

Youth V.I.B.E., Inc.  
Vision Industry Business Empowerment

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**We're on the web!**  
[www.youthvibe.org](http://www.youthvibe.org)

**UPCOMING EVENTS**

Day at the Capitol  
March 2004

Youth Empowerment Day  
May 2004

Annual Awards Banquet  
August 2004

**UPCOMING COLLABORATIONS**

Atlanta Symphony Orchestra

American Technologies

**SPONSORS AND GRANTORS**  
**THANK YOU FROM YOUTH V.I.B.E.**

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**Programs:**

- Business Training Sessions
- Computer Training
- Professional Development
- Social Development
- Corporate Tours
- Day at the Capitol

**WE TEACH YOUTH THE ART OF BUSINESS**

**COMMUNITY LEADERS LEND THEIR SUPPORT TO YOUTH V.I.B.E.**



Callanwolde Fine Arts Center

A crowd of 300 was on hand for Youth V.I.B.E.'s Seventh Annual Awards Banquet and Birthday Celebration held August 15th at the Callanwolde Fine Arts Center. The celebration- **Viva Youth V.I.B.E.**- commemorated the non-profit's successful youth programs and celebrated individuals instrumental in the organization's growth.



Herman Mitchell and the Allstars

Honorees included **Robert L. Brown**, President/CEO of RL Brown & Associates; **Gwen Keyes**, DeKalb County Solicitor General; **Cynthia L. Hale**, Pastor of Ray of Hope Christian Church; **Thomas Brown**, DeKalb County Sheriff; **Julia Hunter Jones**, Vice President of Corporate and Community Services for the DeKalb Regional

HealthCare System; and **Jon Manns**, President of the DeKalb Convention and Visitors Bureau.

Jones noted during her acceptance speech that DeKalb Medical Center's commitment to Youth V.I.B.E. is rooted in the organization's admiration for Youth V.I.B.E. founder **Waleed Shamsid-Deen**.

"DeKalb Medical Center very rarely supports organizations that are not health-related," said Jones. "However, in 1996 DeKalb Medical Center's CEO witnessed the commitment **Waleed Shamsid-Deen** has for youth in the area and he immediately wanted to partner with Youth V.I.B.E. as a financial supporter. We've been involved with Youth V.I.B.E. since its inception and we encourage others to support Youth V.I.B.E.'s efforts on behalf of young people."



Rep. Billy Mitchell and Hostesses

State Representative **Billy Mitchell** and KISS 104.1 FM gospel radio personality **Reggie Gay** emceed the Latin themed event, while **Herman Mitchell** and the Allstars and the



Rev. Cynthia Hale and Waleed Shamsid-Deen

**MEZCOLANZA Latin Dance School** provided live entertainment. Also in attendance were Congresswoman **Denise Majette**, **Shareef Abdur-Rahim**, starting forward with the Portland Trail Blazers, state representative **Teresa Green-Johnson**, and **Frederick Daniels** of Citizens Trust Bank. A surprise gathering of four original members from the **Tuskegee Airmen** provided an emotional highlight during the evening.



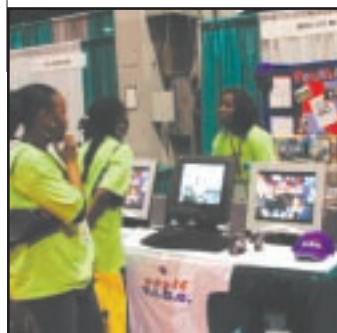
Gwen Keyes and members of the original Tuskegee Airmen

Proceeds generated from the **Viva Youth V.I.B.E.** event will go towards the organization's campaign to generate \$100,000 for operations, scholarships and programatics.



**Tarriel Covington**

*“Youth V.I.B.E., Inc. is dedicated to the business of mentoring youth between the ages of fourteen and nineteen in the metropolitan Atlanta area.”*



## NEW CHAIRMAN OF THE BOARD

Youth V.I.B.E. is pleased to announce the appointment of Tarriel Covington as the organization's newest Chairman of the Board. Tarriel fills the vacancy left by Youth V.I.B.E. founder Waleed Shamsid-Deen, who will now serve Youth V.I.B.E. in an advisory capacity.

Tarriel is a 1980 graduate of the University of Missouri. He holds a bachelor's degree in journalism with a concentration in radio/television production.

Tarriel has enjoyed a distinguished career in academic media having served as a media specialist and production coordinator for Emory University in Atlanta, GA. He has won several awards ranging from the United Press International "Outstanding Radio Reporting" Award in four different categories in 1984, to the National Communicator's Award in 2002 for "Ghost Out," a 30-minute documentary on teenage drunk driving.

Tarriel began independent production in 1992 and created and founded "Project Video" in 1999. He is a member of the Independent National Producers Association, Image Film & Video and Georgia Lawyers for the Arts. He currently serves as the president of the Avondale Business Association. Tarriel is married and has four children.

**Welcome aboard Tarriel!**

## WHAT IS YOUTH V.I.B.E.?



Youth V.I.B.E. is a United Way funded organization created to expose youth to the skills and experiences that teach and encourage business leadership. Since its founding in 1996, Youth V.I.B.E. has provided services to DeKalb County youth through partnerships with the DeKalb County School system, the Fire Explorers, Callanwolde Fine Arts Center, the Burger King

Academy and DeKalb Council for the Arts.

Youth V.I.B.E., Inc. is dedicated to the business of mentoring youth between the ages of fourteen and nineteen in the metropolitan Atlanta area. The representation of youth participating in Youth V.I.B.E. crosses all socioeconomic backgrounds. Youth V.I.B.E. participants attend bi-weekly,

two hour business training sessions that teach basic business skills from interviewing, dressing for success and professional development to intermediate skills such as job search basics. Relevant business topics are emphasized under advanced courses including: entrepreneurship, financial instruments, investments, and real estate orientation. Program activities are designed to put reality into the academic curriculum.

**If you or your organization would like to collaborate with Youth V.I.B.E. on a project that helps young people excel in academics, business, the arts, technology, politics, etc., please contact us at 404-284-8125 or visit [www.youthvibe.org](http://www.youthvibe.org).**

## RECRUITMENT 2003

During October 2003, Youth V.I.B.E. recruited students at Avondale, Southwest DeKalb and W.D. Mohammed High Schools. Over 100 students signed up to participate in Youth V.I.B.E. during 2004.

Recruitment is a key component in identifying youth

who are interested in the field of business and the selection process is intense. Applicants between the ages of 14-19 must complete an application, consent form, interview and essay. Applicants who are approved to participate can not have in excess of five (5) unexcused absences

from school and must maintain a 2.5 minimum grade point average.

Interested students may download an application from our web site at [www.youthvibe.org](http://www.youthvibe.org) or call 404-284-8125 to request an application through the mail.

## STUDENT PROFILE

During the Youth V.I.B.E. fundraiser and awards banquet in August, two Youth V.I.B.E. students, **Brian Reynolds** and **Jason Grandison**, were honored for their commitment to the organization and their commitment to succeed in life.

Brian is a full-time sophomore student at Georgia Perimeter College where he is majoring in business administration. In addition to his studies, Brian is interning with Congresswoman Denise Majette, holds a part-time job at a local shoe store and is working

with General Motors. On top of all of that, Brian has already mapped out his goals for the future.

"When I complete Georgia Perimeter, I want to continue my education at Fort Valley State University," said Brian. "In five years, I want to start my own business in the shoe apparel industry. Youth V.I.B.E. and my boss at the shoe store have given me the support and courage I need to make my dreams come true. I will always be grateful for their words of wisdom and their belief in me."



Board member Tyrone Cox (center) with scholarship recipients Jason Grandison (left) and Brian Reynolds (right).

Jason is also working hard to make his dreams come true. He is currently a freshman at American Continental University where he is majoring in Media Production.

## NEW PROGRAM DIRECTOR



Youth V.I.B.E. would like to congratulate **Rochelle Jones** on being named the newest program director for Youth V.I.B.E. In her role, Rochelle will be responsible for directing all Youth

V.I.B.E. programs to ensure they meet the organization's goals and provide participants with enriching, life-long skills.

Prior to coming to Youth V.I.B.E. and relocating to the Atlanta area, Rochelle was Program Manager for the Association for Supervision and Curriculum Development (ASCD) in Alexandria, VA. While there she promoted and enhanced resources from the constituent groups/supporters and developed practical tools to help facilitate efforts of the program including

periodic newsletters, handbooks and directories.

Rochelle also previously served as Membership Manager for the National Alliance of Black School Educators (NABSE) in Washington, DC. Rochelle received a bachelor's degree from Vassar College in Poughkeepsie, NY and completed graduate coursework at John Hopkins University in Baltimore, MD.

**Welcome to the Youth V.I.B.E. team!**

## 2003 YOUTH V.I.B.E. BOARD MEMBERS

Our Board members are committed to building partnerships and identifying resources to help our students achieve in professional business and social environments. We sincerely appreciate our Board of Directors for their support. We look forward to your wonderful leadership in 2004!

**Tarriel Covington**  
Chairman of the Board  
**Yolanda Shaw**  
Secretary  
**Tony Smalls**  
Treasurer  
**Waleed Shamsid-Deen**  
Founder

**Elizabeth Andrews**  
DeKalb County School Board  
**Tyrone Cox**  
DeKalb Medical Center

**Al Duncan**  
Startel Wireless  
**Michael Johnson**  
Atlanta Gas & Light  
**Nat Long**  
Neighbor Newspapers  
**Karim Ziyad**  
TYT, Inc.

**Shareef Abdur-Rahim**  
Portland Trail Blazers (Honorary)  
**Gwen Keyes**  
(Honorary)

*“...two Youth V.I.B.E. students, Brian Reynolds and Jason Grandison, were honored for their commitment to the organization and their commitment to succeed in life...”*