

MARCH 2023 ISSUE | VOLUME 3 | U.S. \$3.50

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C.O.B.S

CIRCLE OF
Boss SISTERS

CELEBRATING
WOMEN'S
HISTORY
MONTH

WOMEN INNOVATORS

PORTIA SCOTT
Director of Voiceover at Coast to
Coast Talent Group

WOMEN WERK
RACHELLE LE BLANC
Actress, Producer and Writer

KING'S COURT
DR. CARL TRUESDALE
Founder of Truesdale Facial
Plastic Surgery

QUEEN'S COURT
MARIA DISMONDY
Founder/CEO of Cardinal Rule Press

FASHION CORNER
WESLEY KELLY
Owner and Head Designer of
Brand Faith Ruby

Jasmin Foster
CEO/FOUNDER OF BE ROOTED

TIME BLOCKING

FROM THE OFFICE OF THE EDITOR

WRITTEN BY: DR. TREVI BOOKER PERSHAY



Hello March!

Congratulations you are in the third month of your grind for 2023. Last year's plans, should be off the paper and into production. I like to share helpful CEO-style tips to help us perform better and pay close attention to the little details. For the March issue I would like to discuss multi-tasking. Does it work? As day-to-day professionals it is common that we're required to do more than one thing at a time. In corporate multi-tasking is an indication of speed, endurance, and execution.

Honestly, I realize that multi-tasking in chaos can be overwhelming and it's an opportunity for errors. Our brains are not capable of paying attention to several projects simultaneously. One day I went to a prayer meeting, and I heard the leader discuss time blocking with God. It is funny how God and prayer were part of my multi-tasking and never had their own time apart from my day-to-day craziness. What is time blocking – it's a step-by-step guide to mastering getting the most from your daily schedule. Time blocking is a time management method that prepares you to divide your day into blocks of time. It works! I swear by it. I started departmentalizing my day and creating routines for time. New York City is known for massive rushing, people moving fast, talking fast, taking quick lunches, and multi-tasking at work.

Time blocking allows me to put 15 to 30 minutes of a block on each project. I started dedicating my time more efficiently. For instance, every morning at 6 am – 6:15 (M-F) I pray and give thanks for my life, 6:30 am – 6:45 (while commuting I read my word), 6:45 – 7:00 am I read emails, answer text messages, and review my to-do list for the day, at 7:30 I enter the office take 10 minutes to get coffee and take a quick walk to prepare myself for a busy day. Every day I go for a walk and listen to motivational sermons to inspire me. There are times I switch up routines but the time blocking never changes.

Dr. Trevi Pershay

Dr. Trevi Booker Pershay

Time blocking helps boost productivity by dividing your day into specific blocks of time. Here are a few time management strategies to effectively help you manage your time.

1. Know how you should spend your time
2. Set priorities – know the difference between your do urgent and not so urgent
3. Use a planning tool or an old fashion to-do list
4. Get organized – you need to be organized in the chaos
5. Schedule time appropriately – try and do 15 – 20 minutes on a project
6. Delegate: ask for help and stop trying to be a superhero and ask for help (pride is not a good look for help)
7. Stop procrastinating – stop making excuses and use your time wisely
8. Manage Time-Wasters – this was new for me. Held-hand devices and social media were taking up a lot of my time, therefore, I put that on a schedule.

Attending that prayer meeting helped me with time management My goal is to better organize the chaos in my life not add chaos to it.



GIRL BOSS'D UP
PRESENTS

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MEET THE C.O.B.S. TEAM



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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THE IMPORTANCE BEHIND MAMMOGRAM SCREENINGS

WRITTEN BY TINIKA THOMAS-FOREMAN

In recognition of Women's Health Month in March, I wanted to discuss the importance of mammogram screenings. I am guilty of not having regular yearly mammogram screenings. I hope that is article will answer some of the common questions that most women have about mammogram screenings:

- What age should I schedule my first screening?
- Are mammograms necessary every year?
- Is a mammogram uncomfortable?

Mammogram screenings are an important tool in the fight against breast cancer — and they're especially important for women. Early detection of this disease is essential, and mammograms have been found to decrease mortality rates due to breast cancer. That's why all women need to understand when and why they should get a mammogram.

First, it's important to understand when you should get your first mammogram. For non-high-risk women, the American Cancer Society recommends that you get your first mammogram at age 45. After that, you should receive a mammogram every one to two years or as recommended by your doctor. But if you are at high risk for developing breast cancer, you may need to start getting mammograms earlier or more often than the general population. Regular breast screening is beneficial because it is one of the best ways to spot cancer that is too small or feel or even see. Finding cancer early can make it more likely that the treatment will be successful. One in eight American women is diagnosed with breast cancer during her lifetime. However, studies show that African American women have a higher mortality rate than other ethnic groups. Statistics have shown that Black women are more likely to develop more aggressive and advanced stages of breast cancer that are usually diagnosed at a younger age. Doctors suggest performing self-examination while lying in your bed or even taking a shower. We have to learn to continue to educate ourselves on the importance of having our mammogram screening done. Adult women of all ages are encouraged to please perform breast self-exams at least once a month.

During a mammogram, X-rays create images of the inside of the breast. These images are then used to detect any abnormal growths or other signs of breast cancer. Mammograms can also detect lumps that may not be felt through self-exams. When breast cancer is detected early, chances for successful treatment and survival greatly increase.

Aside from regular screenings, there are some other things that you can do to stay proactive about your breast health. You should perform monthly self-breast exams and talk to your doctor about your family history so that you can make an informed decision about your health.

Although it can be an uncomfortable experience, getting a mammogram is important for early detection. Getting a mammogram screening may save your life. So don't be afraid to ask your doctor about scheduling one today.

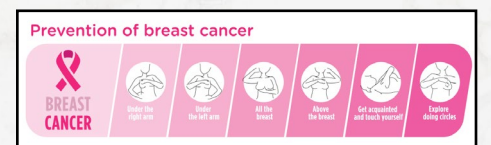


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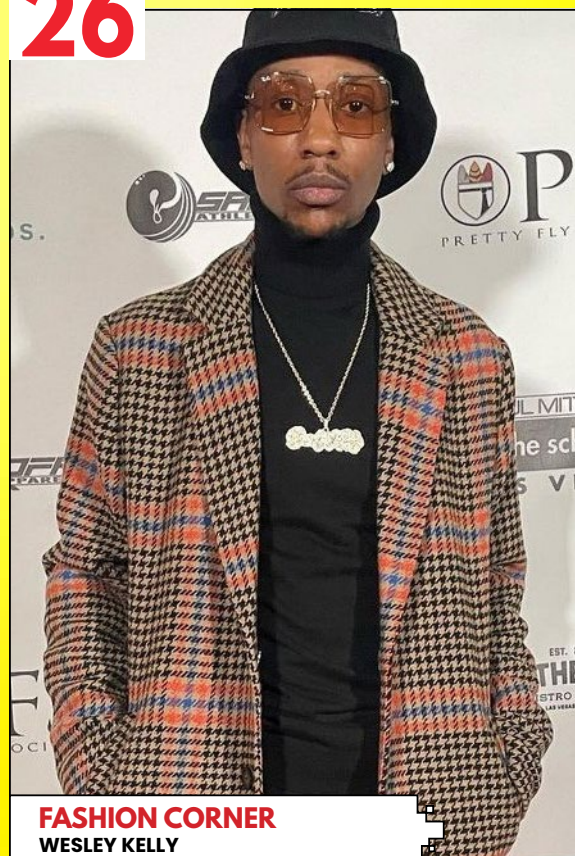
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MEET CEO AND FOUNDER OF BE ROOTED

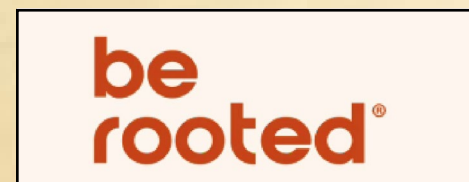
C.O.B.S. MAGAZINE:

Welcome to C.O.B.S. Magazine. We are super excited to interview the creative visionary behind Be Rooted, Jasmin Foster. Jasmin's mission is to create a space for women to see themselves in the stationery they love. She is changing the game with her stationary by allowing black women to have an inspirational space to create and dream. Jasmin, can you give us a little background on your upbringing before entrepreneurship?

JASMIN FOSTER:

Growing up in Indianapolis, I've always loved stationery. Before launching Be Rooted in 2020, my career in retail allowed me the opportunity to see how products got on the shelf and how consumers would decide what the trends are. While I was focused on growing the multicultural beauty segment at Target, I also had my eyes open. After many years of waiting for a brand to arrive and make me feel seen, I launched Be Rooted to change the face of the stationery and gifting industry.

There are so many categories where black women and women of color are underserved - across all stores and in all product categories. I thought back to some of my passions and writing and journaling have always been something that I've been fond of. I was always that young black girl that had multiple journals and planners, even when I didn't necessarily use every page of the planner. Be Rooted was created to flip that narrative, and center Black and Brown women by making them feel loved, celebrated, and uplifted.



C.O.B.S. MAGAZINE:

Can you tell us about your business Be Rooted? How did you come up with the name? What led you to launch a stationery brand? What sets you apart from other companies like yours?

JASMIN FOSTER:

The name Be Rooted stems from wanting my community to feel rooted in culture, rooted in representation, and rooted in who the customer is. I launched Be Rooted because for far too long and in too many spaces, Black and Brown women have been left unseen and unspoken to. Be Rooted was created to flip that narrative and center Black and Brown women by making them feel loved, celebrated, and uplifted. The stationery industry is over \$40 Billion and there is not one major Black-owned national brand. Black and Brown women deserve to feel seen, heard, and loved across all industries.

C.O.B.S. MAGAZINE:

Can you tell us the process of designing your stationary and where does the inspiration thrive from? Do you have a favorite design?

JASMIN FOSTER:

Our design process is multi-step. It first starts with brainstorming the theme and mood of what we want to evoke from each collection. From there, the team builds out a more detailed mood board and color palette that is inclusive of inspiration from the real world. From there my designers move to sketch,



and once we align, we illustrate. My favorite design is the design on the "Everything is Possible" planner. I love the bold use of color and the display of melanin in all shades.

C.O.B.S. MAGAZINE:

What are some good effective tips on journaling especially if you are a newbie? How has journaling helped you daily?

JASMIN FOSTER:

I would say first that journaling doesn't have to be something that feels like you need to sit down every day for it to be effective, but it should be when you are ready to write down your thoughts and truthful recaps of your day. There are so many amazing

prompts that you could leverage as a starting tool for you. One that I think is important is what you are grateful for the day. Writing down "today I was grateful for" "tomorrow I am looking forward to" or "the 1 thing I was proud of is" can be a great way to get started. Journaling has helped bring my dreams to life by seeing them on paper and holding myself accountable to fulfill them.

C.O.B.S. MAGAZINE:

You have broken down the racial barriers of the retail industry. Can you explain to our readers how did that moment feel?

JASMIN FOSTER:

I feel like one of the main aspects of the brand is that we make Black women and women of color feel like they are being heard. Being able to have Be Rooted represent up at a large scale feels amazing.

C.O.B.S. MAGAZINE:

Every entrepreneur has a secret to their success. Can you give me three ingredients that have helped with your success? How important does the role of leadership play when trying to achieve long-term success?

JASMIN FOSTER:

You have to find joy in being a student of the business. Starting you are going to make a lot of mistakes as you learn. If you get upset or anxious about every bump in the road you will drive yourself crazy. I've learned to embrace each lesson as just that - a lesson and a way for me to do better or improve next time.



C.O.B.S. MAGAZINE:

Can you discuss some of the challenges you have encountered as a black woman founder? Do you experience moments of frustration when you are ready to throw in the towel? Who/What keeps you motivated during those difficult obstacles

JASMIN FOSTER:

Like many Black founders, I struggled with the same challenges like access to non-dilutive capital, mentors in the space, and having all the resources needed to support growth. However, I try not to focus on those issues. I stay centered on my "why." I am building something special for women of color and I am not going to let any challenges prevent me from making this happen. Like many before me, you just have to dig in, figure it out, and lean into the support of your family and friends who believe in you.

C.O.B.S. MAGAZINE:

Fear is the one thing that can hold any individual behind or remain stuck. When you took your leap into entrepreneurship what were your fears? Looking back would you have done anything differently?

JASMIN FOSTER:

I would not change anything about my journey. I wholeheartedly believe that every lesson that I learned along the way was needed to get me to this point.

C.O.B.S. MAGAZINE:

What advice can you offer to other entrepreneurs ready to jump into



the world of entrepreneurship?

JASMIN FOSTER:

There's never going to be a right time. You're always going to feel like you're not prepared enough, you don't have enough resources, you don't have enough money, and you don't have enough time. Even though those things may all be true, you should go after your passion and purpose anyway.

C.O.B.S. MAGAZINE:

What is next for Be Rooted? Where you like to take your brand?

JASMIN FOSTER:

I am excited for Be Rooted to become the go-to destination for women of color. From school and office supplies, to travel and home décor, we look forward to continuing to launch products that encourage you to celebrate yourself.

C.O.B.S. MAGAZINE:

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

JASMIN FOSTER:

My daily affirmation is I deserve love, grace, and to dream without boundaries. Please visit my company website: berootedco.com and my social media platforms are IG: @berootedco and @thejasminfoster. Thank you.



MARIA DISMONDY

MEET FOUNDER/CEO OF CARDINAL RULE PRESS

C.O.B.S. MAGAZINE:

Welcome to C.O.B.S Magazine. We have the pleasure of interviewing founder, publisher, speaker, and award-winning author Maria Dismondy. Maria has used her experience as an award-winning author for over a decade to work with writers on getting their messages into the world. We will discuss her journey to where she is today. Maria, can you tell us a little about your upbringing?

MARIA DISMONDY:

I grew up in the suburbs about thirty minutes from Detroit. My parents divorced when I was five so I had a lot of special adventures with my Dad as a single parent. My sister and I dance at a Polish studio and spent a lot of time at cultural festivals for dance. Our family loved the outdoors and boating on the inland lakes. There was a lot of dysfunction in my middle and high school years in our home. It was a very hard time for me but in the end, was a part of teaching me resilience among many other things!

C.O.B.S. MAGAZINE:

Can you tell us about your business? What stimulated your ideas to start a new business venture in an already existing business? What sets you apart? What is the goal of the business?

MARIA DISMONDY:

Cardinal Rule Press is a traditional publishing company that I founded out of the need to help share important messages with children. Our books are realistic fiction and focus on The Golden Rule,

along with other important social skills and character traits. The fact that we only publish realistic books sets us apart from other publishers. We also provide free virtual events for communities nationwide.

C.O.B.S. MAGAZINE:

How do you make a book successful when there are millions of books published every year just in the United States alone?

MARIA DISMONDY:

We focus on our audience and connecting with them. We want them to get to know, like, and trust our company and learn what we stand for (children and their mental health!!) It is in this authenticity that we have gained loyal readers who continue to share our work with others and purchase our books for their communities.

C.O.B.S. MAGAZINE:

How has the pandemic impacted the ability to get books out there into the world? How have publishing companies had to learn to adjust to the "New Normal?" What do you tell your authors about how to pivot in this new environment?

MARIA DISMONDY:

There were a few months when we were all frightened about whether we could continue to get books into the hands of children during the pandemic. We found that we were able to connect virtually and we also saw our eBook sales rise. In publishing, many of us have found we needed to cut our expenses and put focus on reinvigorating our backlist titles. We supported our authors every step of the way, taking a May 2020 book launch from in-person to online. We made sure our authors knew to be flexible and that we were there to help them every step of the way.

C.O.B.S. MAGAZINE:

You are also an award-winning author. Can you tell us about some of the books that you have written? Which one in your opinion has the



most powerful message?

MARIA DISMONDY:

Spaghetti in a Hot Dog Bun was the first book I wrote back in 2008. It has been a bestseller since the beginning! The message is about having the courage to be who you are. Even though others may tease you about who you are, you don't have to change. You can find friends that accept you for who you are!

C.O.B.S. MAGAZINE:

As a former teacher why is it important to use children's literature to teach difficult topics? Why is this important to you?

MARIA DISMONDY:

This is a great question not only for teachers but for parents as well. Books can be a bridge between children and their caregivers. They help us to discuss topics that may be difficult to bring up otherwise. Books are like windows, children can look into the life of someone different from them. Books can also be mirrors, allowing children to see someone like themselves on the pages!

C.O.B.S. MAGAZINE:

What are the five benefits of quality books in the lives of children? As parents how do select good-quality books? What are some things we should be looking for?

MARIA DISMONDY:

I am not concerned about the

physical quality of the book but the content within its pages. I suggest parents provide a variety of types of books for their children to read. High-interest books, on topics they love to learn about. Nonfiction books as well as fiction books. Make sure the books represent the diverse world we live in. Remember that diversity isn't just about the color of our skin, but it can mean differently abled among many other types of differences.

C.O.B.S. MAGAZINE:

Is it important to develop reading routines with your children and why?

MARIA DISMONDY:

Absolutely! Reading routines will help you to grow your readers! My top three tips are to have books available in your home (remember you don't have to buy them, visit your local library!) Next is to try and read daily. This can happen in the morning or before nap, after dinner, or before bedtime. Last is to take books with you on the go. Books in the car are a favorite for our kids!

C.O.B.S. MAGAZINE:

Every entrepreneur has a secret to their success. Can you give us three ingredients that have made your business successful? What are you proud of so far with the success of your business? What is your take on the ways to achieve long-term success?

MARIA DISMONDY:

I am proud that I bought a second publishing company. It was my husband's idea and the fact that he believed I could do it, gave me the confidence that maybe I really could! My ingredients to success:

1. **Consistency**- make a commitment and stick to it.

Make time to evaluate strategies and make changes to what is not working.

2. **Professional Development**- information is at our fingertips. Podcasts, books, online webinars, conferences, and more! As a leader, it's important to be the visionary of your company. Being involved in continued learning will keep you in the game of moving forward!
3. **Network**- it's true! We are #Better Together and connect with others in your industry and mentors outside of your industry as well. Partnerships and collaborations can be beneficial in many ways.

C.O.B.S. MAGAZINE:

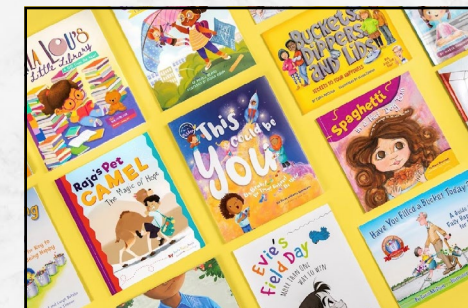
You wear several different hats. How do you learn to create a good work-life balance?

MARIA DISMONDY:

I am always learning! With the acquisition of the new company, I resorted back to some old habits of starting work first thing when I wake up in the morning. After the New Year, I got back to my morning routine of coffee and reading for pleasure. It's those little boundaries we need to make for ourselves to keep things in alignment. We have three kids and two dogs so when the workday is over, I need to wrap my workday up and focus on what matters!

C.O.B.S. MAGAZINE:

Here at COBS Magazine, we love to offer current and future entrepreneurs advice. What is a piece of advice that you can share with us that someone has shared with you?



MARIA DISMONDY:

Someone once told me to outsource tasks that I do not enjoy and focus on what you are good at! This has helped along the way!

C.O.B.S. MAGAZINE:

Thank you for taking the time to share your journey with our readers. What are your plans for future projects? Can you share your website and social media platforms for our readers to follow you? We wish you continuous success.

MARIA DISMONDY:

I am in the process of organizing the business to prepare for the unknown. We recently had a tragic death in our family and I want to know that if anything were to happen to me, someone could step in and make sure our books get out and our team gets paid. Now that I know what it is like to purchase a company, I also know what needs to be done if one day I decided to sell. Keeping the back end of the business organized is our current and future project! Please visit our website at www.CardinalRulePress.com and on IG at www.instagram.com/cardinalrulepress.



TINIKA THOMAS

Inside tips for everyday make-up routine – regardless if you are a newbie or experienced in the makeup world.

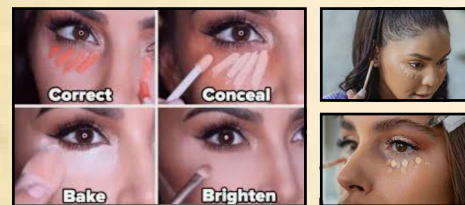
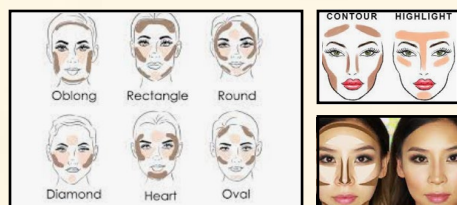
THE IMPORTANCE BEHIND THE THREE C'S CONTOURING, CONCEALER, AND COVERAGE...

In this article, I wanted to focus on the importance of everyday makeup routines. You don't have to be a professional makeup artist to understand the essential steps behind contouring, concealer, and coverage. Each step has its purpose but collectively, if done correctly, they will help you achieve that desired look.

Contouring is a makeup technique used to enhance certain features of the face and add definition. It is usually achieved with a few shades of powder or cream, but can also be done with liquid makeup. Concealer works to hide and cover any areas of the face that you don't want to be seen, including dark circles, blemishes, pimples, and sun spots. It's best to choose a concealer that matches your skin tone as closely as possible to ensure a natural even coverage. Lastly, the foundation provides overall coverage for the skin, acting as a base for the rest of your makeup routine. Foundation should also match your skin tone, but you could use a shade lighter or darker, depending on the desired effect.

CONTOURING:

When it comes to contouring, it all starts with creating shadows, so you should pick two shades of powder or cream, one darker and one lighter than your skin tone. Use a synthetic brush or sponge to apply the darker shade in the hollows of your cheeks, forehead, chin, temples, and jawline. For an enhanced definition, apply the lighter shade to the high points of your face, such as your cheekbones, nose, and brow bone. Blend, blend, and blend! Blending is key for a successful contour. Make sure that all the lines are not visible and that the colors fade into one another.



CONCEALER:

To hide any imperfections, such as acne, dark circles, and redness, apply concealer to those areas with a synthetic brush or your fingertips. Look for a concealer that has a creamy texture, is crease-proof, and provides full coverage. As mentioned before, make sure to select a color that closely matches your skin tone for a natural finish. The key to avoid your concealer from smudging is to always apply the product on top of your foundation. The only time that you will apply concealer first before your foundation is when you are color-correcting.

FOUNDATION:

Finally, apply foundation over your entire face to even out your complexion and create a smooth, flawless base. Choose a foundation that matches your skin tone and provides medium to full coverage, depending on what you're looking for. You could also mix and match different colors to get the perfect shade. Also, be sure to apply a primer beforehand to help prep your skin and increase the longevity of your look.

These three steps — contour, conceal, and coverage — are essential for achieving a perfectly natural yet polished makeup look. With practice, you'll find that contouring, concealing, and covering are invaluable elements in your beauty routine.



SPEAKS TO WOMEN

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C.O.B.S.
CIRCLE OF BOSS SISTERS

DR. CARL TRUESDALE

MEET FOUNDER OF TRUESDALE FACIAL PLASTIC SURGERY

COBS MAGAZINE:

Welcome to COBS Magazine King's Court. We are elated to interview Dr. Carl Truesdale, a Board Certified facial plastic and reconstructive surgeon who runs a thriving private practice in Beverly Hills at just 34 years old. Dr. Truesdale truly believes his facial surgery practice is one of his main purposes on earth, and his passion and talent are evident in his surgical results. Thank you for taking the time out of your busy schedule to talk to us. Can you tell us a little bit about your background growing up?

DR. CARL TRUESDALE:

I am originally from a small town in upstate New York. Much of who I am can be traced back to my parents, Dr. Carlton and Linda Truesdale. They represent the two sides of me. My dad has a Ph.D. in physical chemistry. He's very analytical and helped me hone a love for science. My mom is an artist and a very spiritual woman. They imprinted these attributes on me as I grew up. I was provided with a very nurturing environment, and they never put limits on me or what I thought I could do. I have always loved science and art and now I am blessed to be able to channel these interests daily. As a facial plastic surgeon, the face is my canvas.

COBS MAGAZINE:

How did you decide you wanted to become a plastic surgeon?

DR. CARL TRUESDALE:

I chose to become a doctor when I was 10 years old after my baby brother Emmanuel passed away from a rare disease called trisomy 13. I found myself reflecting on his disorder and decided that I wanted to use my love of science to help people. I devoted much of my pre-teen and teenage years to doing everything I could to get into medical school. I received a competitive scholarship to attend medical school at the University of Pennsylvania, where I was able to explore various surgical subspecialties. I found that I love working with my hands and I loved the immediate results that can often be achieved via surgery. I eventually found Otolaryngology/head and neck surgery, which offers a mix of medicine and surgery. This specialty requires the surgeon to be very detail-oriented, which also suited me well. Within Otolaryngology, you can sub-specialize in life-saving airway surgery, head and neck cancer surgery, sinus surgery, ear/hearing surgery, and my chosen subspecialty: facial plastic and reconstructive surgery. As a portrait artist, I found that there was



no better way to both help people and exercise my artistic side than to be a facial plastic and reconstructive surgeon.

COBS MAGAZINE:

Let's talk about your business. Can you tell us about your practice? What was your vision when you started your practice? What is the vision you see for your practice?

DR. CARL TRUESDALE:

I completed a facial plastic surgery fellowship in Beverly Hills after I did a 5-year residency in Otolaryngology at the University of Michigan. Originally, the idea was to go back to the east coast to start my practice. However, after much soul-searching, I realized that I had something to offer here in the world's most competitive market for plastic surgery. Instead of being a big fish in a small pond or a medium size fish and a medium-sized pond, I wanted to be a big

fish in a big pond. There is no bigger pond than Beverly Hills, CA for plastic surgery. My solo practice is located on Rodeo Drive. I specialize in all things related to reconstruction and cosmetic surgery of the neck and face. My practice includes both invasive and minimally/non-invasive cosmetic treatments. My wife and I started the practice and built the office from the ground up. We now have 7 employees, including a nurse practitioner. I am currently working on a separate business focusing on hair loss, including hairline lowering and hair transplants. I am also working to build out my operating room. My vision is to provide excellent care for my patients and to rewrite and reshape some of the ideas related to ethnic beauty and natural results in plastic surgery. I want to be one of the biggest names in the world of plastic surgery. My vision now continues with the groundwork that I laid over the last 2-1/2 to 3 years - I want to

show the beautiful stories of my patients and continue to positively impact their lives. Every day I am blessed because I get to change people's lives for the better through the way they look. When you look good, you feel good. I see what I do as true artistry.

COBS MAGAZINE:

Why was it important to you that you become Board Certified? What are some of the benefits of being a Board-Certified surgeon?

DR. CARL TRUESDALE:

Becoming a board-certified surgeon requires many years of dedication, training, and testing. It serves as a stamp of approval that the surgeon has both the experience and knowledge to safely treat patients. It also means that surgeons can more readily interact with other physicians and professional societies.

COBS MAGAZINE:

Can you please talk about one of your most sought-after procedures? How did you revolutionize this procedure, without giving away all your secrets?

DR. CARL TRUESDALE:

My most sought-after procedure is the Deep Plane Facelift. I use the most advanced techniques to create naturally beautiful-looking results that reverse aging as much as possible. I often combine the deep plane facelift with other procedures for maximal effect, such as eyelid surgery, brow lifts, lip lifts, fat transfer, and more. My results are very natural without the standard pulled "look." The scars are very minimal because I take great care to hide them. Often, I'm able to make people look 15-20 years younger using my deep plane techniques. The difference between my technique and some of the more common facelift techniques is that I am actually under the muscle, and I move the muscle back to where it was located 20 years ago. So, if we can take care of the volume loss and the laxity that forms over time, in many cases the person will look 20 years younger—but still, like themselves!



COBS MAGAZINE:

Do you think that a facelift can rewind the youth clock?

DR. CARL TRUESDALE:

Absolutely. I do this 2-3 times every week and the proof is in the pudding. I consistently make people look younger and rejuvenated. I align the way a person feels on the inside with how they appear on the outside. As we age, several things happen from structural bone changes to volume loss, to sagging skin. What I do with my techniques is to powerfully reverse those changes. Often my patients say that they just feel refreshed, rejuvenated, and relaxed and very often although the results are very dramatic, I don't want people to know necessarily that they had plastic surgery. The best plastic surgery is invisible. I love it when my patients say after surgery that people keep telling them how rested they look without knowing they underwent the knife.

COBS MAGAZINE:

You started your practice amid the pandemic. What made you feel that this is the right time? Can you discuss some of the challenges or obstacles you faced opening your practice amid the pandemic?

DR. CARL TRUESDALE:

Although the pandemic was a very challenging time for the world, it created a lot of opportunities in the world of plastic surgery. I went from performing life-saving airway surgery on COVID patients at the University of Michigan in residency to performing cosmetic plastic surgery in Beverly Hills, so the shift was dramatic. I would say that the COVID pandemic created opportunity because the general public was at increasing rates of looking at themselves on Zoom and seeing the things that they wanted to change, and they were traveling less which in some cases created some disposable income to finally tackle some of the things that they wanted to change about their appearance. People also often had more downtime to recover while working from



home. Plus, the whole world wore facial masks so people could recover without any stigmata of surgery. All of these things helped my practice.

COBS MAGAZINE:

What are the types of questions a person should ask before having plastic surgery? How do you know if you are a candidate for plastic surgery? How do you ease the nerves of your patients that are focusing on the complications of the surgery?

DR. CARL TRUESDALE:

Doing your research before undergoing any type of elective plastic surgery is very important. It is important to first evaluate the physician to make sure you have a good rapport with them. It is also very important to verify that the doctor is well trained and has representative before and after photos. It is even more helpful if they have photos of patients with your concerns and look like you. Because plastic surgery is such an intimate journey, it is important that you get along with your surgeon and that the surgeon takes his or her time to explain the procedures in detail, and discusses the risks, benefits, and alternatives. The best way to know if you're a candidate for plastic surgery is to have a consultation with a physician. If there is something that you see in the mirror that bothers you, there likely is some remedy and the surgeon can give his or her guidance on the treatment options that might exist whether they be invasive or noninvasive options. The best way to ease nerves is to show who I am. I am a down-to-earth person who can listen! Potential patients come to see me and need to see that I am the same person that they see on Instagram—approachable, and someone who does care about my patients. Each of my surgical patients gets my cell phone number and I follow up with them after surgery. I try to ease their minds by walking them through this process. I recognize that it is for them their first-time undergoing surgery and that's where I can hold their hand and guide them through the process. The other important piece is



that my team is very good at managing the patients and showing them all the information that they need before, during, and after surgery for optimal results. The most important way to relieve concerns is to let your track record speak for itself. Complications can happen but the most important thing is to understand how to manage them and avoid them; if the surgeon is well-trained and has good experience then the desired results can be achieved.

COBS MAGAZINE:

What are your biggest in-demand procedures for females and males respectively?

DR. CARL TRUESDALE:

My highest-demand procedure for females is a deep plane face and neck lift because of its ability to rejuvenate the face and take so many years off. For male patients, the highest-demand procedure currently is hair transplantation in which I can restore hairlines, beards, and eyebrows by moving hairs from the back of the head to the areas that are thinning or receding. This allows a very natural hairline that grows and looks amazing.

COBS MAGAZINE:

Having a balanced work-life is an important element. What are three major challenges you face as a surgeon trying to create that balance?

DR. CARL TRUESDALE:

As a person with many passions outside of medicine this has been an ongoing work in progress. Time management is always the number one challenge for any physician balancing running a medical practice, a social life, fatherhood, and personal care. Time management is something that I have placed a high focus on in my life to achieve all the things that I would like to achieve. Because my practice is a cosmetic boutique practice with many facets that require my attention, I am constantly "on" as it relates to thinking about running a business, providing coverage for my patients, and thinking about ways to optimize their care.

Being a surgeon at my level can also be quite isolating. Facial plastic surgery is an emotional journey. It is amazing to walk through this process with them, but it does require sensitivity, patience, and diligence at the highest level. There is no margin of error in what I do, each surgery is cosmetic and therefore complications, scars, and patient experience must be optimized to the fullest.

COBS MAGAZINE:

Support is everything when starting your own business. Who have been your greatest supporters during your process? How do you personally keep yourself motivated during those frustrating times?

DR. CARL TRUESDALE:

By far my greatest advocate and supporter would be my wife - Juliana Truesdale. She is the consummate BOSS. My wife and I met in grad school at the University of Pennsylvania after by chance meeting each other on campus. I recognized her because she went to Spelman College right across the street from my alma mater Morehouse College, although we didn't know each other in college. We have now been together for 11 years, married for 9 and she provides a great sense of grounding and is my #1 partner in all my endeavors. When it came to starting my practice, we worked hand in hand to start it up as she took a 6-month sabbatical from her day job as a senior manager at Deloitte Consulting. To this day, we continue to collaborate and work on a business while she continues to work her other job and raise our newborn baby. Ultimately, during challenging times, I go back to support from family and friends, and my intrinsic motivation to be the best that I can be. During my medical training, I would often remember my baby brother who passed away, and ultimately that was the motivation for my endeavors to work so diligently to reach my goal to become a doctor. I recently had my first child, Neo Emanuel Truesdale, who now is a very strong motivation. His middle name is the name of my baby brother who passed away, so the two motivations that I

have to achieve and create life-changing moments are reflected in my son.

COBS MAGAZINE:

What is a good piece of advice that you can offer for any future surgeons who may be reading this article?

DR. CARL TRUESDALE:

The biggest advice that I can give to surgeons is to always remember why you are doing what you do. There are many challenging times as a surgeon and there is no other job quite like it. It requires years of diligence, long hours, and demanding high levels of execution. A very strong knowledge base training and dedication to one's craft have to be foremost because, without it, you can't truly provide the best care for patients. It is very easy to become jaded in medicine and particularly in surgical specialties that have high burnout rates. I think it is very important to always reflect on the pure motivations which lead us to this very challenging career and ultimately those motivations come from interacting with our patients daily and seeing the impact that we could make in their lives.

COBS MAGAZINE:

Where do you see yourself in the next 5 years? What do you hope your goal will be? Can you please share your website and your social media platforms? We wish you continuous success.

DR. CARL TRUESDALE:

In the next five years I see myself as a leader in the field of facial plastic and reconstructive surgery. I will continue to build my practice and potentially branch out to multiple locations, medical spas, and products. My hair loss institute will thrive, and I will be nationally known with a potential television show. For those who would like to reach out to me, they can visit my website at www.doctortruesdaledale.com or my Instagram and TikTok: @doctor.truesdale. Thank you so much. I appreciate the opportunity to be interviewed.



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ABOUT OUR BUSINESS

I am Abdullah Khan, CEO/FOUNDER of Maklion Creations, We are Graphic Designing Company providing our Services Worldwide on Freelance Marketplaces like Fiverr, Upwork, Freelancer and on Various Social Media Platforms. We are doing this work for more than 4 years and really love to deliver beautiful Graphic Designs to our Customers all over the World.

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CELEBRATING WOMEN'S MONTH

Meet some of the most powerful black women who are running Fortune 500 Companies. We also have women who are CEOs of their brands. These women represent just a few of the many talented black women who are leading successful careers in the corporate world, CEO of their brands, breaking barriers, and paving the way for future generations. Meet some of the most powerful black women who are running Fortune 500 Companies. We also have women who are CEOs of their brands. These women represent just a few of the many talented black women who are leading successful careers in the corporate world, CEO of their brands, breaking barriers, and paving the way for future generations.

THASUNDA BROWN-DUCKETT:

In 2021, she became president and CEO of the Teachers Insurance and Annuity Association of America (TIAA). Thasunda is one of the most powerful black women who is leading a Fortune 500 company. Before that Thasunda was CEO of Chase Consumer Banking and the CEO of Chase Auto Finance and the National Retail Sales Executive for Chase Mortgage Banking.



URSULA BURNS:

The former CEO of Xerox, Ursula Burns was the first African American woman to lead a Fortune 500 company. During her time at Xerox, she transformed the company into a leader in the tech industry and paved the way for more women and people of color to rise to the top of the corporate world.

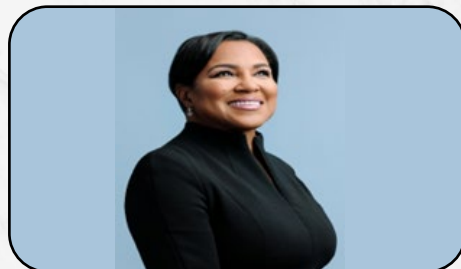
ROSALIND BREWER:

The former CEO of Sam's Club, Rosalind Brewer was the first African American woman to lead a Walmart division. During her tenure, she transformed Sam's Club into a major player in the retail industry and was known for her focus on innovation and customer experience.



JANICE BRYANT HOWROYD:

The Founder and CEO of ActOne Group, Janice Bryant Howroyd is one of the most successful black women entrepreneurs in the country. She has built ActOne into a multi-billion dollar staffing and recruiting firm that provides jobs to thousands of people across the United States.

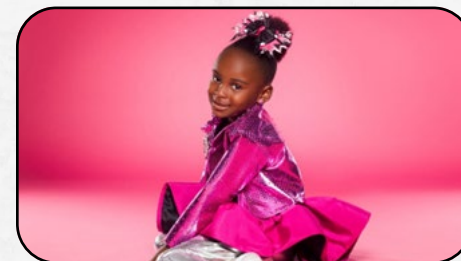


ROSLYN BROCK:

Amanda Gorman shook the world with her outstanding poem which was recited at the presidential inauguration. Amanda is the youngest poet that has been part of inaugural history. This American poet and activist are known for her addressing Black identity, feminism, marginalization, and climate change. Outside of being a well-known poet, Amanda also started her nonprofit organization called One Pen One Page which provides free programs in creative writing for underprivileged youth.

CYNT MARSHALL:

Cynt Marshall is a business titan, people person, cancer survivor, devout Christian, and history maker, among many other things. In 2018, after nearly four decades in leadership at AT&T, she became the CEO of the Dallas Mavericks — and the first Black woman CEO in NBA history. But that journey wasn't without its challenges.



LILY ADELEYE:

Lily Adeleye, the pint-sized powerhouse, and CEO behind Lily Filly is launching her second product partnership with Walmart. The line will include a range of bows and hair accessories for girls of all ages and serves as an aspirational charge for little girls all over the world to reach for the stars.

JENNIFER NWANKWO:

Jennifer Nwankwo, Ph.D., is the Founder & CEO of 1910 Genetics Inc. since May 2018. Ms. Nwankwo is of Nigerian descent. The company launched in March 2021 after closing its \$22 million Series A funding round. Backed by M12 - Microsoft's Venture Fund and Playground Global, 1910 Genetics integrates AI, computation, and biological automation to accelerate the design of small molecule and protein therapeutics.



EGYPT SHERROD:

Egypt Sherrod is an American radio and television personality, as well as a real estate broker. She is best known as the host of HGTV's Flipping Virgins and its long-running show, Property Virgins and she is an author. She is also the CEO of the Atlanta-based Egypt Sherrod Real Estate.



DR. TREVI BOOKER-PERSHAY:

Trevi is known as an Executive Director and Producer in theater, television, and film. She is a media powerhouse, creative visionary, content creator, published author, and mentor. As Chief Executive Officer and Founder of Trevi Pershay Productions, Trevi is one of the leading females of a black-owned entertainment powerhouse with a 360-degree approach toward an inevitable connection with global audiences across television, film, digital platforms, print publications, and more. She is the publisher and CEO of Circle of Boss Sisters Magazine LLC.



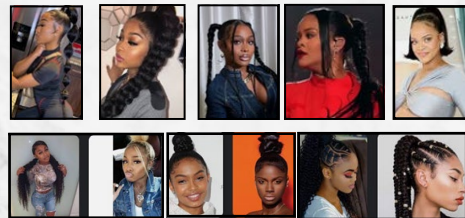
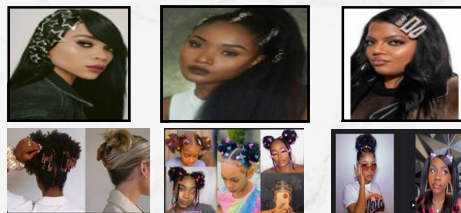
NISHA PERSHAY

"Nisha's Pt.2 of 101 hair tips, tricks, and trends for 2023"

The retro styles are coming back with vengeance, today you can find so many celebrities and influencers rocking the nostalgic trends from the 90s and Y2k. These styles are easy to DIY at home, or you can get them professionally done at a salon nearby. Some of the most iconic styles are simply created with a few accessories, outfits, and switching up hair color.

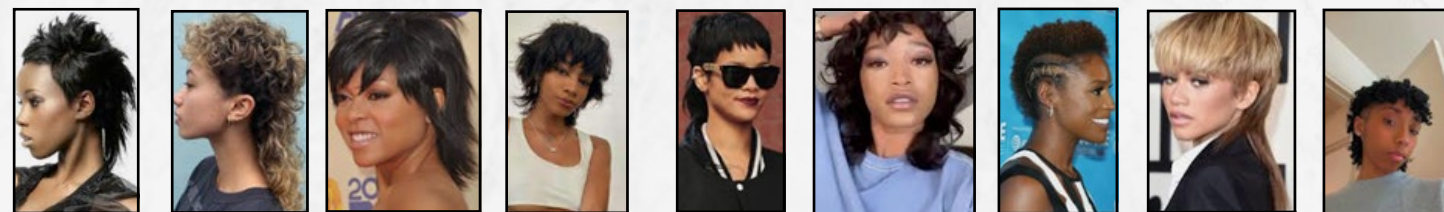
Some cool examples of those styles in the '90s were Chunky highlights, mohawks, high and severe ponytails, straight hair with bangs, and razor-sharp cuts. Those are the most unforgettable 90s hairstyles and now have become today's popular comebacks with a twist.

Here are some trendy styles that were a hit in the 90s and why they're trending today. The number one trend is hair accessories, a lot of styles in those days always displayed hair accessories. What are those accessories? Hair clips are making a comeback as bow bows, clip bangs, and barrettes.



Another on-trend style is ponytails, and this trend forever repeats itself! Today, a lot of women are becoming more creative with this look. A great way to achieve this look is by adding hair such as any kind of braiding hair or by using hair clips to add fullness to give it more of a pop. A ponytail can be styled as you like such as straight, long, short, curly hair, or a single braid. Top knot buns are also trending and were super popular in the Y2k.

The most iconic hairstyle that is surely making a statement is the mullet or mohawk and wolf cut. This look can be accomplished with a quick weave or wig which is an easier way to maintain this look. This style can be done in various ways and it's a fun hairstyle to try. Face framing is key to creating a personalized look and possibly adding ombre colors or highlights to your liking.



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PORTIA SCOTT

MEET DIRECTOR OF VOICEOVER AT COAST
TO COAST TALENT GROUP

C.O.B.S. MAGAZINE:

Welcome to Women Innovators. We have to pleasure to be speaking to Portia Scott the Director of the Voiceover at Coast to Coast Talent Group. Portia Scott is the only African-American woman in Hollywood heading a major department where she is responsible for leading the representation of both adult and youth talent in all areas of voiceover. Can you share a little background about your upbringing?

PORTIA SCOTT:

Absolutely! I was born and raised in LA. I was born at the famous Queen of Angels Hospital. It's not around anymore, but it was quite famous in its day. I grew up in a very affluent Black community called View Park in Windsor Hills, CA. I was constantly surrounded by doctors, lawyers, politicians, and entertainers who were staples in the community. At that time, in the 60s, the landscape of the neighborhood was changing and in its transition, which accounted for many more Black families to begin populating the area. There were laws at the time that didn't allow for too much expansion, so it was a very famed area at the time with abundant affluence and influence. Growing up next to Nancy Wilson, Ike and Tina Turner, Ray Charles, and other people of the like helped to set examples and indelible imprints on me of a multitude of possibilities for my life, and incredible benchmarks of success.

C.O.B.S. MAGAZINE:

What made you decide to get into this business? Was there an aminated show or movie that had a huge influence on you?

PORTIA SCOTT:

My background is actually in acting. I was the kid in the neighborhood growing up who would get the friend group together to put on a show, and charge 50 cents a head to attendees. I went on to participate in drama and choir in high school and majored in theatre in college. So, my interest in the business stemmed from my theatrical

experience. After studying at a New York City school, I moved back to LA and continued my career in acting. During that time, I got the opportunity to work in development at Universal Studios, which sparked my journey to begin exploring that side of the business. From that role, I spent a little time in casting, which eventually helped me land a role in voiceover, which fast-forward, gets us to where we are today. So, while I've always loved animation, that's not what influenced my current career trajectory, but has certainly become my focus throughout the later years.

C.O.B.S. MAGAZINE:

Can you tell us about how you came to Coast to Coast Talent Group? Can you explain your role as the Director of Voiceover?

PORTIA SCOTT:

I began working as a voiceover agent with an agency called CESD. From there, I went to a different agency called ACME Talent. This agency is no longer in business – however, it was during my time there that I started to take more of an active role in managing voiceover actors specifically, and getting more hands-on with the business of VO. I took that invaluable experience with me over to Coast-To-Coast in 2008, where I was able to fully run the department, and watch the seeds I had planted in my previous role blossom. I started working in a multitude of areas across the full scope of VO, all the while building out a full team underneath me. My role as the Director of Voiceover encompasses a lot of different facets – I manage the full roster of talent, am constantly bringing on new talent, looking for ways to expand our business in areas where we're aiming to grow, and of course, doubling down on our animation business, which is the signature of what we do.

C.O.B.S. MAGAZINE:

Can you walk us through the process of auditioning or performing a read? How do you select who you are going to represent?

PORTIA SCOTT:

When it comes to selecting talent to represent, I look to add dynamic actors who have really strong foundational acting skills and can execute flawless



performances. I look for performance skills in comedy, people who have a wide range can show a lot of depth in their work and have a pre-existing understanding of what's expected to work in animation. First and foremost, I'm looking for solid actors, and secondly, I'm looking for actors who understand the world of animation, that can deliver competitive performances. Well-versed actors who can deliver strong animation reads are always the first box to check.

As for performing a read, the first step is to see if the perspective talent has an existing animation demo. After listening to the demo upon submission, the next step is that I will email prospective clients' sides, and ask them to record it from their home studio, do a couple of different takes on the read, and let them know what I'm listening for. I'm listening to how they execute the read in live time, and I can hear what their home studio sounds like. Depending on the performance I receive back, I'll decide if setting up a meeting to discuss the next steps is the right choice or not.

C.O.B.S. MAGAZINE:

The pandemic had a huge impact on the industry across the board from actors, singers, producers, and directors. During this time, individuals had to be creative, when working from home. Do you still see that trend continuing? Do you have any trends that you continue to practice as you first did during the pandemic?

PORTIA SCOTT:

I think we can safely say, the trend of actors recording their auditions, and in some cases, booking the callback and/or job from home, is less of a trend and more so the way we do business now. Some jobs do still go in-studio to record, but most callbacks, guest roles, and recurring roles are being recorded from

the actor's home. This 'trend' is certainly here to stay.

C.O.B.S. MAGAZINE:

Why is diversity in voice acting important? What changes have you seen with people of color in the voice-over industry today versus five or ten years ago? What improvement would you like to see in this industry?

PORTIA SCOTT:

I want to see opportunities expanded across the board, not just for talent. I want to see more diversity in voice director roles, content creators, executives – more diverse decision-makers who have a seat at the table, and the ability to greenlight a project so that diverse people are in the conversation from the beginning stages through to completion. As for actors, YES! Now more than ever, I've placed my diverse clients on animated series in series-regular roles, recurring, guest roles, utility players, you name it. I've been an agent for 25-plus years, and I'm now seeing these opportunities roll in, in a way like they never have before. Kudos to the studios who have gotten the message on casting and the importance of casting diverse talent for diverse roles, creating more opportunities for these actors. Ask me this again in two years, and I hope to tell you that this isn't just a current-market trend, but rather the standard across the board in the industry.

C.O.B.S. MAGAZINE:

In past interviews, you have discussed the importance of a professional demo voice-over. Can you please explain further?

PORTIA SCOTT:

Having a professional demo is essential. When you're first starting, a commercial demo is the power demo – that's the one to have. It's not only what I listen to when I'm considering bringing on new clients, but it's a tool we as agents use to assist in the casting process. A lot of times, casting directors will reach out to me when they're doing the initial work on a new project, and they'll ask us to send client demos in advance, which helps them decide if they want an actor to read on the project, once they have lines to share. Actors need to have a contemporary demo in their arsenal that isn't just one note, so it can fit a multitude of perspective projects. A demo is the on-camera version of the actor's headshot and resume, which we rely on less in voiceover work. The demo needs to be reflective of where the industry currently is, and it's practically impossible to do business without one.

C.O.B.S. MAGAZINE:

What have been some of the biggest roadblocks you've faced as the only African-American woman in Hollywood heading a major department? Did you have moments of doubt? How did you keep yourself encouraged?

PORTIA SCOTT:

To be honest, I wasn't very confident of the fact that I was one of, if not the only women of color doing what I do over the years. I was just trying to do my best work, serving my clients, and service my buyers. Even just five years ago, I could have listed off a handful of other Black voiceover agents doing similar work – however, those names I could have pulled previously have transitioned into other roles in the industry. So, honestly, my awareness of the idea became much more apparent to me in the past few years. Nowadays, I've taken a look around me and questioned myself, *why aren't there more agents who look like me, and why aren't agencies hiring more people who look like me?* I'm so proud to be a part of an agency that has supported me and my division, and I encourage other agency owners to make a conscious effort to find more diverse leaders and employ them, even if just so that BIPOC clients can see themselves more in their agents.

C.O.B.S. MAGAZINE:

Can you tell our readers who are best-known clients and can you mention what shows are they working on?

PORTIA SCOTT:

My clients' work can be seen on series and motion pictures for top-tier studios such as Disney, Nickelodeon, Cartoon Network, Pixar, Warner Bros, and DreamWorks, just to name a few. My clients are all doing such amazing work right now, if I were to list them all out, it would take 100 pages! My clients can be seen in *Guillermo del Toro's Pinocchio*, which won a Golden Globe this year and is nominated for an Academy Award, the Academy Award-winning *Into The Spiderverse*, as well as *Inside Out*, *Toy Story 4*, *Wish Dragon*, *Raya*, and *The Last Dragon*, just to name a couple. Lots of exciting things are in the works as well... stay tuned!

C.O.B.S. MAGAZINE:

How do you create a healthy work-life balance for yourself to prevent burnout?

PORTIA SCOTT:

I work from home, so I made a designated spot for my office that is fully my work zone. I find it very important to break up my day because when you work from home, it can be so easy to get

lost in your work and before you know it, you've been sitting in the same spot for hours on end. During the day, I'll take a quick swim, go for walks, and do other little things that ensure I'm not just stuck in the same chair staring at a computer screen all day. It's also so important to shut down on the weekends and take that time for yourself, knowing anything that comes through your inbox can be handled on Monday. I'm very disciplined about when I begin my work day and when I wrap for the day. It can be so easy to get lost in your work when you work from home, so having that self-discipline is essential.

C.O.B.S. MAGAZINE:

What continues to be your daily driving force? Can you please provide your website and social media platforms? We wish you continuous success.

PORTIA SCOTT:

My daily driving force is finding as many opportunities for my clients as possible and getting my branding, and my agency branding out there and exposed in the marketplace, so that new opportunities can continue to pour in. My driving force for my clients is to always put up good work. I am constantly looking for classes they can be taken, workshops they can be a part of, workout groups, and things of that nature. My business partner Melique Berger and I created a VO curriculum for the university so that actors have all the resources they need to be the best they can be. The curriculum is called Method on the Mic/Actors Tool Kit/ "Art of the Pivot©." Overall, I have a constant drive to raise the bar in the industry, and creating the curriculum for university students is a big part of that – which allows me to be a part of educating the next generation and preparing them for success. I want to be a good steward for the voiceover community and raise the bar, expanding the industry itself, exceeding expectations, and always exuding excellence. You can learn more about my company, Coast To Coast Talent Group on our website, <https://www.ctctalent.com/>, and follow me on Instagram @CTCVO.



RACHELLE LE BLANC AKA "SHELLY"

MEET ACTRESS, PRODUCER, AND WRITER

C.O.B.S. MAGAZINE:

Welcome to C.O.B.S. Women's Werk. We are delighted to be interviewing Rachelle Le Blanc. Rachelle is a Curacao native who is bringing her international talents to the states. Rachelle is proving that women have a place in the entertainment industry in front and behind the camera. Rachelle, can you give us a little about your childhood?

RACHELLE LE BLANC:

Before I tell you about my childhood, I would like to thank you for this amazing opportunity. It is truly an honor. My childhood was an amazing one. Even though I am an only child, I never missed having siblings due to the amount of friends I had growing up. Half of my childhood was spent in my grandmother's yard. There were about 10 kids/teenagers who grew up together, going to Sunday school, singing, and attending sports activities. During my time, there weren't many acting opportunities but, I did participate in a couple of poetry contests and modeled. I was a very busy bee as a teenager, always organizing Christmas dinners, and camping trips, participating in speech contests, and much more. I can look back and say I had a great childhood.

C.O.B.S. MAGAZINE:

At what point in your life did your interest in acting come in?

RACHELLE LE BLANC:

I can't pinpoint the exact moment. I feel like I always knew that I wanted to become an actress. However, the moment I took it seriously was when I was 18 years old. I was in a play about the sexual abuse

of minors and I had the leading role. I remember going backstage after one specific performance and was told that three teenage girls were able to get help from the on-site psychologists. They saw themselves in me while I was performing. I was filled with so much joy and satisfaction that my performance had helped someone in need. I decided that I wanted to make acting my career to keep helping and inspiring others.

C.O.B.S. MAGAZINE:

Moving forward a little bit, what prompted you to come to the states? Do you believe you made a good choice?

RACHELLE LE BLANC:

Yes, I made a good choice. The journey hasn't been easy, but I do not regret moving to the states. This decision came easily since at the time Curaçao had limited resources/opportunities when it came to acting. I wanted to study the craft, and I wanted to learn the ins and outs of the art, and therefore chose to move to the states to pursue my dreams. My opportunities in the U.S. were greater and I wanted to take advantage of it all.

C.O.B.S. MAGAZINE:

Can you talk about some of the projects that you had the pleasure to be part of? Which project was your most memorable performance and why? Have you ever had reservations about taking roles given the limited roles that are offered to women of color?

RACHELLE LE BLANC:

My most memorable projects are Tough Love, Despair, Bubbly Brown Sugar, The Defiled Bed 2, Da Brooklyn, and my new project Torn. All the projects mentioned above had such an impact on my life which I will be eternally grateful for. Da Brooklyn Way actually landed me my first award nomination. Tough Love landed me my first broadcast network TV appearance. Despair challenged me to explore the hurt of a mother who lost a child even though I am not a mother. Bubbly Brown Sugar allowed me to produce a successful web series and The Defiled Bed 2 allowed me to be part of the very first play to perform at The Center Stage in Atlanta. Torn has challenged not only my creativity but also my faith. My most memorable performance would have to be my performance in Torn. The evolution of my character's emotions was nerve-racking. There was so much going on with that character internally to the point where I remember not being able to breathe. Oh, it was a wild ride. To this date, I have never been offered a role that I felt uncomfortable performing. I was always able to give my all in any role that has been



offered to me.

C.O.B.S. MAGAZINE:

Can you talk about your current project set to be released in 2023? What inspired you to write this film? Are you planning on having your premiere in the states or Curacao or both places?

RACHELLE LE BLANC:

I have been asked this question many times and all I can say is God. I was just lying in bed thinking about stories that I could write. All I wanted to do was create my opportunity and then boom, there it was the story of Torn. I'm sorry I don't have a more interesting story about how I got inspired to write Torn lol. As far as the premiere, I will be hosting a private screening in New York soon and then have a premiere in Curacao. I plan on submitting Torn to a couple of upcoming film festivals.

C.O.B.S. MAGAZINE:

Self-funding an independent project can be difficult. How do you keep yourself encouraged and who have been your biggest supporters during that process?

RACHELLE LE BLANC:

Yes, it is difficult. Remember what I said earlier about Torn testing my faith? Of course, everyone's journey is different, but my journey reminded me that all I had to do was ask. My blessing was already prepared for me. I stayed prayed up and reminded myself every step of the way that this project was started by God and no matter the challenges I face with the project, it will all be alright in the end. My biggest supporter during this process has been my dad. He saw how frustrated I was in business school and promised me that if I finished school, he would support my dream career and he hasn't failed me at all.

My mom always reminds me to stay true to my norms and values. My other support team consists of my childhood best friend Nalda, my Torn crew Tamala (Director), Curtis (Director of Photography), and both my actor friends Dawn and Moy.

C.O.B.S. MAGAZINE:

How was the transition from solely being an actress to being both a writer and a producer? Were there any obstacles that you have faced or currently facing?

RACHELLE LE BLANC:

It was nerve-racking, to be honest. I never thought of myself, nor do I think of myself as a writer. The only reason I started writing was that I wanted to create opportunities for me and my peers. For the first project I wrote, I was told by my acting coach, at that time that my writing was bad and he had to do a lot of fixing which scared me. When it came time to write Torn I felt insecure about my writing skills. However, I felt that the story needed to be told. I decided to push those insecurities aside and I wrote the story anyway. I started writing this project in September of 2021, I got discouraged, and stopped writing for about 4 to 5 months. Then in March of 2022, we had to shoot season 2 of Bubbly Brown Sugar, and Tamala, who is the creator of Bubbly Brown Sugar, encouraged me to finish the script so we can shoot both projects. That didn't happen of course however, I did finish writing the script and did a table read in May. The feedback was amazing and very encouraging, which made me feel good about moving forward with the project. Right now, the challenges that I am facing, have more to do with this being my first time having to make decisions regarding editing, scoring, and coloring a movie. I just want to make sure that the project is good and that everyone involved feels like their investment was worthwhile.

C.O.B.S. MAGAZINE:

What were the interpersonal dynamics on your film set like? How did you learn to build trust and create chemistry with your cast and crew members who may have or have not worked with before?

RACHELLE LE BLANC:

Great question. Everyone brought great energy to the set and for some reason clicked right away with those who were new to the crew. I have worked with most of my crew before, so we already had that bond and trust in each other. That's why I asked them to work on the project with me lol. When I met this crew, I had just parted ways with another crew. I am the



type of person who sees the positive in most people rather than being untrusting. Kind of like, innocent until proven guilty. Everyone in this crew proved themselves knowledgeable in their field and was also respected for it. I gained a group of creator friends who are honest with me and very supportive of me. One dynamic that stood out for me, was the chemistry between Zarrette and me. Z played my boyfriend and I met him in person and talked to him for the first time 4 days before we had to shoot. Tamala had us do some exercises and we clicked immediately. The chemistry is visible on screen, trust me! The last day of the shoot was a very emotional one. After a break, I wasn't where I needed to be emotionally, and Tamala (the Director) came to me and asked, "What do you need to get your emotions there?" She suggested the commonality of doing pain exercises with my counterpart Z. I would say within 10 to 15 seconds of doing the exercise I was sobbing. What I appreciated the most was that Z didn't walk away. He stayed with me until we were called back on set. Those are great moments to cherish.

C.O.B.S. MAGAZINE:

I read some actors experience something called Imposter Syndrome which is loosely defined as doubting your abilities and feeling like a fraud. Have you ever had this experience? Were there moments when you were not being true to yourself?

RACHELLE LE BLANC:

I find myself doubting my abilities at times. As creators, we are our own worst critics. Even with Torn, I constantly questioned myself if I am making the right decision; especially when there is a difference in opinion between the director and myself. I keep trusting my gut. The moment that I feel that I am going against my gut feeling, I know that I am not being true to myself. I have experienced this on a few occasions and have promised myself to never compromise who I am or any of my projects again.

C.O.B.S. MAGAZINE:

When you think of media representation of African American actresses what comes to your mind? How do you work around those typical stereotypes of the angry black woman, the dramatic baby momma, or the gold digger? How do you think writers, producers, and directors are trying to change these typical stereotypes?

RACHELLE LE BLANC:

What comes to mind is that we have come a long way. Yes, we have come a long way. We are seeing more and more black women being portrayed as businesswomen, superheroes, loving wives, and caring mothers. By letting black women play these roles, we allow the world to view us from a different lens. Furthermore, having black women write, produce and direct films proves that we

do not fit in the tiny box we have been put in. We are talented, capable, intelligent, and amazing creators. Some of the black actresses who in my opinion have changed the game for us are Kimberly Elise, Angela Bassett, Viola Davis, and Octavia Spencer. I love these women because they have portrayed strong black women. The roles they have played have inspired us to be better human beings, to stand up for and believe in ourselves, to forgive, and to be open for love even when we've been hurt. I hope to one day be named an inspiration for a young girl.

C.O.B.S. MAGAZINE:

How do you create a healthy work-life-balance between your personal and business lifestyles?

RACHELLE LE BLANC:

Honestly, I am still figuring that part out. The challenge for me is, to find a new hobby; I made my hobby my career. I am hoping to find that balance soon. I've been thinking a lot about kickboxing lately so I might try that.

C.O.B.S. MAGAZINE:

What is next for Rachelle Le Blanc in the next three years? Can you share a piece of sound advice that has benefited you throughout your journey? Can you please share all your social media platforms for our readers to continue to follow your journey? We wish you continuous success.

RACHELLE LE BLANC:

I have a couple of film ideas, so hopefully in the next three years I would have been able to write, produce, and star in at least two more films of my own. I would also like to have a few awards under my belt and move to Atlanta to continue pursuing my dream. My advice is to never give up and persevere. It gets tiring, even discouraging but, stay committed and stay persistent. Find like-minded people who can motivate you when you feel like giving up. Most importantly, it is YOUR dream, your journey and you will come across people who may not understand the process and will try to derail you (oftentimes out of love). Always remember that your dream and journey are uniquely designed just for you and no one needs to understand it but you. Trust yourself. Please follow my social media platforms: Instagram is: @inspiringactress Torn's Instagram is: @torntheshortfilm Torn's Facebook page is: Torn – A short film coming soon Thank you again for giving me a voice and I wish you also continued success.



WESLEY KELLY

MEET OWNER AND HEAD DESIGNER OF BRAND FAITH RUBY

C.O.B.S. MAGAZINE:

Welcome to COBS Magazine Fashion Corner. We are speaking to owner and head designer Wesley Kelly. Wesley has designed an everyday urban streetwear clothing brand. Can you introduce yourself in a few words and tell us where you are from and how did you ended up becoming a fashion designer?

WESLEY KELLY:

My name is Wesley Kelly and I'm the founder, owner, and head designer of Brand Faith Ruby originating out of Hollis Queens NYC. I got into fashion young. I was always into new sneakers, not much clothing until I got to high school. The crazy part about this story is I never grew up sewing or customizing clothing. I picked up the skill because I started my brand in 2018 around a time when I felt everybody was trying to do it, but it wasn't quality. So, I did my research and figured if I do embroidery, learn how to hand sew plus use a sewing machine I'll separate myself from all these other brands floating around. At the same time allowing me to be as creative as I wanted in a way that made me feel the most comfortable and that was through fashion. I was already big on fashion and I'm naturally creative, so I figure saving money and learning how to create the things I spent so much money on in the past can only be a win, but I won't know until I try. Here we are 5 years later.

C.O.B.S. MAGAZINE:

Can you tell us about Brand Faith

Brand Faith Ruby

Ruby? What is the story behind the name? How do you describe your style of clothing? Who are your targeted consumers? What is the statement you want your clothes to make to the average consumer?

WESLEY KELLY:

Brand Faith Ruby came about was very unexpected and random. It was at a time in my life when I was a manager at footlocker, still on commission in one of the biggest volume doors in the company. I was able to treat myself to nice things, but I was so into fashion and following trends that it started to feel as though I was working just for materialistic things to feel accepted to some extent. So, my significant other at the time asked me "Why don't you start your brand? Everybody already likes how you dress, and you know how to sell. It just so happened that in 2013 I attempted to start a t-shirt line, but it didn't go well. So, at that moment I thought about it I had my little sister Faith if she wanted to take the risk, she said yes, and the rest was history. I knew this time around what it would take and the sacrifices that had to be made but I was willing to do so because of the meaning behind the brand. Ruby is my grandmother who passed away in 2010. My little sister's name is Faith Ruby, so I tied together two of the most important woman's names in my life and that's how I came up with the brand name. Since 2018 I've become a self-taught fashion designer & stylist learning everything about how to sew and customize clothing from YouTube University and asking questions from peers in the field that I've connected with at events. Brand faith Ruby is



an everyday urban streetwear company producing styles from scratch, fully customized as well as wholesale concept garments that we release on our website. This brand provides affordable great-quality pieces that we produce in-house (for now) that are fully functional and made for unisex wear. Also selling custom pieces was major since everybody always wants something nobody else has or if a client has an idea that you have the skills to bring to life while incorporating the brand. As far as target consumers we don't have a specific group, we

target everybody who wants great quality standout clothing and who should come shop with us. The statement I want the clothing to make is quality, different, and affordable.

C.O.B.S. MAGAZINE:

In your opinion, what skills are necessary to be a successful fashion designer? What are some trademark elements that shine through your collection?

WESLEY KELLY:

The skills needed to become a fashion designer are pretty simple. You must have great time management, be able to listen to understand, dedication, and be consistent. You must be strong-minded because the number of trials and tribulations that come with learning new skills can discourage most.

C.O.B.S. MAGAZINE:

As a designer do you believe that men also struggle with body image, clothing sizes, and body positivity just like women tend to do?

WESLEY KELLY:

I believe men struggle with similar things as women. As men, we may not express or vocalize our insecurities towards body imaging. I believe men are silent strugglers when it comes to this topic, but I believe we try to

navigate through the issues the same way women do.

C.O.B.S. MAGAZINE:

Can you give us your opinion on fast fashion and how you implement sustainability and waste reduction in your brand?

WESLEY KELLY:

My opinion on fast fashion is non-existent. I feel as a designer you must supply the demand. For example, people may not have \$800 for a new designer brand but they can explore other brands to get a similar design. Now that design will not look the same, but you can afford it at a fraction of the cost and on a different scale.

C.O.B.S. MAGAZINE:

How do you utilize social media to build up your consumers?

WESLEY KELLY:

We are in the era of social media where you can go viral overnight. As me being a person that just wants to work, I had to figure out a way to be seen also, so I started to take pictures which graduated to videos. Now, these social media platforms came up with "reels", short films I categorize them as. We all get dressed every day, so I figure why not record my process to display how to wear my pieces while at the same time advertising my business and services while documenting my process. That helped tremendously in growing

my social media following and just overall presence in fashion because I consistently post. Consistency is key if you are going to do it, give your all and live with the results, so far that mindset has been working. You never know who you are motivating or inspiring to just start something even if it's not along the lines of fashion. That was always my main goal to motivate and inspire others while doing something I genuinely love to do.

C.O.B.S. MAGAZINE:

Starting a business requires a lot of commitment, blood, sweat, and even some tears. What have been your greatest challenges since starting your business? How to learn to maneuver through those obstacles?

WESLEY KELLY:

The hardest challenge for me was separating myself from others in the field, I decided to learn how to fully customize clothing and teach myself how to hand sew and use a sewing machine. The lesson I have learned is you will find out who is really with you and who is not. Being an entrepreneur sounds good until you must carry out the plan on a daily basis, motivate and inspire yourself and be willing to work hard even when people aren't watching you or praising you.



Being an entrepreneur is the toughest decision a person can make because you're starting at nothing but an idea. The time, the money, the dedication, the consistency, etc. is what people don't understand getting into entrepreneurship which is why most fail. I almost fell into that category. I was inconsistent and unmotivated because I thought the money was going to come and I didn't have to work as hard since I knew a lot of people and I had a sense of entitlement as if everyone had to support me because they knew me. Reality check! Strangers will support and push you before your closest friends will, understanding you must put the groundwork in even when you aren't getting the praise and recognition you feel you deserve. Overcoming my personal feelings and not mixing them with business was important. You only get out of it what you put in cutting corners will only hinder you from speaking from personal experience. Everything I learned came from wanting to be a student in the fashion game first I had confidence and curiosity, and I must say it was the best thing I've ever done.

C.O.B.S. MAGAZINE:

With inflation looming and the cost of goods and services continuing to rise how as a designer do you stay motivated, encouraged, and creative during these difficult times?

WESLEY KELLY:

With all the inflation and cost of supplies going up I try not to think about it, but in this business, you're paying for skill and the name. So as prices go up, we slowly fluctuate our price points to stay afloat but still be fair to our consumers because we don't thrive without them. Our customers mean more to us than they will ever know.

C.O.B.S. MAGAZINE:

What does the future hold for your brand? How do you think it will evolve or change? How do you think fashion will change in the near future?

WESLEY KELLY:

The future of the brand I firmly believe will be the next biggest urban streetwear brand out of NYC. As long as, I put the work in and network with the right people to help me get to where I need to be. The relationships I have built ultimately started to create other avenues of income for me to do

what I love to do. I'm dedicated to this, I invested everything I had into this for my family, and I will not stop until I get what I deserve.

C.O.B.S. MAGAZINE:

Do you have any words of encouragement or advice for people who are wanting to start a brand or work in the fashion industry? Lastly, can you please share your clothing website and all your social media platforms for our readers to connect with you? COBS Magazine wishes you continuous success.

WESLEY KELLY:

The advice I have for someone reading my story or just in general is to START, don't wait until the right time or until your friends approve or think it's cool. Don't wait around for your family to support you because nobody will believe invest and or push your dreams harder than you, make them believers, and the same people that turn their backs will always double back once you begin to put your action to your words. Social media handles: www.faithrubbynyc.com www.instagram.com/brand_faith_ruby www.TikTok.com/brandfaithruby



ARIELLE PERSHAY

TIPS & TRICKS TO STAY FIT

Hello beautiful people! I am back to share tricks & tips to stay fit. Ladies this one is for you. I know some of us beautiful queens are preparing our summer bodies, however, I have been reading and hearing about women taking supplements to help you with your "weight goals".

Ladies if you are taking supplements, please if you haven't already done so, confirm with your doctor if those supplements won't cause harm to your body in the future.

This article will be about the dos and Don'ts when it comes to putting things in our bodies. Ladies I know for sure you want to be healthy, and I want to help guide you there.



WEIGHT LOSS SUPPLEMENTS (DON'TS).



WHAT ARE SUPPLEMENTS PILLS?

Google facts. Pills that speed up your metabolism and suppress your appetite.

DANGEROUS SIDE EFFECTS:

- Can lead to high blood pressure.
- Fast heart rate.
- Lungs and heart problems
- Kidney problems
- Rectal bleeding
- Liver damage
- Diarrhea
- Agitation

HEALTHY VITAMINS FOR WEIGHT LOSS (DOS)



WHY ARE VITAMINS FOR WEIGHT LOSS HEALTHY?

(Google facts) As nutrient levels begin to drop; the body will often start triggering the appetite to replenish the lost resources. By having healthy food or vitamins on hand, an individual can ensure nutrient levels stay balanced.

Below are the best vitamins to help weight loss. (Please confirm with your doctor before you take anything). Information received from <https://renuerx.com/general-health/4-best-vitamins>.

HEALTHY VITAMINS FOR WEIGHT LOSS:

1. Vitamin B- B12 is metabolized food into fuel for the body. Vitamin B also helps the body produce red blood cells and carry oxygen to the muscles.
2. Vitamin D- Keeps the bones strong and hormone levels balanced, vitamin D also decreased body fat. Obesity is considered a risk factor for low vitamin D levels. Because most diets lack sufficient levels of vitamin D.

HEALTHY JUICING THAT HELPS FAT-BURNING/ WEIGHT LOSS

WHAT IS JUICING?

Google facts-Juicing extracts the juice from fresh fruits or vegetables. The liquid contains most of the vitamins, minerals, and plant chemicals (phytonutrients) found in the fruit.

HEALTHY JUICING FOR WEIGHT LOSS:

- Carrot Juice- low in calories, fat burner, and lastly keeps you full until lunch or dinner time.
- Cumber juice- low in calories, great to have for in between meals, keeps you full, and you can create some yummy add-ons, for example, lime juice can give some flavor.
- Pomegranate juice-great for your skin, and gives you a natural glow, weight management, and weight loss.
- Watermelon juice-only 30 calories, fat burning, and lastly keeps you hydrated



There are so many more that are good for you and help weight management, and fat burning, just to name a few more. Freshly squeezed orange juice (not store-bought), freshly squeezed pineapple juice or any vegetable juice is great for the body.

Ladies if you want to manage or lose weight, calories are a big part of shedding down to your goal size. I recommend slowly turning away from sugar snacks, and sugar drinks, Do Not skip meals our body needs the nutrition to keep us healthy. Working out is another way of burning calories fast, getting the proper rest, and water is the best for your body. Weight loss takes discipline, so take it day by day and don't expect to see results right away.

Ladies say No to supplements, you do not need them, and always remember you are already beautiful, talented, a great mother, sister, friend, boss, lawyer, preacher, teacher writer, etc. Keep that inside healthy, so that outside can remain sexy!!

BAKER WALESKA MORALES

MEET CEO OF MAMMAOFSWEETS

C.O.B.S MAGAZINE:

Welcome to COBS' Chef's Corner. We are so honored to have NY self-taught baker and mom Waleska Morales. Waleska wants people to enjoy the pleasures of eating sweet treats without the hassles of worrying about food allergies. Can you share with our readers a little about your upbringing?

WALESKA MORALES:

Thank you for having me. I was raised by my mother in the lower East Side of Manhattan I am one out of seven children. I was always an artistic child I was never doing the same thing over and over again or following any trends or styles that were in. I drew, painted, played the violin, and enjoyed creating things in the kitchen when it was allowed. I became a young parent at age 16 all while attending school and working part-time. A year later I met my husband, together we had twins and moved to Far Rockaway just to get away from the city life. I had always baked for my friends and family for special occasions until one day there was a request to make a cake for a friend's birthday party. That's when I thought to myself I can do this daily. I enjoy baking, creating, and making people happy and I could help my family as well.

C.O.B.S MAGAZINE:

Can you tell us about your business Mammaofsweets? What motivated you to create vegan bakery products? How do your sweet treats and cakes set you apart from other vegan bakeries?

WALESKA MORALES:

I started Mammaofsweets in the summer of 2021 and my youngest daughter created the name. The name is inspired by my IG page Fitmammaof3. This page was created for daily motivation for losing weight

which included my fitness routines. This is a lifestyle that I strive for and one day I hope to be a personal trainer as well as a baker. Getting back to the topic I bake all kinds of desserts Vegan and Non-Vegan items. My first vegan challenge was requested by one of my clients who asked me to make a vegan cake for an event that was coming up. I love a good challenge, especially for something that I never baked before. I started baking and trying out vegan recipes to my liking until I made the right one which was a success. I've got numerous requests for my vegan cakes, and cupcakes on many occasions which are now added to my menu. I also offer sugar-free and gluten-free options. I'm a person who just accepts anything that comes my way and is not afraid to try new things. I enjoy what I do and the reward is to see those smiling faces when they see what I have created. A lot of my work is freestyle and I try to stay away from copying cakes that are posted. I always tell my clients I can take an image of what they bring to me and use it as a reference. I love that they trust me with a design. I create those designs off on the colors they bring to me or suggest. I believe what sets me apart is not only my friendly personality but my creativity as well.

C.O.B.S MAGAZINE:

How did you build your skills and knowledge around vegan baking? What do you love most about baking professionally?

WALESKA MORALES:

My knowledge of vegan baking and other baked goods is just research. Reading about ingredients you can or can't use with certain flavors, hear from other vegan bakers online, and just have taste trials with my family and friends. I love what I am doing.

C.O.B.S MAGAZINE:

Are your kids learning to bake like you? Are they interested in becoming bakers as well?

WALESKA MORALES:

My kids are teens with teens you get little to no response. They do not want to bake in the future they all have their



unique talents. At the beginning of my baking in 2021 I had such little time to make certain orders. They would help me with some fondant work like shaping and cutting. They all did pretty well with it. My son smooth's out cakes very well and my daughters try but they are not too good with it. My son's twin sister enjoys making fresh bread and cookies which always come out amazing. That is one talent that I've never taught her because I do not make bread or cookies she self-taught herself those baking skills. My eldest is good with packaging and labeling which is a huge help. Even though they all have some hidden baking skills they do not desire to become bakers as a career.

C.O.B.S MAGAZINE:

How do you continually develop new flavors and recipes for your sweet treats? What sort of flavors do you think to entice consumers?

WALESKA MORALES:

I have a huge list of cake flavors and fillings for my clients that they don't even know what to choose. I also suggest if there's a flavor of choice that I don't offer please let me know so I can see if I can accommodate that flavor for them. I love to try new things which make my clients happy in turn I just ask for time to try out the recipe. I'm always looking to try something new. One of my popular flavors right now is my lemon cake with a fresh blueberry compote. This is an option that is vegan, gluten-free, and sugar-free.

C.O.B.S MAGAZINE:

How has vegan baking allowed you to express yourself artistically?

WALESKA MORALES:

I feel it allowed me to be picked out from other bakers because I make everything from scratch. I am not implying that not baking from scratch is a bad thing but, you do have more options you can play around with creating from scratch. I feel some restrictions from others are just comfortable with what they are or having family traditions that were passed down. I did not have recipes that were passed down from my parents because they were not bakers. Every recipe combination, design, and flavor was self-taught through trial and error.

C.O.B.S MAGAZINE:

What are your most popular types of orders, and who are your typical clientele? How have both of these elements of your business evolved?

WALESKA MORALES:

What I love about being part of the city is meeting all kinds of families and ethnicities. I've had clientele from all parts of the world and I think that is very special to me. I even had to research some traditions to keep in the loop of their celebrations. I had a few of my clients send me information regarding their celebrations within their culture for example the 100 days for Asian culture. I have made treats for a bar mitzvah. I love that have clients from different backgrounds that have embraced me like family by inviting me to future events which feel so amazing.

C.O.B.S MAGAZINE:

In your opinion why do you think veganism has become so popular? Do you think over time people will be committed to this lifestyle?

WALESKA MORALES:

I feel it's all about trends and what's in social media which I think plays a huge role. I think it's amazing how people who are on a very strict vegan diet take a lot of research, and patience because it is hard finding a place to eat that has vegan options. I tried going vegan a couple of years ago for a few months just to restart my whole eating habit, and see if it would make a difference in how my energy level would be ... I did not even last a full 30 days! I'm in love with buffalo chicken bites and pizza but, I give big props to those who stick with it. It takes a lot of willpower. I do feel proud that I can make vegan treats for everyone to enjoy because it is extremely hard to find a vegan baker.

C.O.B.S MAGAZINE:

How have you seen your business evolve since you started? What have been your greatest obstacles and what have been your greatest victories?

WALESKA MORALES:

I've seen my business evolve from looking at photos of cakes I made in the beginning and how my cakes look now. The time I took baking\decorating two years ago to now is a huge difference. It's all in the positive feedback from my clients that would make you improve yourself.

C.O.B.S MAGAZINE:

As a mom and a wife how to create a work-life balance between your personal and business lives? How do you keep the two separated?

WALESKA MORALES:

At the beginning of starting my business, I was working part-time and baking which took a lot of time from my family. My husband was always there helping me with my deliveries, my kids helped out with packaging,

and some cleanup while I was out at work. Now that I got in the swing of things I managed my time so I can spend quality time with my family and find date nights with my husband. It's tough having a business you just have to manage time to spend time with the ones that matter the most.

C.O.B.S MAGAZINE:

What advice would you give to other bakers interested in starting a home-based business?

WALESKA MORALES:

Just start it don't worry about what others tell you. Just go forward with your decision. Just take the leap of faith because if you keep thinking about it will not happen for you.

C.O.B.S MAGAZINE:

What direction would like to see Mammaofsweets be in the next 3-5 years? If anyone is interested in placing an order how can you be reached? What are social media platforms? We wish you continuous success.

WALESKA MORALES:

I would love to see myself on a baking show that will be awesome! I hope to one day open a storefront in Far Rockaway, Queens so people can come and travel to enjoy my sweet treats.

You can reach me on my social media platforms:

IG: mammaofsweets where you can find all my work.

Facebook: Mammaofsweets where you can DM your orders. I request at least 2 weeks in advance for an order. You find all my contact information via google.

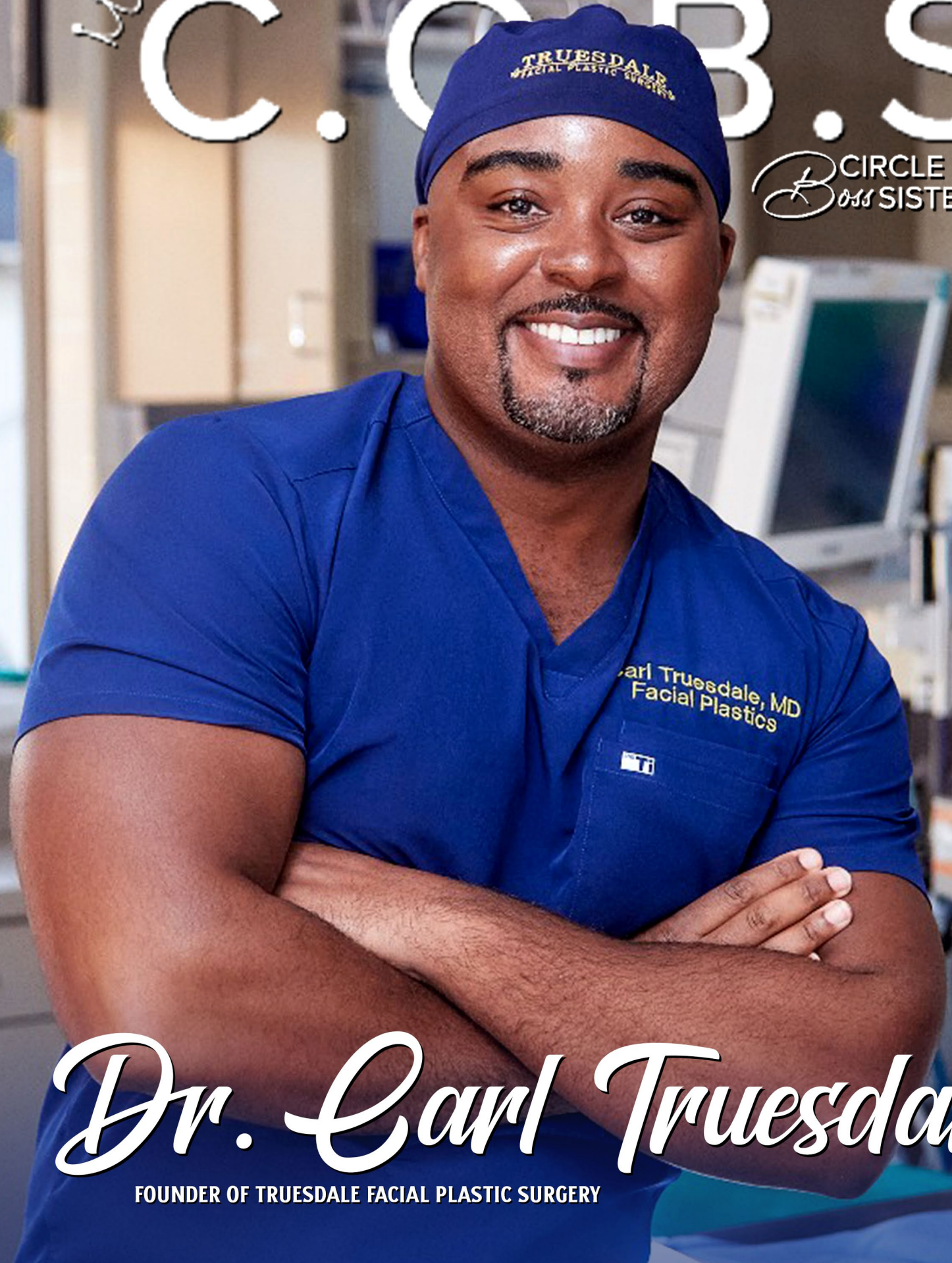
Thank You for this opportunity!



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CIRCLE OF
*B*OSS SISTERS



Dr. Carl Truesdale

FOUNDER OF TRUESDALE FACIAL PLASTIC SURGERY