation. We explore various avenues to identify potential suppliers, leveraging online resources like search engines and directories. We conduct extensive searches to find suitable graphic designers, manufacturers, and vendors that align with our quality and style requirements. Our selection process involves considering factors such as expertise, reputation, and reviews of the designers or vendors. We prioritize maintaining high standards regarding design aesthetics, product quality, and ethical practices. While I can't disclose specific details about the individuals or companies we work with, our sourcing strategy focuses on finding reliable partners who share our vision and values. By employing a combination of online research, thorough vetting, and careful consideration of various criteria, we aim to curate a collection of products that meet the expectations and preferences of our customers at ANNA+POOKIE.

C.O.B.S. MAGAZINE:

What are some of ANNA+POOKIE's most



popular products or collections that ANNA+POOKIE currently offers?

ANDREA HARRIS-LYONS:

We offer a wide range of collections catering to various themes and occasions. Among our most popular offerings, our Mermaid theme is one of the most sought-after party supply collections. Introduced in 2018, this collection has consistently remained a customer favorite year after year. With enchanting aquatic elements, vibrant colors, and whimsical designs, the Mermaid theme brings a touch of magic to any celebration. Another popular choice among ANNA+POOKIE customers is the ballerina theme. This collection captures the grace and elegance of ballet, featuring a delicate tutu, ballet slippers, and a beautiful ballerina. The timeless appeal of the ballerina theme resonates with individuals who appreciate the beauty and artistry of dance, making it a popular choice for birthdays, recitals, baby showers, and other special events. In addition to our party supply collections, ANNA+POOKIE has gained recognition for our festive and stylish gift wrap designs. Our gift wrap styles have become a season favorite among our customers, offering various options. I'm excited that we'll add a few additional designs this year that will continue adding a delightful finishing touch to any gift-giving moment.

C.O.B.S. MAGAZINE:

How does ANNA+POOKIE approach sustainability and environmentally-friendly practices within the party supply industry?

ANDREA HARRIS-LYONS:

We are committed to embracing sustainability and environmentally-friendly practices within the party supply industry. We understand the importance of minimizing our environmental impact and proactively protecting the planet for future generations. We prioritize working with suppliers who share our commitment to sustainability. We carefully select materials that are eco-friendly, renewable, and sourced responsibly. This includes using biodegradable or compostable

materials, such as recycled paper, whenever possible. We actively promote waste reduction practices throughout our operations. We minimize packaging materials when possible, opting for recyclable or reusable packaging and encouraging our customers to recycle or repurpose our products after use. Finally, we constantly explore innovative alternatives to traditional party supplies that harm the environment. For example, we offer biodegradable balloons made from natural latex. At ANNA+POOKIE, our commitment to sustainability is an ongoing journey. We recognize that there is always room for improvement, and we actively seek feedback from our customers and industry leaders to refine our practices continuously. By combining creativity, innovation, and a strong sense of responsibility, we aim to set a positive example and contribute to a greener and more environmentally-friendly party supply industry.

C.O.B.S. MAGAZINE:

What advice would you give to someone looking to start their own business in the party supply industry?

ANDREA HARRIS-LYONS:

To stand out in the party supply industry, you need a unique selling proposition that sets you apart from competitors. Determine what value you can offer to customers that others don't. It could be high-quality products, exceptional customer service, or innovative party ideas. Secondly, having a strong online presence is vital for any business. Build a user-friendly website that showcases your products, enables online ordering, and provides helpful resources for party planning. Leverage social media platforms to engage with your target audience, share party ideas, and run targeted advertising campaigns. And finally, embrace creativity and innovation! The party supply industry thrives on creativity and innovation. Brainstorm new ideas, explore unique product offerings, and think outside the box. Stay open to customer feedback and adapt your business to meet evolving

needs and preferences.

C.O.B.S. MAGAZINE:

What does the future of ANNA+POOKIE look like, and what new developments or initiatives can customers expect in the coming months/years? Can you please share your website and social media platforms? We wish you continuous success.

ANDREA HARRIS-LYONS:

Before I answer that question, thank you for your interest in ANNA+POOKIE and for the opportunity to share our vision for the future. As I look ahead, I have exciting plans to enhance our offerings and provide even more value to our customers. In the coming months and years, my primary focus for the business is to expand our product range to cater to a wider variety of party themes and preferences. We constantly strive to stay ahead of the latest trends and designs, ensuring our customers can access the most unique and stylish party supplies. Whether it's a children's birthday party, a corporate event, or a festive holiday gathering, ANNA+POOKIE aims to be the go-to destination for all party needs. In addition to our product expansion, I am exploring new initiatives to engage with our customers on a deeper level. I understand the importance of creating a community and fostering a sense of belonging among party enthusiasts. To that end, I will launch an online platform where customers can share their party experiences, exchange ideas, and access exclusive party planning and decorations content. To stay connected with ANNA+POOKIE and to be the first to know about our latest developments, customers can visit our website at www.annapookie.com. I also encourage everyone to follow us on social media for daily inspiration, party tips, and special offers. You can find us on Instagram @AnnaPookie, and Facebook under the handle @AnnaPookieShop.



TINIKA THOMAS

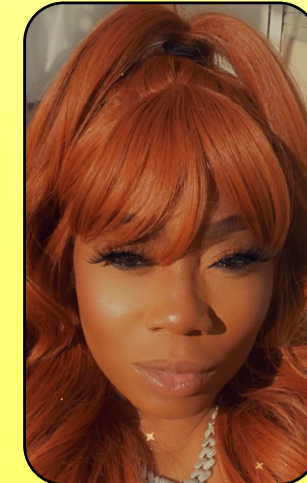
INSIDE TIPS FOR EVERYDAY MAKEUP ROUTINE – REGARDLESS IF YOU ARE A NEWBIE OR EXPERIENCED IN THE MAKEUP WORLD.

6 TIPS AND TRICKS TO AVOID SWEATING UNDERNEATH YOUR MAKEUP THIS SUMMER

Sweating underneath your makeup can be annoying and uncomfortable, but you can use several tips and tricks to keep your skin fresh and dry. Let's dive into some of them.

1. Start with a clean slate

Before applying any makeup, starting with a clean face is essential. Using a gentle facial cleanser, rinse off any dirt, sweat, or oil from your face. You can also use an exfoliating scrub to remove dead skin cells that may cause excessive sweating.

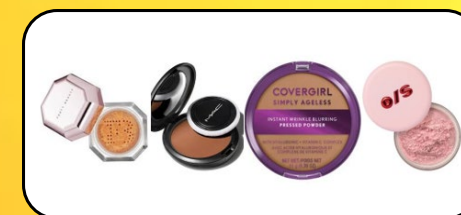
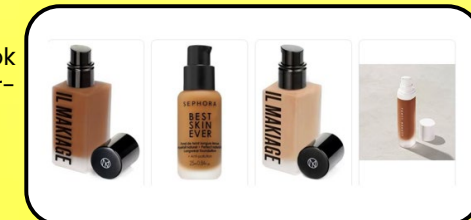


2. Use a primer

A primer acts as a barrier between your skin and makeup, making it less likely for sweat to penetrate your makeup. Apply a small amount of primer to your face before putting on foundation or concealer.

3. Choose the proper foundation

Choosing the proper foundation is crucial to keeping your skin from sweating. Look for a lightweight, water-based foundation that won't clog your pores. Matte formulas can also help absorb excess oil and sweat.



4. Set your makeup with powder

After applying your foundation and concealer, set your makeup with a light dusting of powder. A translucent powder will help absorb any excess moisture on your skin, keeping your makeup looking fresh and clean.

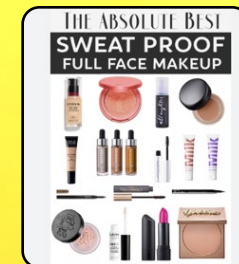
5. Use waterproof products

Sweat-proof and waterproof makeup products are a lifesaver during hot summer days. Opt for waterproof eyeliner, mascara, water-resistant blush, and lipstick to ensure your makeup stays put.



6. Refresh your skin throughout the day

Carry a facial mist or setting spray with you to refresh your skin throughout the day. A quick spritz can help cool down your skin and prevent sweat from ruining your makeup.



In conclusion, keeping your skin from sweating underneath your makeup requires a combination of preparation, product selection, and maintenance throughout the day. Following these tips and tricks lets you enjoy your summer days without worrying about your makeup melting away.

GODWIN N. GABRIEL

MEET CEO OF MOOVN TECHNOLOGIES

The article was written by Winfred Ainsworth (2016, October 16)

<https://urbangeekz.com/2016/10/african-american-launches-ride-sharing-app-compete-uber-lyft/>

Ride-sharing technology has boomed into a multi-billion dollar industry within the past decade, with the biggest names being Uber and Lyft. A new platform, led by an innovative chief exec, looks to stake a claim in the global marketplace. Moovn is a ride-hailing app currently operating in 7 U.S. cities and plans to rapidly expand in both Western and emerging markets. Founded by Tanzanian-born Godwin Gabriel, the mobile application also operates in 3 African cities: Johannesburg, South Africa; Nairobi, Kenya; and Gabriel's home city, Dar-es-salaam, Tanzania.



In an interview with UrbanGeekz, Gabriel talks about teaching himself to code and developing the software to launch the platform. Still, he admits his beta launch was "amateurish at best" and states, "It wasn't until we received investor backing that I was able to hire and collaborate with a team of seasoned developers to transform the platform into what we have today."

Moovn is changing lives in Africa and Developing Markets.

Operating in Africa has been a smart business strategy, particularly with the rise in smartphone usage globally. It is also a chance to do business in markets that big-name brands haven't explored. "I believe

Moovn is changing lives – particularly in Africa and developing markets," he says. "For instance, drivers earn more on our platform, are reducing idle time, and can provide and build their communities."

Gabriel has an impressive track record climbing the ranks of corporate America. He also has an MBA from the University of Washington's Foster School of Business. Stepping out in faith as a tech entrepreneur, he quickly realized that he had to differentiate his brand to create a competitive transportation technology platform.

Moovn sets itself apart from most ride-sharing applications because it allows the rider to pre-schedule trips up to

a month in advance instead of only being able to request one for immediate service. It also allows different vehicle options depending upon local modes of transportation, such as motorcycles and tricycles in developing economies. Other unique features include the movement of products and services from the marketplace to the consumer and the ability to enable businesses to keep track of their transport logistics.

Initially, Moovn was a Bootstrapped Startup

Coming from a non-technical business background, Gabriel bootstrapped his startup with a burning desire to uplift developing nations. Still, utilizing mobile technology in these re-

gions means his team has had to overcome inevitable obstacles.

He explains, "Technology usage is more prevalent and mature in the U.S. than in Africa, not to mention these continents have incomparable rates of overall smartphone usage. Another challenge is that adoption by the African consumer takes much longer to educate them about the benefits of using such a platform than their U.S. counterparts."

Having a CEO of African descent gives this utility a significant competitive advantage in those untapped regions. Gabriel, who has resided in the United States for about two decades, admits his heritage is a plus for investors. "Operating a business in Africa requires in-depth knowledge of the marketplace, language, cultural dynamics,

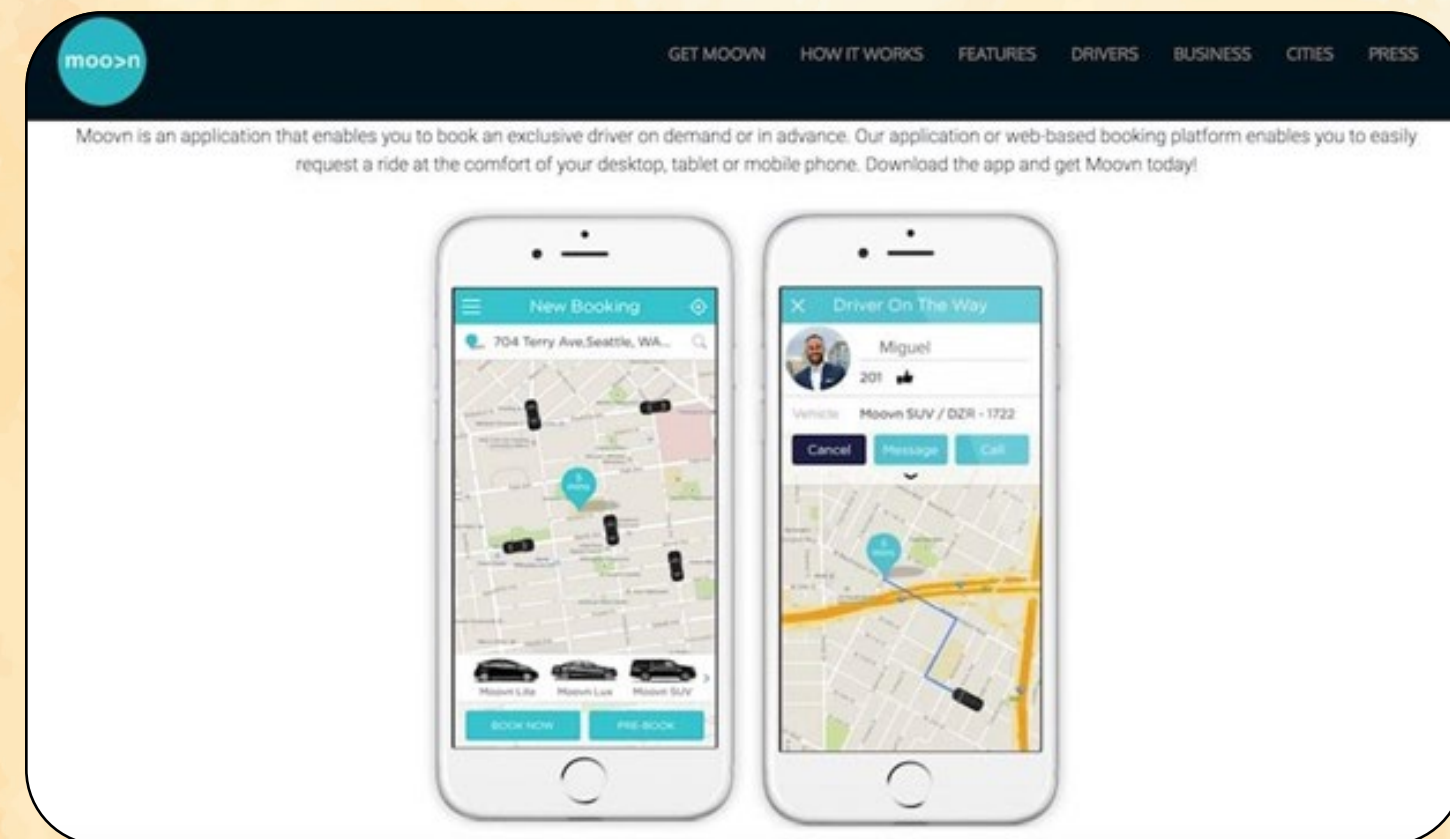
socio-political influence, etc."

When asked what his biggest challenges are, he says, "The market, for the most part, is currently dominated by Uber and Lyft, with these companies enjoying the benefits of having first mover advantage in the transportation technology space. However, we're confident that the global market remains sizable enough for all of us to fit in and play."

He summarizes his vision for Moovn by stating, "I believe technology consumption in Africa is multiplying yearly and presents us with many growth opportunities to continue our expansion and operations within that continent. He continues, "All-in-all, there are so many business models that can be built upon this platform, but our grand vision is to become the Amazon of Africa."

Those are undoubtedly lofty goals; however, with Gabriel's drive and determination with the support of approximately 50 employees worldwide, Moovn is looking to become a significant player in ride-sharing worldwide. He offers inspiring entrepreneurs these words of encouragement: "The journey to success is not easy, but keep the faith. Believe in what inspired you to become an entrepreneur in the first place, and let this inspiration fuel your everyday hustle."

Gabriel also revealed to UrbanGeekz that Moovn would launch in Vancouver, BC, within the next few weeks, and they are also aggressively planning to expand into 20 cities across the globe between January and March of 2017.



NISHA PERSHAY

"NISHA'S GO-TO PROTECTIVE STYLES FOR THE SUMMER"

As summer is upon us all, many don't always want to wig it out or get sew-ins. Those styles require proper maintenance, and it's a lot of work constantly upkeep wigs/sew-ins while caring for what's underneath. Our natural tresses need to breathe and catch some natural victims from the summer sun, so I will provide trendy style and low-maintenance tips to make your hair goals a breeze.

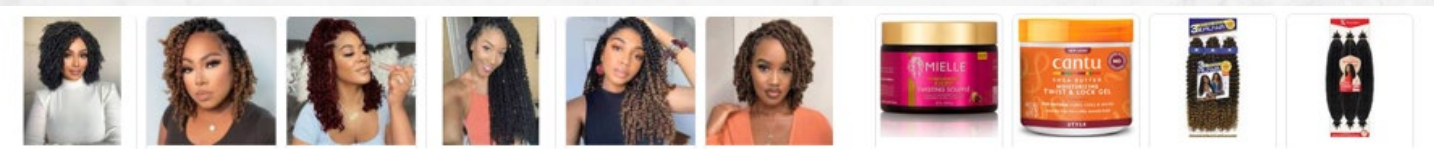
There are a few protective styles to consider to avoid heat damage, and they are low-maintenance styles. You can consider braids, ponytails, crochet hairstyles, or quick weaves with proper care. Let's jump into some styling ideas that are on trend but manageable and the products to use while upkeeping those styles.



STYLES FOR SUMMER AND PRODUCTS TO USE

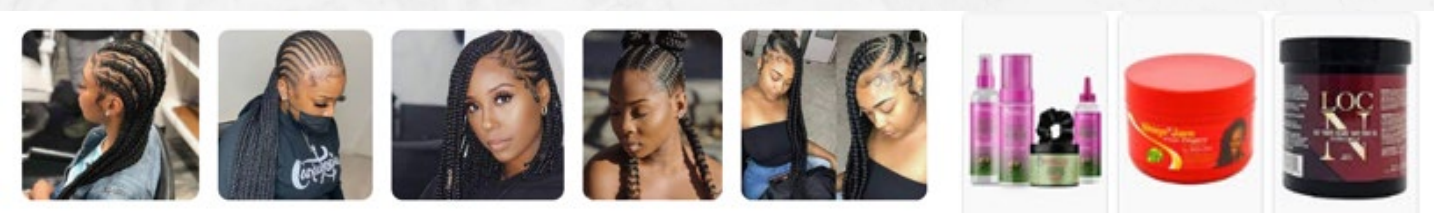
1. PASSION TWIST:

When we are talking about the latest and the greatest of hair trends, Passion Twist is one of them! These twists are gorgeous and are great summer protective styles. This summer protective hairstyle is cheaper, easier to create than some other popular styles, and surprisingly lightweight. It allows for various styles like updos, long styles, short hair ideas, and more, all while protecting your ends from the summer heat. Products to use FreeTress Water Wave hair, Eco Styler Gel, Edge control, Rat tail comb, Hair ties, clips, Setting foam, and, most importantly, Hair and scalp oil. Keep the scalp hydrated with hair oils.



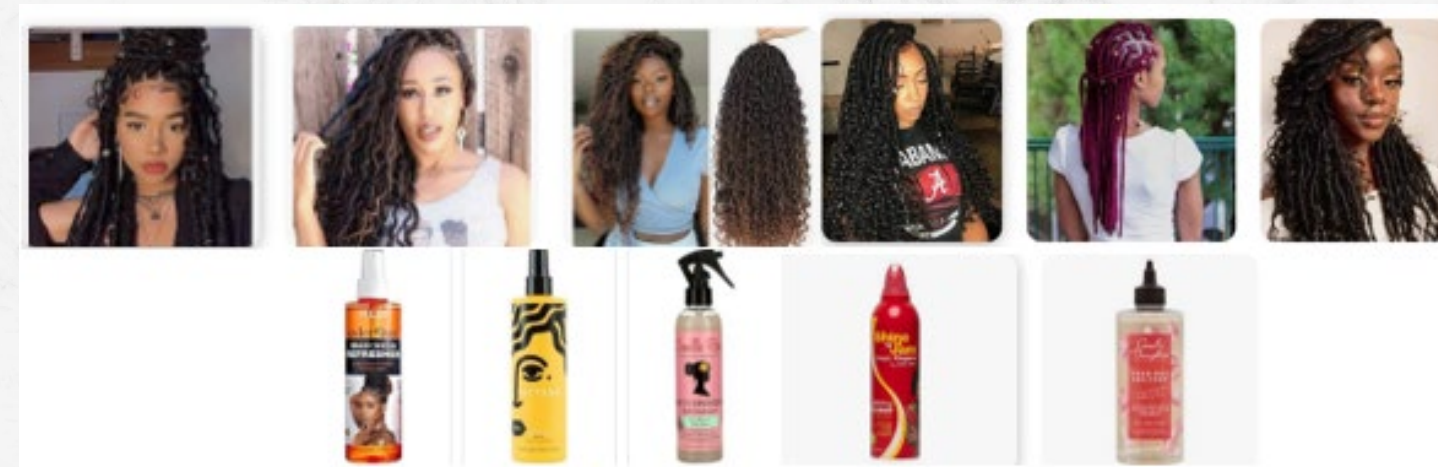
2. FEED-IN BRAIDS:

Feed-in braids are becoming an increasingly popular cornrow style because of their length and natural appearance. If you want an easy summer protective style, this could be your look. We love this trendy and unique hairdo. It provides you with much versatility, with large and small cornrows. This summer protective style is good for when you want to give your hair a short break from any manipulation. It's primarily a great way to protect your hair while on vacation. For this hairstyle, you can wear it in shorter braids and even a ponytail. Product for the style - Every few days, fight dryness by moisturizing your braids with shea butter and applying essential oils to your scalp. Cover your braids with a hair wrap, bandana, or scarf while you sleep to prevent frizziness.



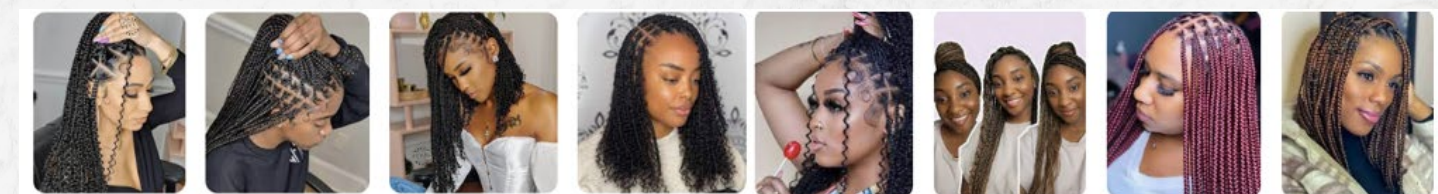
3. GODDESS LOCs:

Similar to box braids or Senegalese Twists, Goddess Locs are faux locs created to give a bohemian flare to what we know as the standard Faux Loc. This lightweight and sassy protective style is just what you need to spice things up this summer. Try to keep it moisturized with oil to keep the hair defined and less frizzy." To moisturize your braids, try using a light oil like jojoba, grapeseed, or argan oil. Products Clarify and moisturize regularly, Don't overdo the style, pay attention to your hair porosity and protect day AND night.



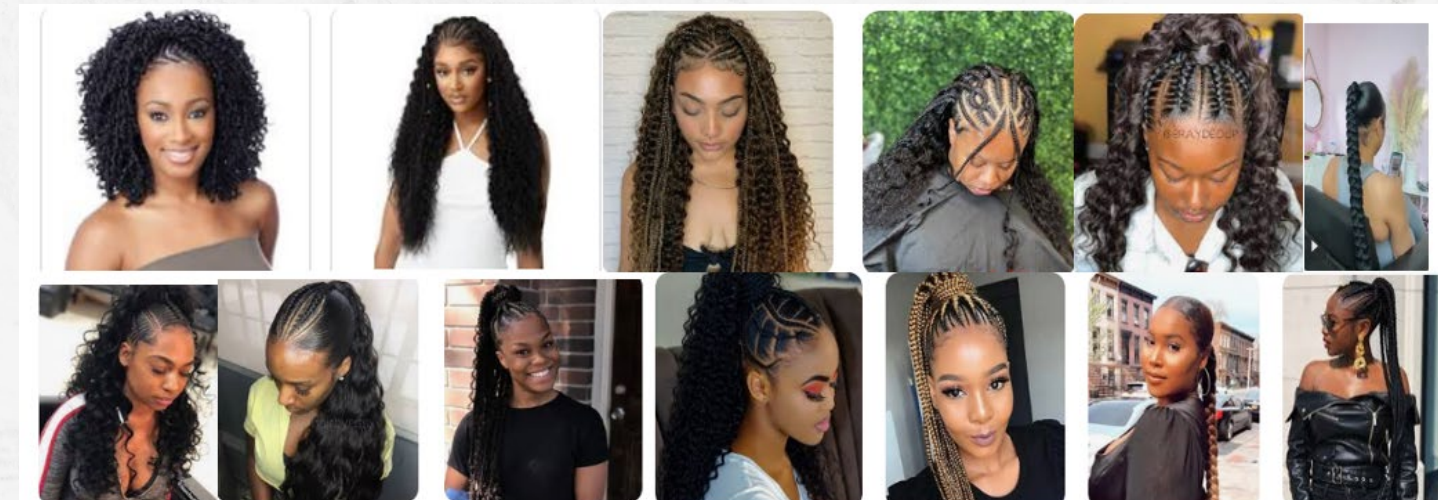
4. KNOTLESS BOX BRAIDS:

Knotless box braids are another variation of box braids. The difference is that, unlike box braids, these don't include the small knot that sits at the root of the scalp because of when synthetic braiding hair is added. For this style, braiding hair is added to a person's natural hair in small pieces (after the braid has been started) resulting in a flat plait that isn't as heavy on the scalp. It's essentially a painless alternative for anyone looking to rock a head full of box braids without putting tension on their scalp and edges. And we know protecting our edges is a must!



5. SEW-IN WITH NO LEAVE-OUT/PAID PONYTAILS:

Sew-ins are popular throughout the year but are especially ideal for the summer. Because the natural hair is braided down, it reduces tension for the foundation (the hair is braided under the extensions). When installed appropriately, this style should be able to last 6-8 weeks, with maintenance in between. Sew-ins can range from being fully covered (full sew-in) with no hair left out to a versatile sew-in (leaving some hair exposed in an effort to blend with the extensions).



KEYOKA ROCK

MEET AUTHOR OF PETALS OF THE HEART

C.O.B.S. MAGAZINE:

Welcome to the Author's Corner of COBS Magazine. We are pleased to be interviewing Brooklyn native Keyoka Rock. Keyoka enjoys using the arts as a method to spread the love of God through the gospel message. Can you give our readers a little introduction about your upbringing?

KEYOKA ROCK:

First, I would like to say thank you to C.O.B.S. MAGAZINE for featuring me in this July/August issue. I am honored and most appreciative. I was born and raised in Brooklyn, NY, in a loving single-parent home with my brother. Our mom, Rhonda Rock, raised us on the importance of obtaining an education, going after our dreams, and, most importantly, inviting God into every area of our lives.

C.O.B.S. MAGAZINE:

What inspired you to become a writer, and how did you get your start? Can you tell us about your book and what was the inspiration behind writing your book?

KEYOKA ROCK:

I enjoyed writing as a child, but the inspiration behind the craft was ignited when I attended a gospel inspira-

tion poetry recital. The poems spoke of failure and feared combated and overcome by hope, resilience, and God's love. These poems resonated with me, and I felt elated. After leaving the event, I was eager to write down my thoughts. When I arrived home, I put pen to paper and wrote a response combating my feelings of failure, hopelessness, and the belief that I couldn't live up to God's standards. In response to these negative feelings, I wrote my first poem, "The Fight is on Satan You're Going Down!" Shortly after, I joined the Poetic Crusaders, the poetry team that inspired me to write my first poem. With this team, I had my start at reciting my poetry and would do so under the stage name Psalms. Later I would be invited to share my poetry at churches and other venues. My book, "Petals of the Heart," is a collection of poems that depicts the struggles one can have when trying to maintain devotion to God while opposing diabolical forces. These poems attest to how one can overcome natural and spiritual battles through faith and trust in God. They aim to encourage, empower, and strengthen the reader to trust in God regardless



of life's challenges.

C.O.B.S. MAGAZINE:

Can you tell us your writing process, from idea to finished manuscript?

KEYOKA ROCK:

My poems are derived from my life's journey, my relationship with God, and biblical principles. They reflect revelatory, teachable, or admirable moments, to name a few—my process when writing is usually impromptu. I write most of my poetry indoors, sitting in a comfortable spot of my choice, as long as it's an area where I won't be distracted. If I am spontaneously praising God, for example, and decide to write down my thoughts of adoration for him. I would take out a pen and notepad and detail what I'm feeling at that moment. While writing, I'd probably include a description of nature or scripture to highlight my thoughts surrounding why God is worthy of praise. Also, while writing, words flow rhythmically through my mind, and I am usually focused. I won't stop writing until every emotion and thought is expressed on the page; there is no editing until then. After I'm done, I would review and edit the poem, and once this is complete, I'd call it a completed manuscript.

C.O.B.S. MAGAZINE:

How do you approach character development in your work, and what techniques do you use to bring your characters to life?

KEYOKA ROCK:

My poetry does not have fictional characters; however, although the writings are based on personal experiences, it was woven to be relatable so that through the reading, one can identify and look beyond me as a character and possibly see themselves.

C.O.B.S. MAGAZINE:

What themes or messages do you hope readers take away from your writing?

KEYOKA ROCK:

I hope people walk away with restored or increased faith and trust in God. The testimony of my miraculous healing causes readers to trust God for their spiritual, natural, and emotional healing, and the poetry depicting God's love, mercy, and protection will ignite readers to desire a deeper and more intimate relationship with God.

C.O.B.S. MAGAZINE:

Who are some of your biggest literary influences, and how have they impacted your work?

KEYOKA ROCK:

I have enjoyed reading the works of many different authors. Tony Morrison, Langston Hughes, and Cindy Trimm are just a few; however, the book of Psalms from the Bible influenced my poetry and is the reason why I use the stage name "Psalms" when reciting my poems. I identify with this book of poems which depicts David as missing the mark so many times, repenting, and then returning to his first love, God, who extended mercy and forgiveness. David's intimacy with God was so deep that God would call him a man after his own heart. This is how I liken my relationship with God, that my repentance to God and expressed love and desire for him have made me a woman after God's own heart.

C.O.B.S. MAGAZINE:

As a new author, what are some of the challenges you have faced in your writing process, and how have you overcome them?

KEYOKA ROCK:

Some major challenge I've experienced as a new author during my writing process was trying to self-publish my book. I completed "Petals of the

Heart" almost 20 years ago; however, around that time, I had just used my funds to acquire property, and I also became more involved in ministry, which required so much of my time. As a result, my desire to self-publish became challenging to accomplish. I had to overcome this by redeeming my time. One thing many of us were afforded during the pandemic was more time. I spent the last few years investing time and resources towards my goal to publish my book, and although I'm not self-publishing, it is a blessing to have my manuscript published through Christian Faith Publishing.

C.O.B.S. MAGAZINE:

How do you stay connected with your readers, and what role do social media and other digital platforms play in your marketing strategy?

KEYOKA ROCK:

I have a contact list of those who've expressed interest in my poetry and book, and because I am a new author, I'm also using Facebook to bring attention to my book in hopes of obtaining the attention of people who are interested in inspirational poetry. I also use plan to use social media to promote my book launchings and book signing events.

C.O.B.S. MAGAZINE:

How do you balance the creative aspects of writing with the business side of publishing and promoting your work?

KEYOKA ROCK:

I was fortunate to have written my book entirely before tackling what I must focus on now: the business side of being an author. This advantage affords me more time to promote, research venues for book launching, and order necessities for book signings. In addition, I am fortunate to have a few helpers willing to take on some of the workload.

C.O.B.S. MAGAZINE:

What advice do you have for aspiring writers, and what mistakes do you see them making most frequently?

KEYOKA ROCK:

I would advise aspiring writers to stay the course. Don't give up on creating your masterpiece. Know that sometimes there can be a gap between your start and finish point but keep going. Even if it's been years since you looked at your material, don't worry

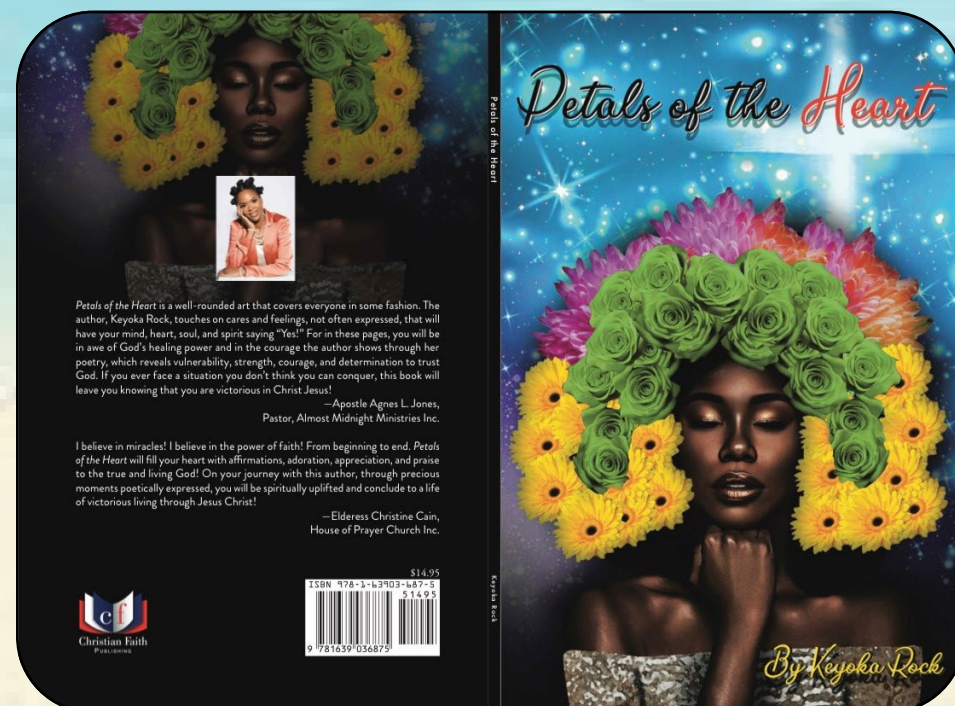
about it; pick it back up and press forward. Don't mistake a long break from writing or finishing your book as a sign that it shouldn't be written, completed, and published. Don't compare your process to anyone else's process. Don't let other obligations stop you from achieving your goal.

C.O.B.S. MAGAZINE:

What's next for you regarding upcoming projects or new directions for your career? Can you please share your website where your book is available for purchase or pre-orders? Can you please share your social media platforms for our readers to continue to follow you? We wish you continuous success.

KEYOKA ROCK:

I am excited and looking forward to my book, "Petals of the Heart," being available in stores by September 2023. Once launched, orders will be available via Barnes & Noble, Amazon, and other places where books are sold. I plan to host book launchings/signings in the Brooklyn and, Queens, New York areas at local and commercial bookstores within the community and then the neighboring boroughs and abroad. I'm also looking forward to constructing Zoom meet the author/digital book signing events for those outside of the New York area. I anticipate hosting a poetry recital in the future. All announcements of upcoming events will be posted on my Facebook page titled, Author Keyoka Rock. Also, all questions and requests can be sent to preciousrock247@gmail.com.



SHACOYA BROWN

MEET CEO OF SIMPLY SHACOYA BEAUTY EXTENSIONS

C.O.B.S. MAGAZINE:

Welcome to C.O.B.S. Women's Werk. We are delighted to be speaking to Brooklyn native Shacoya Brown. Shacoya is a wig expert and makeup specialist who is simply adding a touch of beauty to all her clients. Can you tell us about your background and how you entered the beauty industry?

SHACOYA BROWN:

Hello, thank you for having me. Most people don't know this about me, but I am a survivor of domestic violence. And because of this, I developed low self-esteem. I didn't care for myself. I didn't love myself much, either. But with God, I rose above it all to become the woman God had me to be, and because of that, my mission is to empower women, despite their circumstances, especially Christian women.

C.O.B.S. MAGAZINE:

Can you tell us about your business, Simply Shacoya? What sets Simply Shacoya apart from other beauty extension brands on the market?

SHACOYA BROWN:

Simply Shacoya empowers women to live their dreams and hopes through makeup, wigs, and self-help tips. To feel good about themselves and achieve all their desires, the mission of Simply Shacoya is to empower women to be the best despite what they've been through and are currently going through.

C.O.B.S. MAGAZINE:

How do you balance creativity and practicality when developing new beauty extension products? How do you stay up-to-date with the latest beauty trends and incorporate them into your brand?

SHACOYA BROWN:

I believe beauty wouldn't grow unless you grow. So I mainly concentrate on my self-growth to become a better woman myself.

What god would want me to be, and that shows in my makeup and style. I was empowering women all over. I stay updated with beauty trends by reading beauty blogs and watching my fellow YouTube makeup artists. This method helps me cater to the needs of my clients, especially Christian women. I was constantly learning new ideas and skills to make my brand better.

C.O.B.S. MAGAZINE:

What are some common misconceptions people have about wearing wigs, and how do you address those concerns? How do you work with clients or customers experiencing hair loss due to chemotherapy or other medical conditions?

SHACOYA BROWN:

Some women would say wearing a wig could make you feel less than, or you're not beautiful enough, and you are covering something up that god created. I believe that when you are wearing a wig, it is another expression of creativity and simplicity of who you are as a person. When I'm working with clients that are experiencing hair loss or any other medical condition, there's a lot of fear, so I comfort my client and let said client know that they're going to look fabulous and just because you are dealing with this issue at hand there are many ways you can still look beautiful without losing yourself in the midst of the matter. Beauty isn't one style, but it's many.

C.O.B.S. MAGAZINE:

With so many different types of wigs available. How do you help clients decide which type is best for them?

SHACOYA BROWN:

There are short wigs and long, curly, straight. There's blonde, red, and purple, there are a diversity of wigs you can wear, and you're not limited to one type; like before, you didn't have so many op-



tions for picking and choosing. Still, in this time and generation, it's about how the client feels. If you are feeling red or pink, there's a many kind of wigs style and lengths, all according to how the client feels and how you feel empowered. How I help my client choose what types of wigs, it's up to my client's feelings and desires and what they want, so I don't dictate what they should have, but I go based on the client's needs and how they feel. This usually helps the process.

C.O.B.S. MAGAZINE:

Can you walk us through the process of creating a custom wig from start to finish?

SHACOYA BROWN:

You will need a dome cap, closure/ frontal, mannequin head, wig stand, curved needle & thread, scissors, t-pins, hair clips, and hair bundles in order to create a custom wig. I make a wig from start to finish by taking measurements on my clients, measuring around the hair, measuring down the center top of my client's head, and measuring from ear to ear; now, I will be forming the wig foundation. To start the foundations, you will need a frontal or closure. You will have to center it on top of the mannequin head on top of the dome cap and then start pinning it down, ensuring that the frontal or closure is 1/4th of an inch in front of the cap dome. It would be best if you first started with sewing the lace closure and adding the rest of the hair wefts. This will allow you to see how much hair you need and where it's placed. After using the needle and thread to sew it all the way around the dome cap, to guarantee that the lace closure is secure, make tight stitches, especially at the beginning

and the end of the stitching of the knots. After you are done sewing either the frontal or closure, I suggest you use tailor chalk or a pencil to draw the lines for the tracks on the cap. Doing this lets you see how many tracks and hair wefts you will need. When it comes to adding hair weft, there are several ways to do it. You can use a needle & thread, hair glue, and a hot glue gun; sewing the wefts to your cap is the most common method to add the tracks, but installing takes the longest. Hair and hot glue are quick, but hot glue is a little more durable. However, the glue must be handled with caution because it is hot. Yet, it's still better to sew the tracks for permanent use. It would be best if you sewed along the wig cap's bottom edge first, starting with the first track from one side of the lace closure to the other. When you get close to the edge, tie a knot. After that, if there is any excess track, simply cut it off. If the leftover track is long enough to go around another way, fold it neatly and press it. Then do the same thing on the other side. When you've finished stitching all of the tracks to the lace closure, sew the last one and knot it, then cut the excess weft. To make your closure wig more secure while wearing it, you can sew a wig band and wig combs to the inside. Remove your wig from the wig head once you've completed all of the previous steps. Then, cut the excess wig cap. Make sure you don't cut into the knot when performing this step. If you like, you can cut the extra lace. Also, don't cut too near to the hair, or you'll mess everything up; that's how you make a wig from start to finish.

C.O.B.S. MAGAZINE:

How do you see the beauty industry's future evolving, and how is Simply Shacoya poised to keep up with those changes?

SHACOYA BROWN:

The future is great because people will always want wigs and makeup. I also see myself owning my store and bringing my brand to the world, not only wigs but also my own makeup brand and skincare line. I want Simply Shacoya to touch the world by ministering to different people through what I create.

C.O.B.S. MAGAZINE:

How do you balance your role as C.E.O. with creative and product development responsibilities? How has technology changed how wigs are made and sold, and what innovations are you most excited about?

SHACOYA BROWN:

I have a team that has specific roles in my organization, and I delegate tasks accordingly, and what I love about my team is that I can bounce my ideas off of them so I can find the ah-ha ideas I'm looking for at that moment. I don't burden myself with too many things but delegate different issues and concerns to my team that I

trust instead of doing it myself...

C.O.B.S. MAGAZINE:

What were some of the challenges you have faced throughout your entrepreneurial journey? How do you continue to endure those challenging moments?

SHACOYA BROWN:

The challenges I faced were believing in myself and thinking that I could do it because, as I said before, I was abused, I had low self-esteem and insecurities, and I didn't believe in myself. To overcome these issues, I knew if I overcame it, I could do anything that God wanted me to do. How I get through those challenging moments well. My father always told me there will always be thoughts and moments, and nothing will be how you want it to be. There will be issues and problems, no matter how perfect you want something to be, no matter how perfect the plan or how perfect you lay it out. So when an issue happens, it lets me know it's a better way so I don't stay rigid with it. I change whatever is given to me and make it work.

C.O.B.S. MAGAZINE:

What have been your proudest moments or accomplishments with Simply Shacoya? Can you share sound advice that has benefited you throughout your jour-

ney?

SHACOYA BROWN:

My proudest moment was completing my last event, which was my very first event. I was extremely nervous, but I did it. As my dad/Prophet Pastor Emmanuel Rene said, "God just needs something to work with."

C.O.B.S. MAGAZINE:

What is next for Simply Shacoya? Are there any upcoming projects or launches that you are excited about? Please share your website information and social media platforms to continue following your journey. We wish you continuous success.

SHACOYA BROWN:

The next step for Simply Shacoya is going worldwide and touching many people. I want to expand to empower women in Queens and the tri-state area. I have an event on July 15th. We are doing self-help makeup, where the participants will have the opportunity to do it themselves as I walk them through the process cause it is all about empowering. It starts at 1:30 pm -3:30 pm. I want to invite everyone to join me. We are located 133-15 Rockaway Blvd. All are welcome. Tickets are 25 dollars, so you can reach me at 347-790-8194. You can also follow me on my YouTube, Shacoya Brown, and my Instagram is @Simplyshacoya. Thank you for having me.



PRESENTS

"DO IT YOURSELF" MAKE UP TUTORIAL.

July 15th

1:30pm - 3:30pm

Cashapp: \$Simplyshacoya
E-Receipt will be emailed upon ticket purchase.

During this make up tutorial experience, I will provide all participants with their own make up kit as follows; brushes, sponges, setting spray, blush, eyebrow pencil and thier own personal Mirror. As each participant begins to apply their make up, I then will walk around during this process to each individual to provide my expertise. By giving tips and tricks to help everyone achieve their best look. FYI Food will be catered & Gift favors will given at the end. See you there.

\$25

Please bring your own foundation, concealer,bronze and setting powder.

Contact me via Instagram @Simplyshacoya or send us an email at Simplyshacoya@gmail.com.

Address: 133-15 Rockaway Blvd Queens, NY 11420

EMBRACING THE HOTTEST SUMMER FASHION TRENDS OF 2023

BY: TINIKA THOMAS-FOREMAN

As the summer season approaches, it's time to refresh your wardrobe and stay ahead of the latest fashion trends. From statement pieces to sustainable fashion, this year's summer trends offer something for everyone. Read on to discover the top ten summer fashion trends that will make you look chic and stylish all season long.

1. EARTHY TONES AND SUSTAINABLE FABRICS:

In 2023, sustainability takes center stage. Earthy tones like olive green, beige, and burnt orange dominate the summer fashion scene. Look for clothing made from eco-friendly materials such as organic cotton, linen, and recycled fabrics.



2. BOLD PRINTS AND PATTERNS:

Make a statement this summer with bold prints and patterns. Animal prints, oversized florals, and abstract designs are all the rage. Don't be afraid to mix and match different patterns for a truly unique look.



3. SHEER AND MESH FABRICS:

Turn up the heat with sheer and mesh fabrics. From delicate lacy tops to transparent skirts, this trend adds a touch of sensuality to your summer outfits. Layering thin pieces over solid clothing can create a stunning and sophisticated look.



4. STATEMENT SLEEVES:

Say goodbye to boring sleeves and hello to voluminous statement sleeves. Puffed, bishop and bell sleeves are all in vogue this season. These dramatic sleeves add a feminine and romantic touch to any summer ensemble.



5. BERMUDA SHORTS:

Stay cool and comfortable in Bermuda shorts. This longer-length short makes a comeback, offering a more modest option while still being trendy. Pair them with a flowing blouse or a sleek blazer for a chic and sophisticated look.



6. WIDE-LEG PANTS:RICS:

Embrace the breezy and relaxed vibe of summer with wide-leg pants. These flowy trousers are perfect for both casual and formal occasions. Opt for lightweight fabrics such as linen or silk for maximum comfort.



7. OVERSIZED ACCESSORIES:

Accessorize your summer outfits with oversized statement pieces. This season, big hoop earrings, chunky bracelets, and large tote bags are all the rage. These accessories add a bold and playful element to any look.

8. NEON COLORS:

Brighten up your summer wardrobe with neon colors. From electric pink to vibrant yellow, wearing neon hues is a surefire way to stand out from the crowd. Incorporate neon accents into your outfit with shoes, belts, or bags for a trendy pop of color.

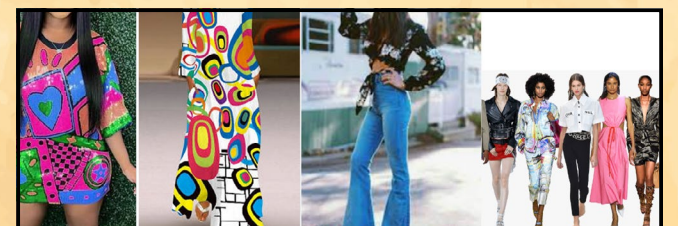


9. ATHLEISURE-INSPIRED LOOKS:

Stay comfortable and fashionable with athleisure-inspired outfits. Pairing sporty pieces like leggings or sneakers with more elevated items like blazers or dresses creates a unique and stylish combination.

10. RETRO VIBES:

Nostalgia is in the air this summer with retro-inspired fashion making a comeback. Think '70s floral prints, '80s power suits, and '90s grunge. Tap into your favorite era and incorporate retro elements into your outfits for a fun and trendy look.



With these top ten summer fashion trends for 2023, you'll be ready to embrace the season in style. Whether you prefer sustainability, bold prints, or retro vibes, there's a trend for everyone. Let your personal style shine through and make a statement with your summer wardrobe choices. Get ready to turn heads and make fashion waves all summer long!

THE 10 SUMMER FOODS OF 2023

As summer approaches and temperatures rise, it's time to indulge in the delicious flavors of the season. From vibrant salads to refreshing iced beverages, there is no shortage of mouthwatering options to savor under the warm sun. This article will explore the top 2023 summer foods that will tantalize your taste buds and make this season one to remember. So grab a seat, kick back, and prepare to embark on a culinary journey through the flavors of summer.

1. WATERMELON:

Nothing screams summer more than a juicy slice of watermelon. It's refreshing and hydrating, perfect for hot days. Apart from this, the fruit also has a range of benefits that help our body deal with issues with hot weather. Whether served simply sliced or used in a dish like Watermelon Salad with Feta and Mint, this fruit will be an iconic summer staple.



2. GRILLED CORN ON THE COB:

The smoky flavor of grilled corn on the cob is a classic summertime favorite. Add a little butter and seasonings for a delicious treat. There is something special when you throw corn on the grill to experience the combination of sweetness and crunch complemented by a bit of smokey char.

3. AVOCADO TOAST:

A popular breakfast choice, avocado toast is an excellent option for summer. Top it with fresh tomatoes, herbs, or even a poached egg for added flavor. Social media have popularized this dish through many food bloggers.



4. BARBECUE RIBS:

Summer is the perfect time to fire up the grill and enjoy mouthwatering barbecue ribs. They are tender, flavorful, and always a crowd-pleaser. In order to achieve such mouthwatering flavors, you have to take your time. It has no rushing or shortcuts when it comes to making the perfect rib. The mantra to making a good rib is low and slow.



5. CAPRESE SALAD:

Made with ripe tomatoes, fresh mozzarella, and basil, Caprese salad is a light and refreshing dish that showcases the flavors of summer.

6. FISH TACOS:

Light and flavorful, fish tacos are a popular summer food. Fill them with grilled fish, fresh slaw, and a squeeze of lime for a delicious meal. Fish tacos are incredibly light with an intense amount of flavor. At less than 500 calories and 43 grams of protein per serving, they are a nutritious meal.



7. STRAWBERRY SHORTCAKE:

Take advantage of sweet, juicy strawberries during the summer months by making a classic strawberry shortcake. Layer it with whipped cream and biscuits for a delightful dessert.

8. GRILLED SHRIMP SKEWERS:

Perfect for barbecues or cookouts, grilled shrimp skewers are quick to make and full of flavor. Marinate them in a tangy sauce for extra zest.



9. ICED COFFEE:

Beat the heat with a refreshing glass of iced coffee. Add your favorite flavors and sweeteners to make it your own.

10. GRILLED PEACHES:

End your summer meals with a sweet treat like grilled peaches. The heat caramelizes the sugars, creating a deliciously smoky and fruity dessert. The grill also intensifies the peaches' natural sweetness creating an extra juicy and light smoky taste. There is a time a place for cakes and chocolate treats, but grilled peaches are a treat that can't be beaten.



In conclusion, the summer season brings with it a plethora of delectable flavors that are simply irresistible. Whether you're a fan of light and refreshing dishes or crave bold and vibrant tastes, the top 10 summer foods mentioned in this article are guaranteed to satisfy your cravings and leave you wanting more. So, as the temperatures rise and the sun shines brightly, be sure to indulge in these mouthwatering delights and embrace the true essence of summer through each delicious bite. Cheers to a season filled with unforgettable culinary experiences!

BLACK GIRLS CODE



KIMBERLY BRYANT

MEET FOUNDER OF BLACK GIRLS CODE EMPOWERING AFRICAN AMERICAN GIRLS IN TECH: THE STORY OF KIMBERLY BRYANT

Kimberly Bryant is an African American Woman who has made significant contributions to the world of technology. In a world dominated by male voices and limited diversity, Kimberly Bryant has emerged as a beacon of hope for African American women interested in technology. Her tireless efforts to bridge the gender and racial gap in the tech industry have empowered countless girls and reshaped the landscape of

technology itself.

Kimberly Bryant's journey in the tech world began with her personal experiences. As a young African American woman, she often found herself being the only person of color in her college computer science classes. This lack of representation sparked a fire within her to create opportunities for others like her.

In 2011, Bryant founded Black Girls CODE, a non-profit organization that provides coding and technology education to young black girls. With the mission of increasing the number of women of color in the digital space, the organization offers workshops, summer camps, and after-school programs that teach computer programming, robotics, and other tech-related skills. Kimberly Bryant's journey as the found-

er of Black Girls CODE is nothing short of inspiring. Fueled by her personal experiences and passion for creating equal opportunities in the tech industry, she built an organization that has transformed the lives of thousands of young girls of color. Through various initiatives and programs, Black Girls CODE provides them with the resources, skills, and support needed to excel in the rapidly evolving world of technology.

Through her work at Black Girls CODE, Bryant has opened doors for countless young women who otherwise might not have had access to such opportunities. By breaking down barriers and empowering them with knowledge and confidence, she has created a new generation of African American women who are ready to make their mark in the tech world.

One of the critical aspects of Black Girls CODE is its focus on fostering a sense of community and sisterhood among its members. By creating safe spaces where young girls can learn, collaborate, and grow together, Kimberly Bryant has empowered them and instilled

a deep sense of belonging and camaraderie. This collective spirit plays a vital role in breaking down barriers and challenging the stereotypes that have long plagued the tech industry.

Under Kimberly's leadership, Black Girls CODE has expanded its reach beyond the borders of the United States. The organization now has chapters and partnerships in several countries, spreading its mission of diversity and inclusion across the globe. Kimberly Bryant is paving the way for a more equitable and inclusive tech industry by bridging the digital divide and providing access to technology education to disadvantaged communities.

Bryant's efforts have not gone unnoticed. She has received numerous accolades and recognition for her work in promoting diversity and inclusion in the technology field. From being named one of the "25 Most Influential African Americans in Technology" to receiving the prestigious Jefferson Award for Public Service, her impact continues to resonate and inspire. Her tireless efforts continue to



inspire young girls and industry leaders to actively work toward a more diverse and inclusive future.

Kimberly Bryant's story serves as a testament to the power of determination and the ability to defy societal expectations. Through her work at Black Girls CODE, she has empowered African American girls and challenged the tech industry's status quo. As we celebrate her achievements, let us remember that diversity and inclusion are not just buzzwords but essential ingredients for innovation and progress in the world of technology.

THE FUTURE LOOKS LIKE

Our mission is to provide Black girls access to engaging computer programming education that ignites their interest in technology, unlocks their potential, and leads to more equitable communities.





Trevi Booker Pershay CEO / FOUNDER



SPEAKS TO WOMEN

"UpRising Entrepreneurs" in the local Black and Hispanic Communities.

Our women went from weeping to winning, from the grind to the get it and from the struggle to their strengths.... in finding their purpose.

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new

C.O.B.S.

CIRCLE OF
Boss SISTERS

A close-up portrait of Godwin N. Gabriel, a Black man with a short beard and mustache, smiling warmly at the camera. He is wearing a dark blue suit jacket over a light purple collared shirt. The background is a warm, out-of-focus indoor setting with yellow and orange tones.

GODWIN N. GABRIEL

CEO OF MOOVN TECHNOLOGY