

BE WELL 

Magazine

The Big Dream

WINTER 2023

BE WELL MAGAZINE PRESENTS

THE PILLAR AWARDS

AWARDED TO WOMEN WHO EXEMPLIFY
THE MISSION OF BE WELL



TIFFANY POWELL

BE WELL INSPIRED
PILLAR AWARD WINNER

DR. SHONTINA GLADNEY

BE WELL CONNECTED
PILLAR AWARD WINNER

TIFFANY FEHR

BE WELL INFORMED
PILLAR AWARD WINNER



BE WELL 
Magazine
The Big Dream
ARIZONA RETREAT

JANUARY 13-15, 2023

PHOENIX, ARIZONA

ARIZONA BILTMORE HOTEL RESORT



**DR. SHONTINA
GLADNEY**
KEYNOTE
SPEAKER



**TIFFANY
POWELL**
SPECIAL INVITED
VIP GUEST



**WENDY
CAMPBELL**
VIP
SPEAKER



**JOCELYN GILLESPIE
OBERMEYER**
VIP
SPEAKER



**DAPHNE
JOHNSON**
VIP
SPEAKER



**BEVERLY
BROWN**
SPEAKER



**DIONNE
BARNES**
VIP



**DENIECE FIELDS
RUSSELL**
VIP



**JACKIE
DELANE**
VIP



**KAMESHA
LEWIS**
VIP



**LARINA
JOHNSON**
VIP



**KRYSTYLE
RICHARDSON**
VIP



TIFFANY FEHR
VIP



**MARGARITE
TAYLOR-LLOYD**
VIP

**CARMEN
RAY**
FOUNDER
Be Well Network, Events
and Magazine



**KYMBERLY
CALDWELL**
VIP SPONSOR
Faith Girl-The Identity Brand



BE WELL

The Big Dream

ARIZONA RETREAT

Arizona Biltmore, A Waldorf Astoria Resort

2400 E Missouri Ave, Phoenix, AZ 85016

FRIDAY
01.13.23

WELCOME RECEPTION

5:00PM WRIGHT BAR

SATURDAY
01.14.23

REGISTRATION/VENDOR SET UP

8:00AM GRAND CANYON ROOM

HOW TO ACHIEVE THE BIG DREAM

WHILE LIVING A NIGHTMARE

9:30AM KEYNOTE SPEAKER: DR. SHONTINA GLADNEY

WELCOME & OVERVIEW

10:00AM BE WELL TEAM

BRUNCH 10:30AM

PANELIST/Q&A

JOCELYN, DR. TATE, KYMBERLY, BEVERLY, DAPHNE, WENDY

AWARD RECOGNITION

SPOTLIGHT ENTREPRENEURS

11:30AM CRYSTAL THOMPSON

THE BIG DREAM 2023 12:00PM

CLOSING ACTIVITY

LUNCH (ON YOUR OWN) 1:30PM

SUNDAY
01.15.23

RELAX & RETREAT

*schedule subject to change

Impact + Leverage

The BIG DREAM Formula 2023



by Carmen C. Ray

Founder of Be Well Magazine
Collaborative Lifestyle Coach/Consultant

Happy 2023 Be Well Community!

I'm so hopeful that you enjoyed our 2022 issues and you're excited to continue with us in 2023.

We are exceedingly confident that the Be Well Contributors, Be Well Retreat Speakers and Guests will stretch you by sharing resources, stories and inspiration to move you toward your 2023 dreams and beyond.

IMPACT - 2022

Each year I select a word for me personally and in business. My word for 2022 was IMPACT. Much of the progress for Be Well Magazine was the result of sifting through nonessential demands of time and energy to gain clarity of my dream for our magazine, retreats, and online community. This, in turn, afforded me the space to take more valuable actions which made a more substantial IMPACT on the work at hand.

During the beginning of 2022 I committed to a strategy of asking myself "how will this task, this opportunity, or this relationship impact my short and long term dreams and desires?" Asking pertinent questions allowed me to reduce distractions and maintain the primary focus without constant feelings of guilt. The release of negative energy and time wasters created more time for execution.

LEVERAGE

This year, let's take what we've learned from each other in 2022 to stretch our BIG DREAM into reality in 2023. Undoubtedly, 2023 will allow us to utilize takeaways from 2022. Our word for this year is leverage. Leverage is our ability to identify the talents, products, services, and resources of each other to fill in the gaps of what we need.

Once our assessment is complete we can identify who's bringing what to the table, and mutual respect will be established which will create the prime space for positivity and real progress.

Leverage the Be Well Magazine, our online community and retreats to manifest what you need to experience your BIG Dream!!

BE WELL 

The Big Dream
MILWAUKEE RETREAT



FAITHE COLAS
MODERATOR
RADIO HOST
WNOV860 - THE VOICE



CARMEN RAY
FOUNDER
BE WELL NETWORK,
EVENTS AND MAGAZINE



**LATRICE ROLLINS
PHD, MSW**
KEYNOTE SPEAKER
MOREHOUSE SCHOOL
OF MEDICINE



Achieve your BIG Dream with Be Well Magazine!

The Big Dream Retreat is an opportunity to learn from industry experts and gain the tools and inspiration you need to take your business to the next level.

Whether you're just starting out or are a seasoned entrepreneur, this retreat is designed to help you unlock your full potential and achieve your goals by leveraging the relationships and resources of Be Well Magazine. Invest in yourself and your business. Leave feeling recharged, inspired, and equipped with the skills and connections you need to succeed.



Includes the S.P.I.C.E.S of Life Panel Discussion:

- S - SPIRITUAL WELLNESS
- P - PHYSICAL WELLNESS
- I - IMPACT IN COMMUNITY
- C - CREATIVE EXPRESSION
- E - EMOTIONAL WELLNESS
- S - SOCIALIZING INFLUENCE

SPEAKERS COMING SOON!



GET TICKETS TODAY!
www.bewellmagazines.com/bigdreammke



Dream Out Loud

by Crystal Thompson

Editor in Chief of Be Well Magazine

To be called a “dreamer” often means one is not thinking practically or has goals that are immersed in fantasy. When Dr. Martin Luther King, Jr. announced that he had a dream, it was taken seriously because it was marked by determination, consistent effort, marching, and surrounding himself with like-minded people who believed and fought alongside him.

Be Well Magazine 2023 is here to proclaim that your big dream is gilded with fulfillment, not fantasy.

The Be Well Magazine community has an awakening for the person reading these pages today. Are you listening? YOUR BIG DREAM IS JUST LIKE YOUR DNA—IT’S WHAT MAKES YOU DIFFERENT FROM EVERYONE ELSE.

Your big dream is your footprint. Your special recipe. Your name in lights.

But here’s the thing—

You can’t make a footprint without putting your boots on the ground.

You can’t share your special recipe without **feeding** people and rattling some pots and pans.

Your name will be invisible if you insist on dimming your light.

Brace yourself for the pivotal plot that is in store this year. The Be Well Community (the magazine, the Big Dream Retreat, and all entrepreneurial resources) is moving, shaking, shifting, and adjusting to lay groundbreaking platforms for the BIG DREAMS of every entrepreneur. We are determined to address and accommodate any business idea or mindset that you are bold enough to say out loud. This year marks the end of merely counting sheep. We dare you; we **IMPLORE** you to bring forth a commitment to the BIG DREAM that lives inside of you.

Be Well Magazine 2023 IS **the plug** for your BIG DREAM strategy and simplicity. Our team of contributors is both masterful and genuine, and ever eager to conquer every challenge that arises, while taking your dream from fairytale to **FINALLY!** Congratulations—your “I’m ready” will allow your dreams to come true when you invite our visionaries to support and see you.

Don’t make another resolution—Be Bold; Stand Out with Be Well Magazine and the Be Well Community mentorship.



The Essence

OF FIRST CLASS:



The truth is that you are the essence of First Class; you were “**fearfully and wonderfully made**” in the image of the Creator of Creation.

Linda Michelle Trainer

WELCOME TO YOUR UPGRADED WORLD

The original concept of the first class cabin on commercial airplanes was to position passengers away from the noise of the engine and propeller. In today’s society, the function of the First Class cabin is to create more space to relax and renew, away from the hustle and bustle of the leisure traveler, providing an atmosphere of luxurious peace and calm for experienced “Destiny Movers and Shakers.”

Amenities were added to attract and enhance your experience, and to allow you to rest interrupted while on your journey. Hot towels to re-fresh your face and hands; eye masks, sound proof headphones, cooling pillows, private suites, and lay down flat seats may be offered. Not to mention, Sax Fifth Avenue brand down comforters, and pajamas and slippers (on long haul flights), allowing you to arrive with your clothes unwrinkled and your body fully rested.

You deserve it— warm nuts and hot food served on real china, champagne or orange juice (or both) bubbling in a crystal flute, and a wide range of entertainment; from the latest blockbuster movies, podcasts, and audio books to just about every genre of music you can imagine, if you so desire.

You have put in the work. You have pressed into your purpose in one way or another, and you are reaping the reward of your faith in action. You have been granted the opportunity to rest, relax and renew in extreme comfort, because you deserve it.

Whether it is your first flight or your one hundredth, you deserve it or else you would not be here. Even if it were a complimentary upgrade, you received it because your name was on the list and you were in motion; determined to move from where you were to where you desire to be. You were next on the list; you received the upgrade because you showed up. You showed up in time to make the flight, and received the status change.

Marisa Murgatroyd, a phenomenal sister and living proof of this principle, once stated, “Our potential as humans is truly infinite...and we hold ourselves back in so many ways because we learn to focus on our challenges and limitations, instead of our greatness.”

You deserve First Class because you were created – the essence of you, before time began – for such a time as this. You deserve it because of the Creator’s love for you. Receive it. Fully experience the awe and wonder of the gift of it. Be inspired to continue to fulfill your mission, taking responsibility, believing that you will reap the rewards of giving it your very best.

Keep showing up. Never give up, “...For you have need of steadfast patience and endurance, so that you may perform and fully accomplish the will of God, and thus receive and carry away (and enjoy to the full) what is promised.” (Hebrews 10:36 AMPC). The promise is life more abundant. The observation is that, “YOU were designed for accomplishment, engineered for success, and endowed with the seed of greatness.” (Zig Ziglar) The encouragement is that you are “clothed with strength and dignity and you laugh without fear of the future.” (Proverbs 31:25).

You are the essence of First Class, not because of where you are positioned on an aircraft, but because of what is present inside of you: resiliency, passionate purpose, hope for your future, belief in the possibilities, trust in the promises of the Creator of Creation who has orchestrated your every step from the beginning, and only invites your cooperation—no pressure, simply pleasure to enjoy the fresh fruits of His love.

Push pass the doubts. What other people think of you is none of your business. The only thing that matters is what you think of yourself. You did not quit. “Success is a matter of not quitting and failure is a matter of giving up too soon.” You showed up! You’re here answering when your name is being called. Receive the gift. Sit back, relax, be comfortable and enjoy the First Class journey. Be **IN** Courage, precious one.

Know Your Worth

AND LIVE A FIRST-CLASS LIFE



Amazing things happen once you finally realize your self-worth.

Cheryl Garrison

50SOMETHING LIFESTYLE

Last year, I released a training on confidence for women over 50 called Bring Her Back. While researching the different ways women can regain confidence, I came across this quote, "Know your worth, then add tax." It resonated with me because it embodied the essence of what it means to live a "first class" life filled with self-worth. First class living is not only about knowing your worth, but also about knowing it so well that you are bold enough to demand the BEST out of everything that you do and having the confidence to push your skills and expertise to the next level.

How do you find your self-worth? The short answer is to improve your self-confidence. When you have self-confidence or high self-esteem, you know your worth and trust that others will recognize your value. Having **confidence** can help you to take on the world with more energy and determination, resulting in better relationships, quality work and a feeling of **being** connected with your surroundings. Self-**confident** people usually can influence others more easily, as well as control their own emotions and behaviors more responsibly.

Improving your self-confidence and ultimately knowing your worth requires that you...

Invest in yourself - When you have confidence and know your worth, you know the importance of investing in improving your skills and knowledge. You are not afraid to explore new things because you know that the more you know, the more you grow! Personal growth is an important part of living a "first-class" life. Invest the time and money it takes to hone in on your skills as an entrepreneur or in your specific career. There are also many opportunities to increase your life skills such as being more organized, keeping a calendar, balancing work and family, and studying for spiritual growth.

Trust your decisions - Knowing your worth affects every area of your life, especially the decisions you make regarding family, career, business, faith... every area. When you know your worth, you trust yourself and the decisions you make. You are not afraid to take a chance because you know that no matter what, it will all work out for your good. You will be able to seize opportunities that lead to more success, more happiness... a "first-class" life.

Embrace your failures and move forward - We all fail. Some failures are bigger or more significant than others, but if you are "doing", you are subject to failing. J.K.Rowling, bestselling author of the Harry Potter series, wrote "It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all—in which case, you fail by default." People who know their worth and live a "first-class" life fail forward.

They know that a failure is a singular incident that defines a singular act. It simply means in a certain instance they did not reach their goal. Remember, failure is one event that doesn't define you. Embrace your failures, learn from them and then move forward to a successful conclusion.

Surround yourself with positive people - This one is a no-brainer! Positive people exude positive energy and make everyone around them better. As you pursue a "first-class" life, be sure to hang out with positive people. Negative people help you find the negatives all around you. They pride themselves in bringing you down. When you know your worth, you know that for you to achieve your goals and aspirations you MUST keep positive people in your circle of influence.

Amazing things happen once you finally realize your self-worth. Your relationships will become more stable, your business (if you have one) will be more prosperous and you will attract more clients, and your career will soar to unimaginable heights. This is the key to first-class living.

Cheryl Garrison

CEO and Founder 50Something Lifestyle

<https://www.50somethinglifestyle.com/>

<https://www.facebook.com/50somethinglifestyle>

<https://www.facebook.com/groups/50something>

LIVE *Boldly* AND KNOW YOUR WORTH!



If you continue to think the way you have always thought, you'll continue to get what you've always got. Is it enough?"

- Paul Meyer

Cyrena Martin

Many of us are comfortable traveling in Coach; not just flying in an airplane from city to city—living our best lives—but also in our everyday lives. We have settled, and often we don't even recognize we are settling. We live each day, casually accepting what happens, if we are not pushed outside of our comfort zone. We are doing better than some of our friends and family, but not living up to our full potential. Many of us have conditioned ourselves to think that the only way we will become worthy of enjoying the finer things, is if we win the Powerball. NOT True!

Do you want to live a First-Class lifestyle? If so, why aren't you making first-class decisions?

These are just a few reasons we have not yet decided to live a first-class lifestyle:

- 1. Just Going With The Flow.** Never taking risks or learning a new skill or allowing yourself the opportunity to grow.
- 2. Not Believing In Yourself** - Doubt, accepting uniqueness, and realizing you do not have anything to prove to anyone. Living life just to please others; Pleasing our employer, our families, our friends, significant others and doing just enough to be comfortable.
- 3. Inability To Take Responsibility For Your Own Life** - It's ok, you may not get it exactly right the first time as long as you learn from it and keep going. Don't give up on goals and dreams you know you are passionate about.
- 4. Broken** - We have not yet healed from the past. We still carry the baggage of past relationships, generational trauma, grief, and trying to live up to the expectations of others.
- 5. FEAR** - Instead of **Facing Everything And Rising**, we tend to **Forget Everything And Run!** Seriously, we overlook how amazing we are. Forgetting how we were born with gifts and talents already inside of us, all we must do is be unapologetic in developing and utilizing these gifts and talents to the best of our abilities.

Knowing your worth is not defined by dollars. Your worth is loving ALL of you -strengths and weaknesses; no longer worrying about what others think or feel about you; choosing to surround yourself with positivity, and involving yourself in only healthy relationships.

The time is now! Let's live First Class! Start living your life intentionally—show up and shout out! Be authentic and unapologetic in becoming better than you were yesterday, and striving to be even better tomorrow. Create happiness, live boldly, and know your worth.

VELMA FORDE'S GUIDE TO
First Class
IT'S YOUR TURN



I want to let you know that your self-worth is not determined by the significance of others compared to yourself but is determined by how you view yourself.

Velma S. Forde

Have you ever had a flight to catch and notice people boarding before you? When it was finally your turn to board the plane, you stepped on and noticed that the first several seats were reserved for first-class ticket holders. Did you wonder if those people used a travel agent to get those seats?

Have you ever pulled up to a stop sign and had a luxury or exotic vehicle pull up next to you? Did you wonder if it was a rental vehicle and if you could have access to one as well?

Have you ever gone to an establishment and had to wait to be seated while others were called by name and immediately welcomed into a VIP Section? How did that happen? Did they have a personal concierge book reservations for them?

What about the person in line ahead of you being checked into his or her 10,000 sq. ft. penthouse suite? Did you ever wonder if they had a discount code or some special rate to be able to afford that room?

In all these scenarios, perhaps you felt like your worth was questioned or that you deserved more! I want to let you know that your self-worth is not determined by the significance of others compared to yourself but is determined by how you view yourself. I'm here to tell you how special, wonderful, and beautiful you are!

It frustrates me to see when others don't know and understand their worth. You deserve what your heart desires, including a first-class airplane seat, an awesome car, a seat at the VIP table, a night in that penthouse suite, and on top of that an amazing vacation!!

That's what we strive to accomplish at Toujours Travel. My husband and I have a passion for travel, and we work hard to make sure our customers feel valued and cared for from the onset of our interactions. We want to help make dreams come true. Our goal is to always make them feel special. We love putting together amazing adventures, and we want the best possible experience for our customers! When they book with us, we want them to remember their vacations as experiences they will never forget; vacations that are brag-worthy for many years to come!! We aim to make sure they are completely satisfied. Why? Because they have invested their hard-earned dollars and have entrusted Toujours Travel to provide a memorable vacation experience for them. Our customers deserve it, and they are worthy.

We all deserve a wonderful vacation, whether we work in a factory, work for ourselves, work in a grocery store, or work in an office environment. Our job is to help our patrons feel excited about seeing the world outside their four walls.



One of the things we love to do is group cruises! It gives us great pleasure to provide our groups with tokens of our appreciation. Our customers need to know that they are more than well-deserving of the very best in service and experiences. We celebrate them, and we celebrate WITH them! We love seeing others genuinely happy, and it gives us satisfaction seeing the smiles on their faces. We aim to place a mental bookmark on an experience making it easier to remember in the future and serving as triggers to relive pleasant moments for years to come.

Each group cruise includes a booklet, which is a colorful synopsis of our group's daily activities, including highlights of the corresponding ports, celebration shoutouts, and a group cabin directory. It also includes a vibrant t-shirt so that we can represent our entire group in style and a travel gift.

During our group cruises, we incorporate activities that encourage the participation of everyone. One thing we always do is Bible Buffet. This is a time when we come together as a group and feast on the bible or some sort of devotional that connects us spiritually. We also have group activities. Some of the past activities have been line dancing, t-shirt decorating, mission outreach projects, exercise and aerobic classes, birthday, anniversary, and graduation celebrations, cooking classes, private concerts, and comedy hours, to name a few.

When our customers are on our watch, our mission is clear—to make sure they feel important, acknowledged, and celebrated.

No matter where you sit on the plane, you are worthy! No matter what car you drive, you are important! No matter what table you're sitting at or what hotel room you've been assigned, your value is not measured by the dollars you spend but by the love you have for God, yourself, and others.

You are the designer of your own happiness and realizing your worth is the first step to transforming your life and turning it into an exciting voyage! Toujours Travel is always here as a vehicle to enhance your journey and ensure that your travel experience is first-class all the way!

VELMA S. FORDE
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ARIZONA

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AWARDED TO WOMEN WHO TRULY DEMONSTRATE

The Spirit of Be Well





Tiffany Powell

BE WELL INSPIRED
2022 PILLAR AWARD

The Be Well Inspired Award is for the Business Woman that creates inspired action in others by their leadership, consistency and availability. In business it's imperative that we keep score by producing tangible results. The Be Well Inspired Awardee is for the woman able to keep score while putting points on the board.

Our 2023 Be Well Connected is awarded to Four Star Director Tiffany Powell for her ability to lead from the front and continues to be a top performer.



Dr. Shontina Gladney

BE WELL CONNECTED
2022 PILLAR AWARD

The Be Well Connected Award is for the person that exemplifies high standards in business. This Business Woman has the ability to honor and respect long-term and existing relationships while cultivating new relationships and collaborations. The Be Well Connected Awardee has demonstrated what it means to be a Master Connector.

Our 2023 Be Well Connected Award is awarded to Dr. Shontina Gladney for her ability to pursue her purpose and passion while connecting others through groundbreaking and collaborative relationships.



Tiffany Fehr

BE WELL INFORMED
2022 PILLAR AWARD

The Be Well Informed Award is the person that evokes transformational change in others. This Business Woman has the gift of discernment and is committed to making an impact by sharing their resources and genius with others. The Be Well Informed Award Recipient demonstrates balancing God first, family 2nd and their work and purpose 3rd.

Our 2023 Be Well Informed Award is awarded to Tiffany Fehr for her consistency and commitment with educating and providing resources to those in need.



THE SUPER POWER OF

Patience & Persistence

by Jojopahmaria Nsoroma

“Patience is the very heart of love. I don’t think any skill in life is more valuable.”

-- **Easwaran** (1910-1999), gifted spiritual teacher and author of
Take Your Time: How to Find Patience, Peace & Meaning

“Child, patience wins the world!”

- **Lillian Cornelia Brown**, my spiritual teacher and maternal grandmother

Being a successful entrepreneur is about so much more than creating and delivering products and services that enable you to achieve or go beyond your financial goals. Authentic success, I believe, requires the ability to effectively respond to one of the biggest villains on planet Earth, UNEXPECTED CHANGE. I have been a self-employed for 28 years, and during this time I’ve been in many battles with unexpected change. I know without a doubt that what has sustained my success has been my ability to practice PATIENCE, and use PERSISTENCE to cultivate patience. If I were to lose this ability, I would never have experienced the many ‘happy endings’ of my professional and personal life.

When trouble arises, as it will, I turn on my super power of persistence, which I experience as my solid intention to keep moving forward and never give up.

Patience, as my super power, means I’m never afraid to wait for the right opportunities, right colleagues, or right timing.

Patience and Persistence enables me to withstand the disappointment, confusion, self-blaming and even depression that unexpected and unanticipated challenges can bring. To keep myself tethered to patience, which is a powerful form of self-love, I am persistent in doing the following behaviors:

- 1 Prayer & Meditation:** on a daily basis, I ask and thank my God and my Ancestors to enable me to remain open to learning and receiving whatever I need to continue moving forward. I use meditation audio and videos to clear my mind from the past, pull me back from the future, and keep me present to the only thing I can control –choosing love over fear.
- 2 Remembering Purpose:** on a daily basis, I consciously take time to ask myself why I am self-employed and how it serves my higher purpose. By spending conscious time to remind myself that I do know what I’m doing, I can keep my eyes on the prize.
- 3 Physical & Social Wellness:** on a daily basis, I move my body by walking, dancing, or getting healing treatments to keep me in the flow such as massage, acupuncture, or a salt bath. I also make sure to connect with family and friends who are able to be encouraging and if needed, financially supportive. I push my ego aside, and allow myself to ask for and receive the help I need to keep moving forward.

Most importantly, calling up my super powers of Patience & Persistence gives me the time to consider that there is always treasure in the trouble. This changes my perception of what is happening away from, “I’m a failure,” to “I’m being prepared for my next level of how to share my gifts, talents, and genius.”



YOU HAVE TO LOSE YOUR MIND IN ORDER TO *Follow Your Heart*

By Beverly Brown, Consultant, Dreamsteerer

You literally (not figuratively) have to lose your mind in order to follow your heart...

Your 'mind' will try to block EVERY possible thought you possess that goes against the 'comfortable brain' that it's striving to be. Your 'comfortable' thoughts; your relaxed and settled mind wants nothing to do with the 'different' or complicated existence that your heart is fighting to sustain. Attaining that newness will disrupt the brain's "normal" comfort zone. It wants to remain complacent and relaxed without exerting any extra energy, or providing any thought to do anything extra beyond what it's already doing.

Your brain is hardwired to perform simple and non-taxing processes, often due to the limits of our thinking. Suddenly, you're telling your brain you want to do something different like start your own business or new enterprise, or present a more creative idea (or an even better way) to accomplish or enhance something that will make a good service or product better. Immediately it's questioning how this is going to happen, however, it has no instruction for construction. Your brain gives various, random thoughts and scenarios of what that goal, dream or vision is that you've instructed it to think about, causing a disturbance from what it does "normally. Therefore, it gives you multiple random thoughts to see which one connects the best (or so you think).

Start by writing down the plethora of information that your mind is feeding you. The brain doesn't know how to start, thus giving it to you randomly; you have to figure it out. How do you figure it out? You lose your mind and its thoughts by writing them down and making them plain on paper (or your phone/tablet for the techies) like the familiar scripture, Habakkuk 2:2.

Writing it down assists with disconnecting from the same-as-usual-mindset you are now losing. Writing those random thoughts down also allows you to see your 'thoughts' on paper which empowers your mind to consider new possibilities and connect with the actual thoughts and you gradually lose the old mind.

Once you do this, you can literally ask your 'heart' and 'spirit' in what direction you should proceed. The brain can then begin to focus on each individual thought and lead you in the best direction to pursue. Pursuit usually requires someone else's help; which it should, because no one can pursue everything on their own; not completely. It's not how God intended.

You can now operate in your Superpower—**being different**—which leads you closer to perfecting your purpose.

[Taken from Chapter 6 of my new book - Dare To Be Different - Dare To Be You!]

Beverly Brown is a #1 Best Selling Author



Listening to the Legacy

YOUR WHY COMES FROM WISDOM

By Sandy Malone

Life is too short to not use the gifts and talents that we've been blessed with.

When I look back over my years growing up I realize how truly blessed I am to be an entrepreneur. I grew up with two parents (Thomas and Gloria) whose families migrated from the south to Milwaukee when they were young, where there were more employment opportunities; especially in factory jobs. Over the years, these high school sweethearts would meet while attending Lincoln High School and raise six children: four boys and two girls! My father worked at a local factory, A.O. Smith, (as did many African-Americans), after graduating from Bradley Tech.

My Grandfather, Roosevelt Malone also had a grocery store in the neighborhood while working at A. O. Smith to support his family. While working, my dad decided he wanted to get into real estate and had his own business for many years. My dad was a young man in his twenties when he was mentored by a real estate owner in the community who helped him learn the business while he attended real estate school. He obtained his license, my mom followed by getting her license, and they opened up their own agency.

While growing up I was always reminded of the hard work and sacrifices they made for us to have a good education and opportunities that they never had. We all pitched in cleaning the office after school, learning how to speak to customers, and answering the phone.

My desire to travel and see the world grew as I got older and attended Spelman College. I was able to meet people from other countries and other parts of the US who were willing to work hard to achieve their dreams for the generation.

My parents are now both deceased. My Mother's death occurred in November, 2020 forcing me to witness the devastating impact COVID-19 has had on a personal and global perspective. I know that now is my time to take the baton and run with it. My reasons are simple:



**PERSONAL
FREEDOM**



**TIME
FREEDOM**



**FINANCIAL
FREEDOM**

I want my nieces and nephews to know that they don't have to be stuck in a job they don't enjoy because they have bills to pay. I tell them that life is too short not to use the gifts and talents that they have been blessed with. Now, my nephew wants to become a carpenter and have his own business, and my niece just started a business applying eyelashes! I am hosting family meetings now where we are planning our first family vacation since COVID-19. I am also sharing options and strategies to teach them how to travel more. It's all about planting seeds.... And with hard work and perseverance, watching those seeds GROW!



Preparing To Be a

BOSS

By Conchetta Jones

As a girl I always dreamed about being a boss.

Fast forward many years and I made the decision to start my business. I was 54 years old; the age when most people are starting to think about retiring. Though still working a full-time job, I did just that. Feeling both nervous and excited at the same time, I plowed ahead and **Confident Woman** came to life.

I was suddenly a business woman—with business cards, a website, and a virtual assistant. I had arrived. Let me share the **enHERgy** it took to bring my business to life.

Fear and doubt were two emotions that I had to overcome right from the beginning. I had to step outside of my comfort zone and do it afraid. Those are not just words, by the way. They are real emotions that may be experienced. Your self-talk will consume you and tell you that you are not good enough, don't know enough, and the big one—nobody is going to buy what you have to sell. Time management is another big deal. There will be so many things vying for your attention; especially if, like me, you are still working. You will have to make sure that you balance your other responsibilities. During this time it will be easy to look at what others are doing and start comparing yourselves to them. You will see them making sales and if you aren't you will start doubting again.

Comparing where you are to where others are is not necessary.

Continue the work to build your business. Positivity will be a big deal; and a priority. Don't let things bring you down. Don't speak negatively when things are not going the way you thought they would. It will be hard to remain positive when you see the money going out, but not coming in. What I discovered is that the best thing to do is to stay around people who are motivated and can keep you motivated, and take classes or workshops that will keep you and your skills up to date on the trends in your field. If you need rest, take it. Write your vision and read it often.



Be prepared to work hard. Stay consistent. Know what your why is because when things are not happening as quickly as you thought, you can keep that thought as your focal point.

Finally, I want to leave you with this.

Being a Boss is a whole vibe.

Stop doubting your abilities.
Stop listening to naysayers.
You may have to drop some friends.
If they don't believe in you;
If they laugh at you, it is time for them to go.
You have to change your mindset. Your mindset is very important when you make the decision to become a boss.

Say it with me. "I am a Boss"

InHERgy

THE FORCE THAT PUSHED WENDY TO WINNING

by Wendy Campbell

I heard someone say “Entrepreneurs are born”. There was more to the statement but I tuned it out, because I wondered if that part was really true. I never thought of myself as an entrepreneur, but here I am. There were a lot of “buts” along the way that kept me from walking in my true purpose, and it took a lot for me to change the butts into what ifs. The truth is, I got comfortable in the butts because I could use it as an excuse to stay in my comfort zone. I can’t even call it a comfort zone. I was hiding. I was hiding behind the butts, and I allowed those butts to define me. I had to get to the place in my mind where I could use those as stepping stones and not be afraid to be better, different, and the real me.

I had a full time job, so how was I going to do this? I knew from some of the research I'd done that entrepreneurship was a full time job and a full part time job; no rest for the weary. It was important to me to learn everything about everything travel. So I took a dive in the deep end to learn everything as quickly as I could so I could start making money. I was registering for every supplier, every magazine, every webinar— I was on it. Soon, I found myself overwhelmed with no clear direction or idea of where to settle. There is so much to the travel industry, I didn’t realize I couldn’t comprehend it all. I thought the more aspects of travel I knew, the more valuable I would be to my clients. I was definitely wrong. So I had to take a step back and find my focus. I found my niche in cruising. I designated 2 hours per day to focus on my business.

*I spent 2 hours each day getting my certifications, updating my website, asking questions, playing around with the booking engine, and watching videos from agency owners that were successful in the travel business. They had been where I was and were a wealth of information. I was hesitant to follow their advice because I felt I was my own travel agent and wouldn't it be copying someone else's work? Wouldn't they get mad at me and call out copyright infringement? Nope. **I was surrounded by entrepreneurs that didn't kick the ladder down behind them.***

I was excited about my niche. I earned my certification with my favorite cruise line, and I learned how to market my brand with them. The truth is, they value travel agents. They know agents drive a significant amount of business, and their goal is to help us help them. But even after all that, I still didn’t have any clients and I felt like a secret agent. So how was I going to get the word out about my business? You guessed it, I booked a cruise.

I knew people from all over the US, and tons of those people were born in the same year I was. I put together a 50th birthday cruise. I reached out to my high school classmates and my college classmates and told them I found the perfect way for all of us to celebrate our 50th together. We had an amazing time and I gained a few clients from the trip. I continued to repeat the process and my business started growing.

Once I kicked the butts to the curb, I had to conquer the mind game in order to evolve into the entrepreneur I wanted to be. I had to believe I could do it. I had to get M.A.D. (Make A Decision) affirming this is what I was going to be, not just what I was going to do.

If this was just going to be something I do, I could quit anytime. But this is who I was going to be, and I wasn't going to quit on Me.

This business reminds me that I am continually investing in myself. I wasn't able to do everything at once in the beginning, but with patience my knowledge grew, I grew as a person, and my business grew.

I stay excited about my business, focused on my niche, and on a learning journey that never ends.





Stop the Madness

Live Your Victory

by Dr. Brenetia Adams-Robinson

It was a beautiful golden spring afternoon with a golden Florida sunset. A 12-year-old girl sitting on her front porch noticed a man walking up the road towards her house. When he was close enough to be recognized, she realized it was the father who had deserted her when her mother was killed in a car accident 4 years earlier. The father who consistently left a wake of chaos each time he came and went out of her life. For a quick moment, hoping he was coming to see her, she jumped up and walked with joy to the steps. But as soon as she realized who she was, he put his head down and walked with increased speed past the house...and her, without a word. That 12-year-old was me, and next to my mom's death at the hands of a drunk driver, it was one of the most soul-destroying incidents in my young life.

One devastating trauma after the other in my young life completely stripped my confidence, my identity, my voice, and my capacity to believe that I deserved anything more. I literally began to see myself as the dust floating in the air - invisible, unseen, and easily ignored. I did not have low self-esteem; I had no self-esteem. I lived a defeated, uninspired, people pleasing existence, not realizing how amazing things could be if I could see beyond my pit of mediocrity and hopelessness.

Then...I just got tired of being sick and tired. I knew in my spirit, I was meant to be so much more. I just didn't know how to get there.

I immersed myself in God's Word and realized how much more He had for my life than I had settled for. The light finally dawned! If there was going to be any kind of change in my life, I had to stop feeling sorry for myself, and make it happen. The result was my S.A.D. philosophy. I had to get off my merry-go round of misery, and Stop, Assess and Decide if I wanted something different. That's when I embraced my power and energy to implement the following S.A.D. strategy to stop existing and start truly living.

- 1. Stop the Madness.** Stop blaming others for their past mistakes and your current circumstances. The past is gone. You can't do one thing to change it. But you can stop making excuses today, and do something for your better tomorrow.
- 2. Assess the Possibilities.** Your tomorrow can be as bright, brilliant, and beautiful as you can envision. But you must be able to see the possibilities. If you can see you living a bigger life than you have settled for, you and God can make it happen.
- 3. Decide What You Want.** It's as simple as that. If you are comfortable where you are, by all means, stay there. But if you want more, you have to fight for it. Stop whining and complaining about yesterday. Put on the whole armor of God's promises and fight for the life you want today.

God NEVER promised life would be easy. But He did promise you can have the abundant life now. It will only happen when you make a decision to turn your sad situation into your S.A.D strategy to live in victory. Your decision...Your choice...Your life!





Embrace. Encourage. Empower.

by Shawntell Taylor

As an enHergetic entrepreneur, I have always been enthusiastic about helping women with achieving their life, career, and financial goals and dreams. In fact, I know that I was created to be an innovator, trail blazer, and advocate for women because in my opinion, there is a constant war on women’s rights and I am not one to sit back and allow women to continuously struggle in the areas of finance, equitable conditions, or any other adverse conditions. As a woman, wife, mother, business owner, and community advocate I have experienced major obstacles and I continue to stand because I know that wherever there is passion and purpose, there will also be hardship and the need to put on my whole armor of The Highest God to get in the trenches and fight while continuing to embrace, encourage and empower women to be who they were created to be, and that is whole and virtuous.

Small Beginnings

In the Hebrew language, Chayil pronounced (khah'-yil) derives from Eishet Chayil, meaning woman of virtue and strength. Chayil Corp started out with the name Virtuous Woman in the year 2000 when I was 24 years old. In 2011, I published my first book titled, Heavy Content—a story of the struggles that I faced growing up from childhood to adulthood and how I overcame those obstacles without allowing society to classify me as a victim. Purposely, I named myself—the character in the book, Chayil. After my book signing, I changed the name of the organization from Virtuous Woman to Chayil Inc., formed a board of directors, and did the work to make Chayil a non-profit 501(c3) organization. In addition, Chayil became the symbolic framework and non-profit arm of my S Corporation, Midwest Advantage Holdings Company and organization that supplies financial and business services nationwide.

Strategic Objectives

Chayil Incorporated has four strategic objectives:

- **Lyfe Stylez Program** - Provides life coaching, and assistance with overcoming underlying barriers to success that women have. This program supports and mentors women and minorities and serves as a resource and support for women struggling with low self-esteem, homelessness, abusive relationships, lack of income, financial burdens, and more. This program hosts a quarterly, Sister, I Need You event to bring awareness to dire conditions that women and minorities still face. Each meeting is unique for example, our next session will be held in January 2023 online and in person and it’s titled, Sister, I Need You...to Focus.
- **Community Career Connections** - Provides career coaching, and help with professional development, transferable skills, resume writing, interviewing, employment resources, entrepreneurship and more. Community Career Connections serves as the liaison between employers and job seekers.



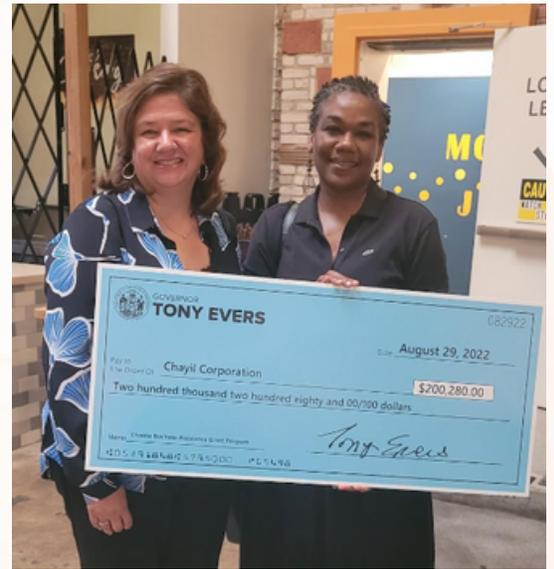
Photos of Governor Evers’s Office Press Release at Sherman Phoenix in Milwaukee, WI to accept the grant award.



Photos of Governor Evers’s Office Press Release at Sherman Phoenix in Milwaukee, WI to accept the grant award.

Strategic Objectives continued...

- **Finance Café** - An actual café and event space that also serves as a resource and education center for women and minorities seeking entrepreneurship and financial acumen. We partner with various banks, insurance companies, lenders, real estate agents, investment brokers, tax professionals, attorneys, and other financial gurus to supply free and discounted workshops, programs, and services. We offer a debt elimination CD and workbook that assists women with debt management and credit repair.
- **SWATS** (Strong Women Aiming Toward Success) Magazine -SWATS is the voice of Chayil Corporation, we create awareness and address issues that pertain to women and minorities that change their lives, fashion, travel, spirituality, stress management, parenting, education, politics, career, business, finance, money, and so much more!



Challenges

Our organization's mission and vision are extremely powerful, and Team Chayil thought Milwaukee's community would embrace, encourage, and empower us because we were doing amazing things in our neighborhoods. We hosted events, held fundraisers, supplied solutions, took part in other organizations' programming, and the list goes on. As we continued to focus on branding and enlarging our territory, we discovered the most hurtful events. To keep the focus on positive EnHergy, I am not going to place emphasis on who did what; however, we have had our business name, concepts, and events stolen by individuals within our network and it was hurtful. In fact, I almost gave up on my vision and my city. Please note that I am not angry with any of the other parties and one of the most valuable lessons that Team Chayil has learned is that there is enough money in the economy for everyone and that ideas belong to The Most High God and unfortunately, in minority communities there is a crabs in a barrel mentality because of systematic racism, poverty, and generational curses that need to be broken.

Chayil Forward

Despite challenges, Chayil is optimistic and moving forward. After more than a decade of dedication, tenacity, innovation, and forward thinking, Chayil Inc. in tandem with Midwest Advantage Holdings Company applied for a part of the American Rescue Plan Act (ARPA) grant to continue aiding women and minorities with achieving life, career, and financial goals and dreams. I was heartbroken when Chayil was not selected by the State of Wisconsin for the first round of funding because through all of my business endeavors I have been doing impactful and measurable work to assist individuals, families, and business owners with achieving financial goals and dreams. I was crushed when I was overlooked by so many grantors and donors through the years as I continued to aid others with getting funding for their businesses and organizations. Little did I know, there would be a second round in which I received an approval for grant dollars. Chayil was awarded \$200,280 by Governor Evers's office to expand our economic development program and to provide women and minority business owners with ongoing consulting and coaching, entrepreneurship training, human resource development, financial, business & succession planning via the Finance Café program found in Brookfield, WI serving Milwaukee and Waukesha Counties. The organization will use the awarded funds for a second location closer to Milwaukee, where there is a dire need for the services that Chayil Inc. and Midwest Advantage provides.

Future expansion consists of setting up a second location in Milwaukee to be a one-stop-shop for all business and financial solutions and a shared space for financial professionals. The business center's pros will work in unison to supply quality services and there will be an inhouse coffee shop named, Finance Café, also an event space in which community, workforce development, and entrepreneurial based, training, meetings, and more. For more information or to donate to our cause visit www.chayilincmke.org.



EnHERgy Shows Up

Steering Business and Sparking Sisterhood

by Jacquelyn DeLane

As I pondered which one of my entrepreneurial experiences I wanted to focus on for this issue, I decided to bring you into my world as I created, coordinated, and executed the most recent Be Well for Women Relax, Restore and Reignite travel experience.

Approximately one year ago Carmen Ray asked if I would book her group trip, initially for her birthday, but then it quickly transformed into a retreat for Be Well for Women 2022. While I hesitated, I eventually responded affirmatively because of the relationship and rapport that I have with Carmen. Now hear me clearly, everyone gets a little nervous when they are taking on a new travel booking, but I thought this would be a piece of cake. I have done this several times.



During the following months I sent quotes to countless ladies, had phone conversations, rechecked specifics with the resort brand, analyzed details, reconfirmed room types, watched YouTube, read countless reviews of the resort, joined the resort Facebook page so I could see what was being said about it, and more. Now, this didn't come during a "blocked out" convenient time on my calendar.

I carried out this work during all times of the night. You see, my EnHERgy shows up at midnight, 2:00AM, 3:30AM, and 5:00AM.

When I am really vested in something, I toss and turn and toss and turn until the mission is complete. I go to bed with it on my mind, and I wake up with it on my mind. I can't rest until every detail has been checked and rechecked. It's just the way my EnHERgy is wired! Does any of this sound familiar to you??? Whatever you're passionate about can cause many sleepless nights especially when it is a project you're working on for someone else.

Needless to say, our Be Well for Women trip was an outstanding experience for those 11 ladies who traveled together. On our first full day, we gathered in one of the many open lobby spaces.



I began the research phase.

I was trying to find a destination and resort that would align with the type of environment and decor that I knew Be Well has become accustomed to. After sifting through many hours of research, text messages, price quotes, etc. we finally agreed upon the destination— **Breathless Cancun Soul Resort**. At that point I went through all the protocols to get a group code so each room booked through my reservation would get an additional discount and luxury amenities at the resort.



Carmen gave the group an overview of her Be Well program as well as the magazine. I then led the ladies through a Be Well for Women Survival Kit activity.

We bonded like no other group I've been associated with. We relaxed, restored, and reignited as we sparked new friendships, shared EnHERgy, shopped together, relaxed in pools, enjoyed hydrotherapy, massages, and more. After hours of laughter and sisterhood, we established that we want to travel together frequently.



Now that we are back home we stay connected on our own private messenger page. We even have plans to travel again together AND we even named ourselves Queens of Soul Travel!

Look out for more trips from this group including our journey to Jamaica in July 2023. In the meantime, enjoy some of our photos; see if you can discern our EnHERgy during this awesome time!



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Thoughts

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