

# Season's Greetings &...



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An Audacious 2019!

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## Warm Wishes for a Happy Thanksgiving 2018



Peace  
Gratitude  
Good cheer

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# Q & A: Racial Profiling Lawsuit



**Q: Regarding the mom of five and the recent Walmart lawsuit, what news source does the best job of reporting on the issue?**

**A: Reporting on the recent case in the news differs from the overall issue.**

Consider compiling and analyzing articles from different industry sources...

## **Examples:**

### **News One cites**

incidents of prior racial profiling stories.

*Allure* magazine tackles the subject

from a beauty industry perspective

and includes statistics on how much money

women of color spend

**on cosmetics.**

Many news sources, such as *ABC* and *Newsweek*, report on data that Walmart uses to justify profiling practices.

But examining and questioning the business practice and its effectiveness is usually missing from news reports.

### References

Abc 7News.com

<http://abc7news.com/business/woman-sues-walmart-for-racial-discrimination-with-beauty-products/2997552/>

Allure.com

<https://www.allure.com/story/walmart-sued-racial-discrimination-hair-products>

News One

<https://newsone.com/3771529/walmart-lawsuit-black-beauty-products-shopping-while-black/>

News Week

<http://www.newsweek.com/walmart-segregation-racial-discrimination-beauty-products-792931>

Dee Adams is the editor of the ethnic studies supplemental lesson and book titled *Shopping & Racial Profiling*

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# Why A Talented Student Fled Robotics Class



Pure misery. Onyii Brown's reaction years ago after confronting the reality of her choice: robotic engineering.

Tasked with the frustration of figuring out how to get the robot to move, a seemingly endless repetitive activity.

Brown switched her degree objective.

Although possessing the IQ for the field, Brown's high-level imagination and independent nature was not a good fit for a structured and regimented field.

Last month, PBS aired a season five episode of *Start Up*.

Houston mom, Onyii Brown, was featured in one of the segments. Brown had started a successful design enterprise for less than \$200. And in a field, she had always wanted to enter.

The *Start Up* segment underscores the struggle many confront when social, cultural, and economic norms clash with creative talent.

Many creative people minimize the value of their artistic talent and ignore their dreams to follow a conventional path because everybody knows you cant make a living dabbling in arts...

Those who succeed understand that key business and marketing principles have to be part of the plan.

References

[Startup-usa.com](http://Startup-usa.com)

[http://start\\_up-usa.com/](http://start_up-usa.com/)

Check out Brown's inspirational blog video...

<http://www.onyiiandco.com/explore/>

Johnson O'Connor Research Foundation

Jocrf.org

### **Did You Know**

Some aspiring fashion designers despite passion to enter the field learn they do not have the ability or aptitude for pattern making to construct clothing. So some enter the little-known field within the industry: Textile design. There are only a few hundred designers in textile or fabric design.

Source: PBS/Articulate

<https://www.articulateshow.org/articulate/liz-casella-patterns-hidden-in-plain-sight>

Dee Adams is the author  
of *Finding Your Niche: Discover...*

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**Gloria Estefan: Timeless  
Refrain for Aspiring  
Entrepreneurs**

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# Happy Holiday Wishes



And have  
an Awesome  
2018!

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## Michael McDonald: Lyrics for Aspiring Entrepreneurs

Because the music videos board on Pinterest ranks popular, another video, the 80's hit, *Sweet Freedom*, by Michael McDonald' has been added to the collection.

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# How Statue of a Monk Inspired Dangerous Mission



Product development usually does not involve danger, but this recent CBS News story is an exception!

Reference

Cbsnews.com

<https://www.cbsnews.com/news/reintroducing-yemeni-coffee-to-america/>

Dee Adams is the author of *Finding Your Niche: Discover...*

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## Niche Creativity Blog: New

# Posts Update



After four failed attempts to repair hardware malfunction in the computer, the laptop will be permanently returned to the manufacturer. so, new posts on Niche Creativity are halted temporarily until a replacement arrives in 4-6 weeks.

The Niche Creativity blog and archive will remain open. And new posts will resume in December.

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## Niche Creativity Blog News: Hardware Repair

**Update:**

**Hardware must now be replaced.**

**New posts will resume in October.**

**Date to be announced later.**

Because of continued computer repair issues, posts will resume in two weeks.

**Tip: Never buy a computer unless first checking specific model and brand with *Consumer Reports*!!!!**

Niche Creativity blog will remain open to visitors, Laptop has hardware issue and must be overhauled by tech support.

Meanwhile, check out the hidden story behind the billion-dollar sale of George Clooney's company, See updated post below

Brain teaser included.

[The Business of Animal Science Behavior: 3 Amazing Cases](#)